
Genesis Public Opinion Research Inc.
Presentation to
Health Canada

“Healthy Cafeteria” Survey Results

Brooke Claxton & Jeanne Mance Bldgs

January, 2004

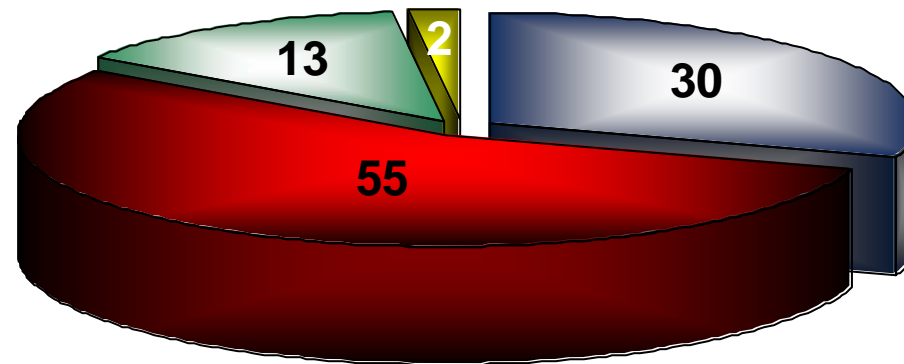
POR-03-71/H101103111/001/CY

Survey Overview

- On-line survey to HC Employees in NCC
- Designed to assess satisfaction levels with menu, healthy options, service, and prices in each of Brooke Claxton and Jeanne Mance cafeterias
- Conducted in December, 2003
- 223 completed responses from 1500 employees
- Margin of error = +/- 5.6%

Respondent Profile: Building Location re Work

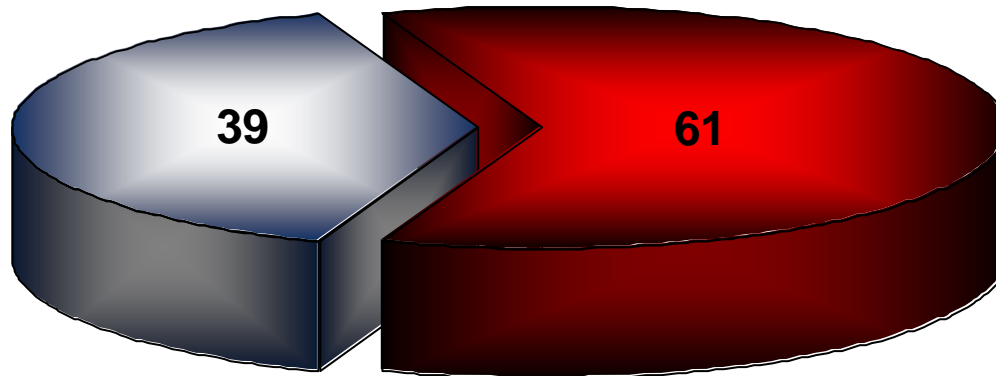
“What building do you work in?”



- (%) Brooke Claxton
- (%) Jeanne Mance
- (%) Other Tunney's
- (%) Other

Respondent Profile: Cafeteria Used Most Often

“Which building cafeteria do you use most often?”



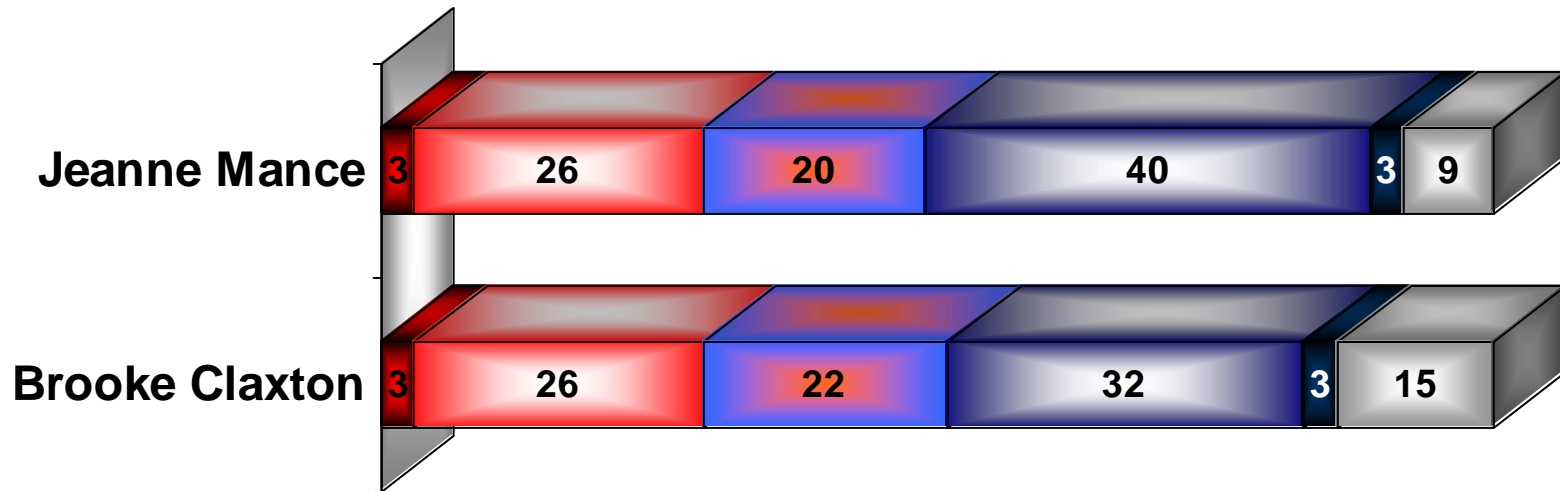
■ (%) Brooke Claxton ■ (%) Jeanne Mance

Cafeteria Used Most Often by Building Respondent Works In

<i>“Which cafeteria do you use most often?”</i>	<i>“Which building do you work in?”</i>		
	Work in Brooke Claxton	Work in Jeanne Mance	Work in Other Building
Brooke Claxton	100%		68%
Jeanne Mance		100%	32%

Overall Satisfaction with Cafeteria Services

“Considering all aspects of the cafeteria services, how satisfied are you?”

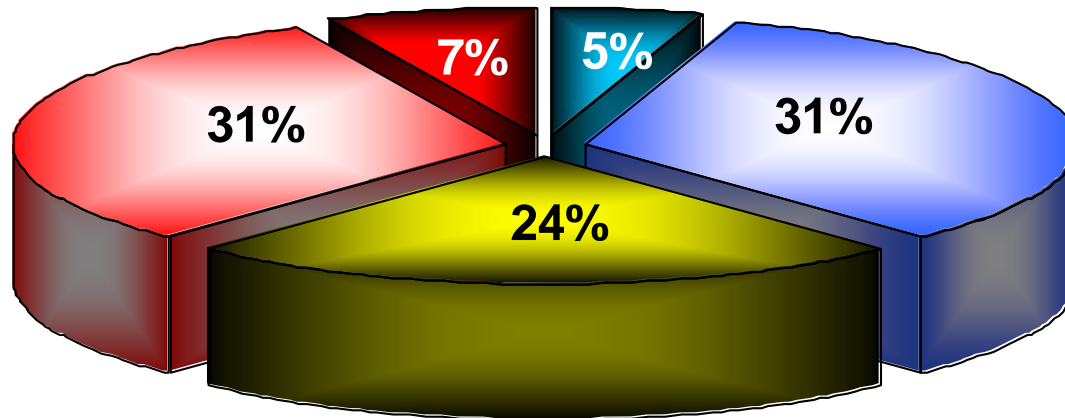


■ % Completely Dissatisfied
■ % Neutral
■ % Completely Satisfied

■ % Dissatisfied
■ % Satisfied
■ % No Opinion

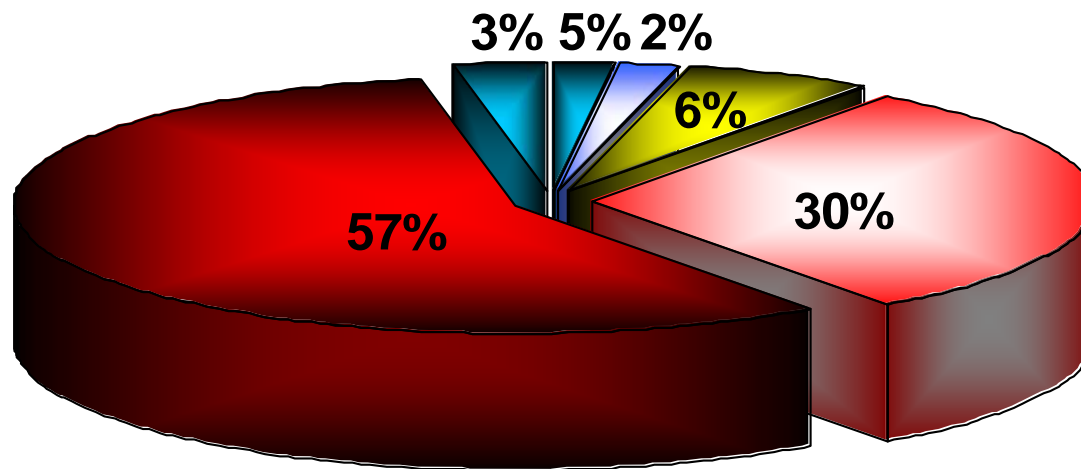
Overall Quality of Food

Agree / Disagree: "The overall quality of the food, including its taste, temperature, freshness, presentation and nutritional value, is excellent".



Food Quality: Comparison with Home

Agree/Disagree: "The food I eat in the cafeteria is healthier and better for me than the food I eat at home".

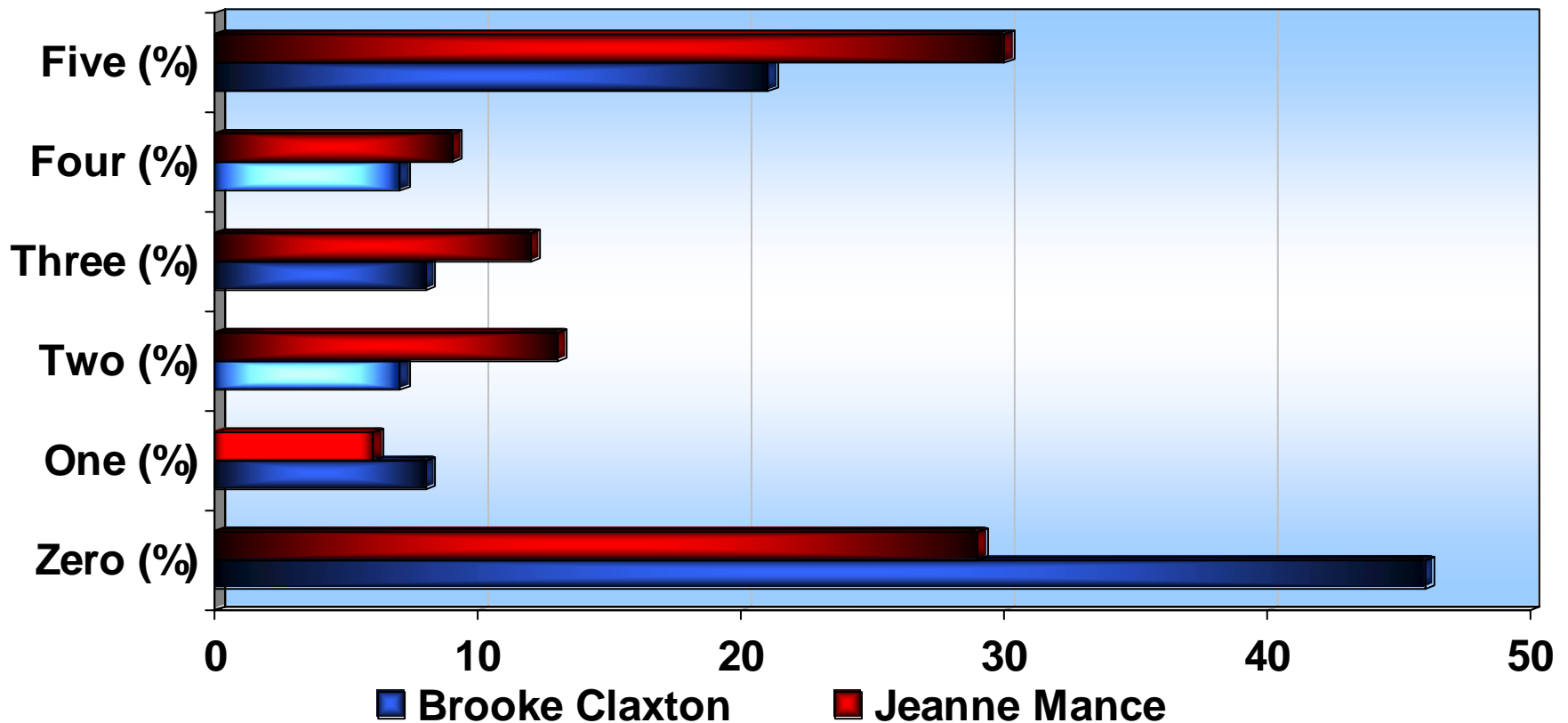


“Top 10 Drivers” of Satisfaction Ratings

Assessment	Ranking
Overall quality of food	1
Value for money	2
Enough healthy choices / selection to suit me	3
Specials: balance of carbs, protein, fruit, vegs, dairy, grains	4
Eat better at home than at work	5
Closing time, end of day	6
Closing time after lunch	7
Friendly, helpful staff	8
Specials are predictable, boring	9
Opening time at lunch	10

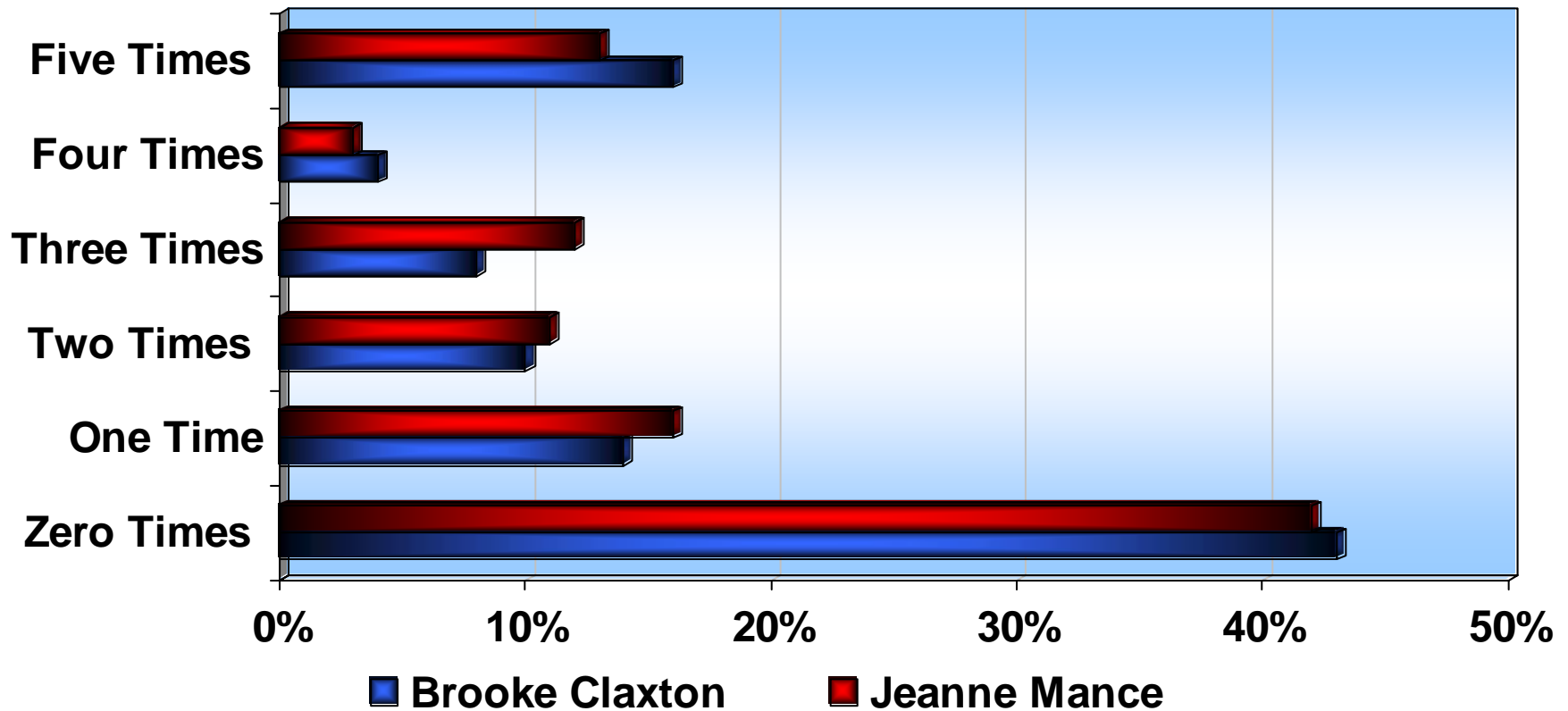
Frequency of Purchases in Average Week by Cafeteria

“How many days in an average week would you purchase food from cafeteria in Brooke Claxton / Jeanne Mance?”



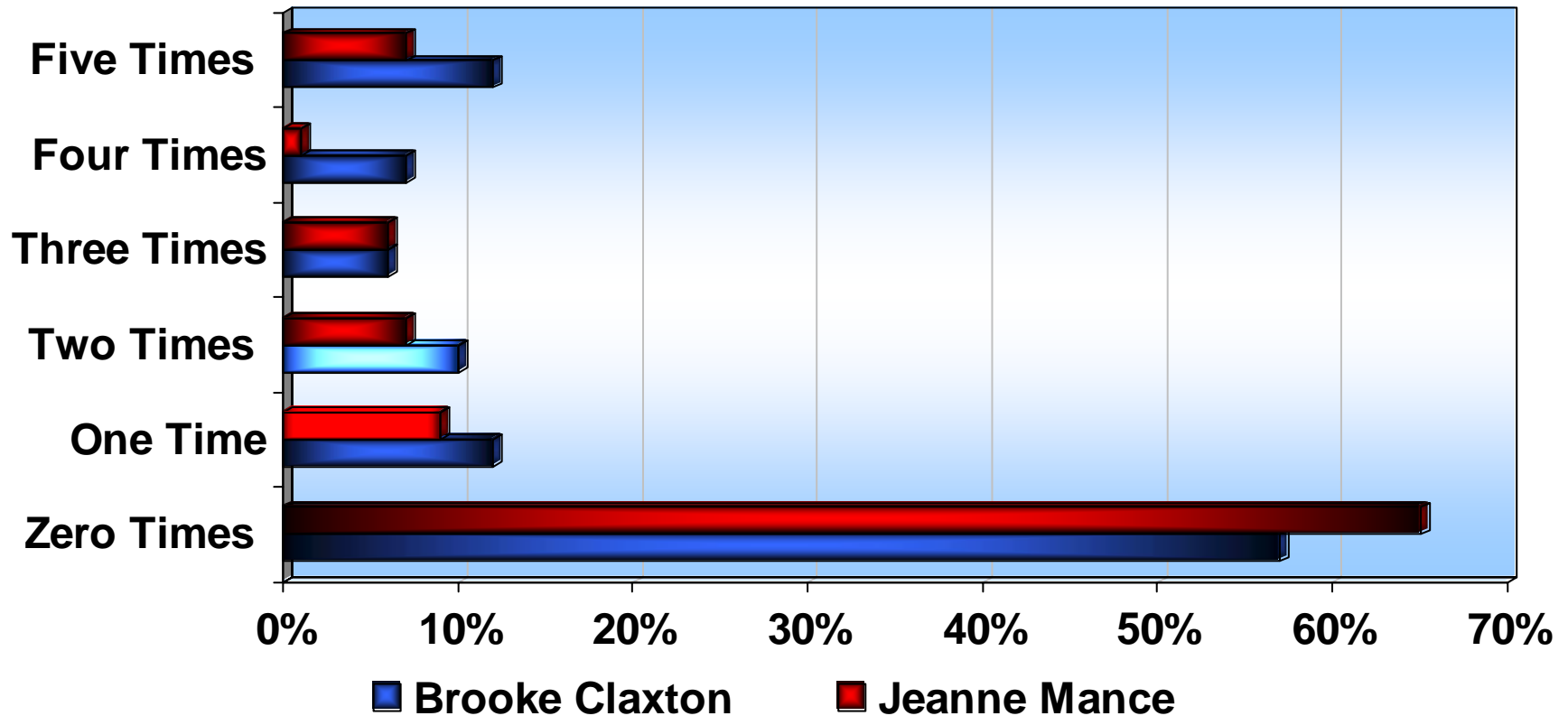
Frequency of Purchases in Average Week by Cafeteria: **BREAKFAST TIME**

“How many days in an average week would you purchase food from cafeteria in Brooke Claxton / Jeanne Mance AT BREAKFAST?”



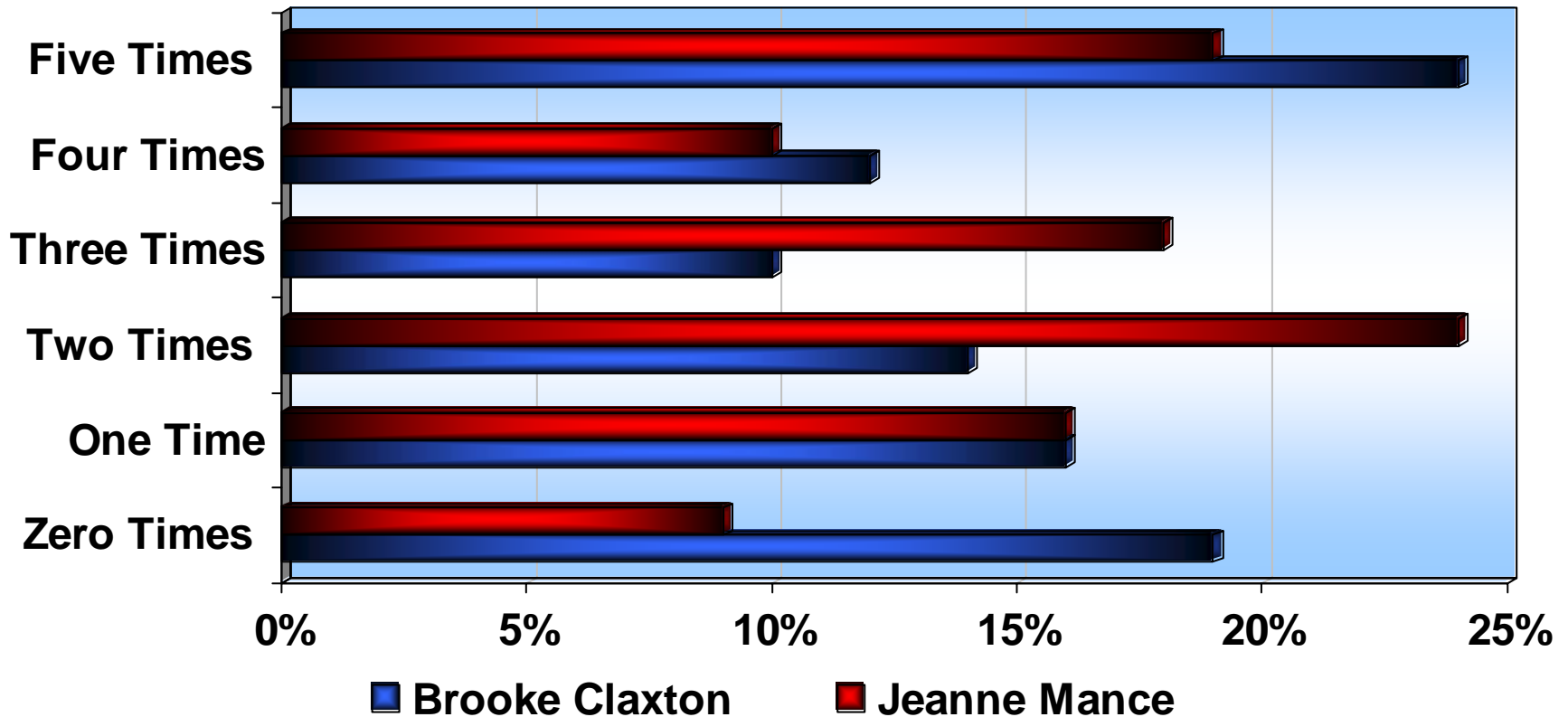
Frequency of Purchases in Average Week by Cafeteria: **MORNING BREAK**

“How many days in an average week would you purchase food from cafeteria in Brooke Claxton / Jeanne Mance AT MORNING BREAK?”



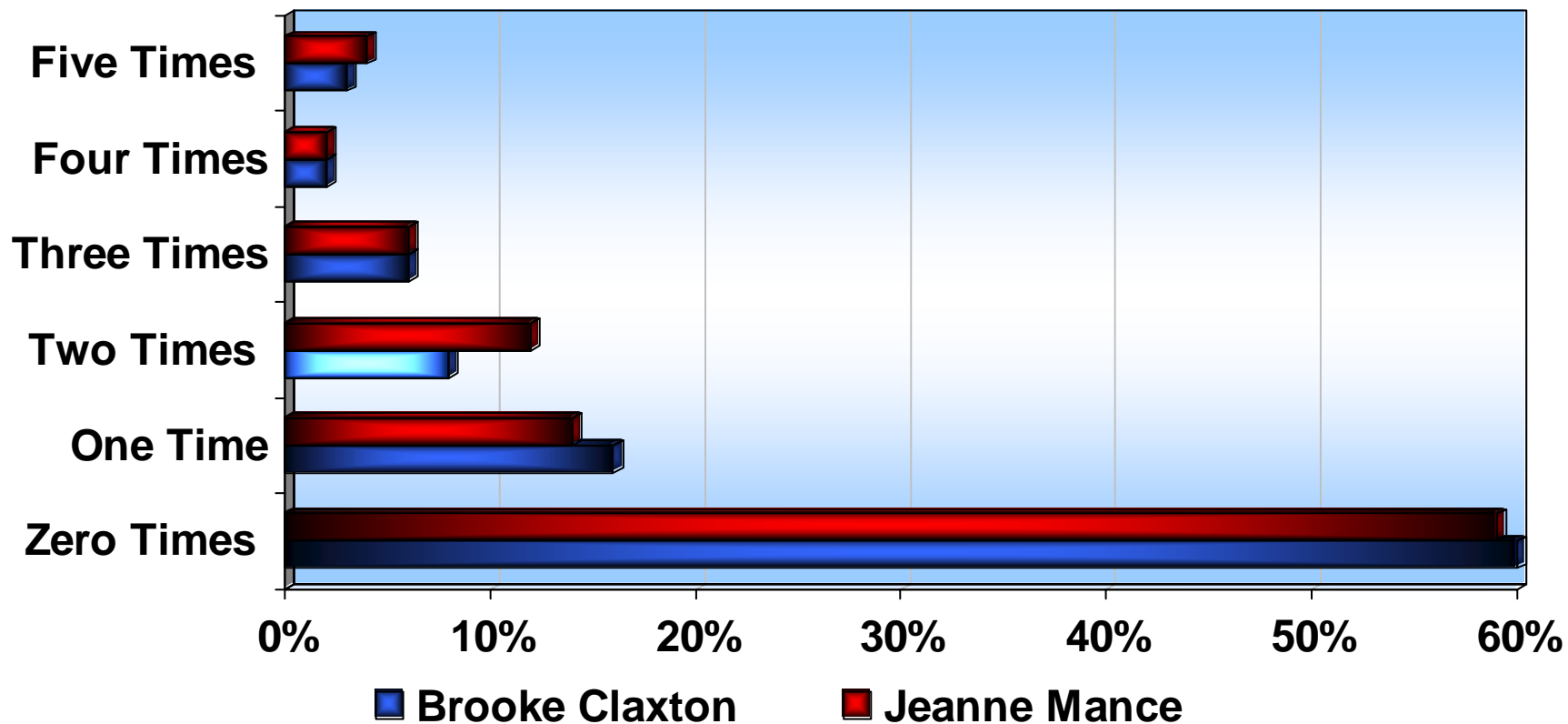
Frequency of Purchases in Average Week by Cafeteria: **LUNCH**

“How many days in an average week would you purchase food from cafeteria in Brooke Claxton / Jeanne Mance AT LUNCH?”



Frequency of Purchases in Average Week by Cafeteria: **AFTERNOON BREAK**

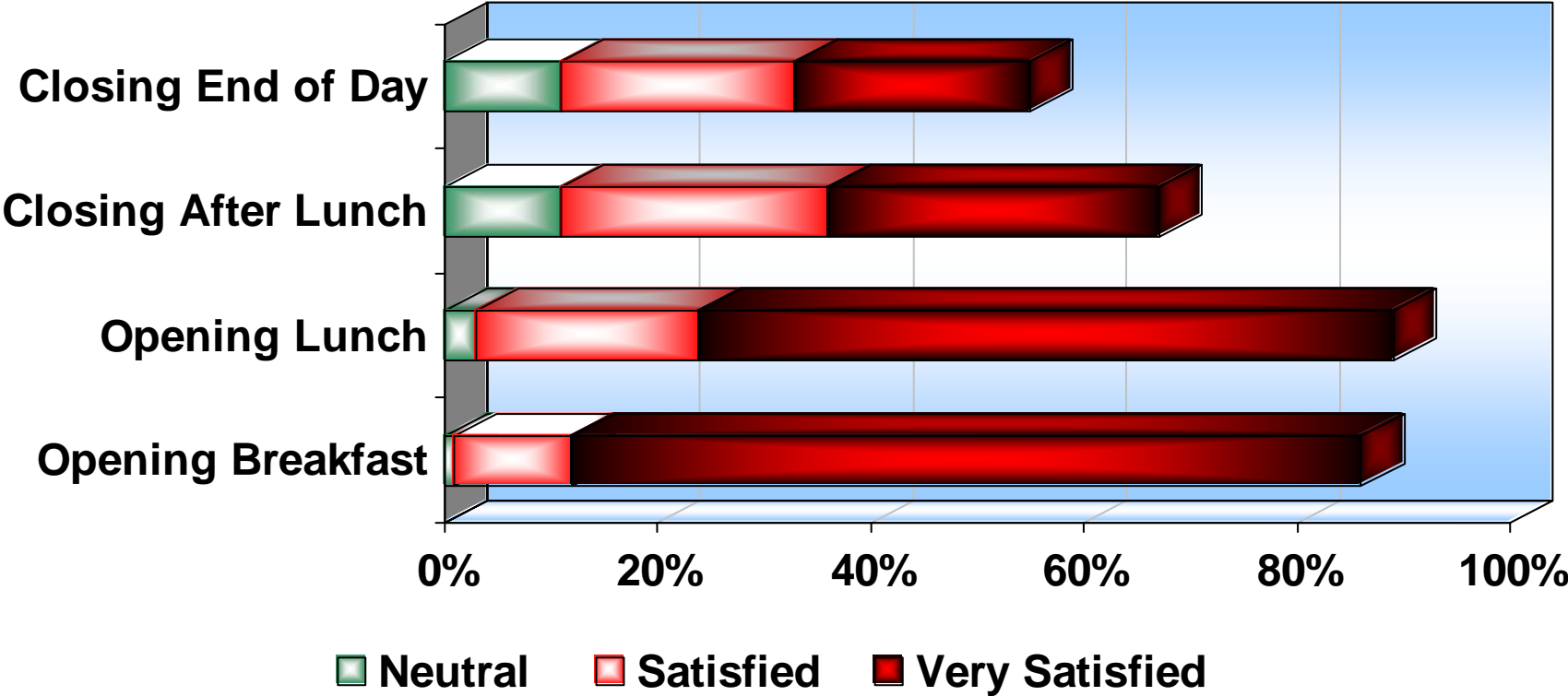
*“How many days in an average week would you purchase food from cafeteria in
Brooke Claxton / Jeanne Mance AT AFTERNOON BREAK?”*



Satisfaction with Hours of Operation

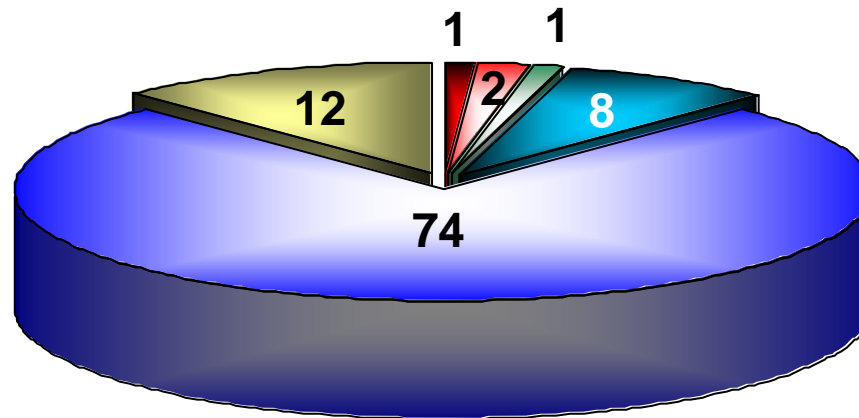
(Combined Results, Both Facilities)

“How satisfied are you with cafeteria hours?”



Satisfaction with Hours of Operation: **Opening in A.M.**

“How satisfied are you with the opening time in the morning?”

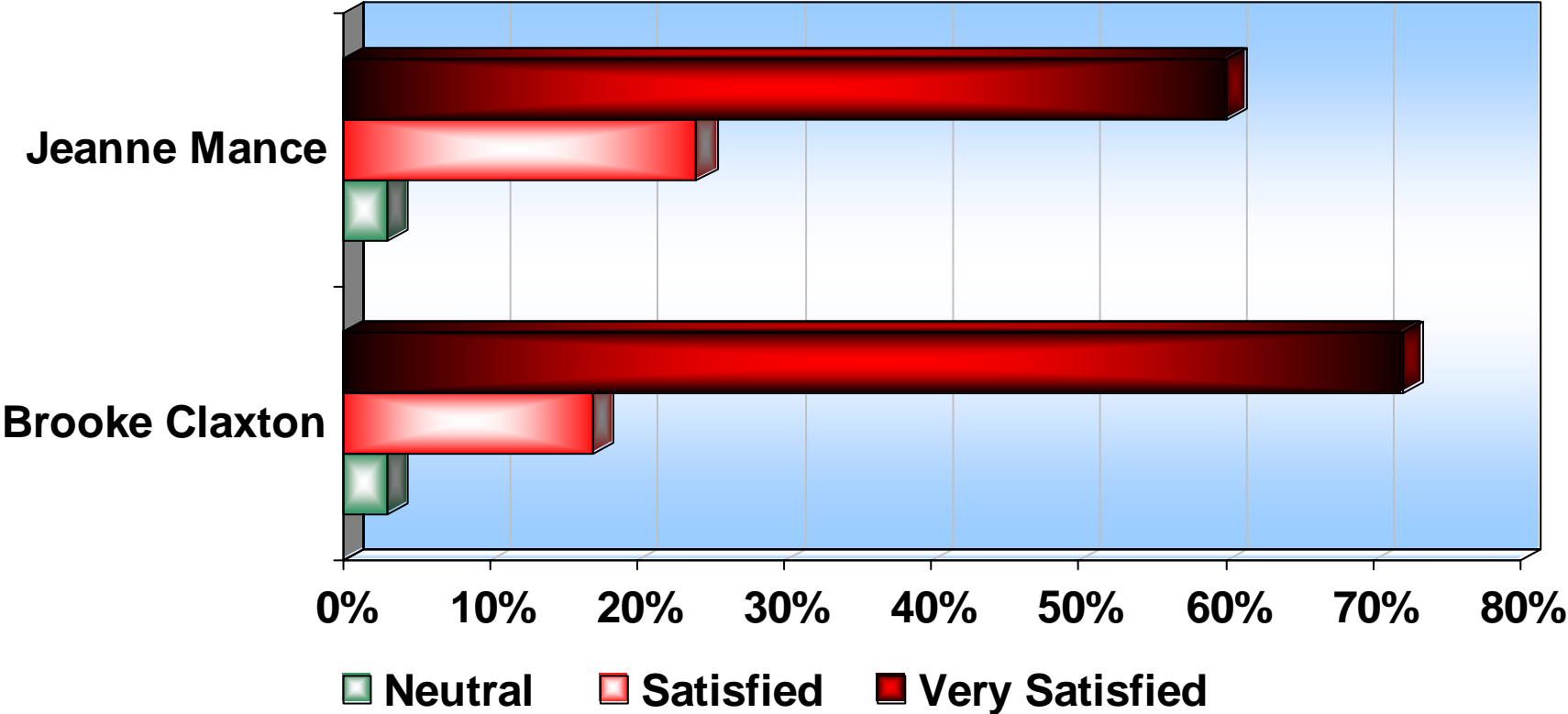


(Note: No differences in results by bldg)

- | | |
|-------------------------------|--------------------|
| ■ (%) Completely Dissatisfied | ■ (%) Dissatisfied |
| ■ (%) Neutral | ■ (%) Satisfied |
| ■ (%) Completely Satisfied | ■ (%) Don't Know |

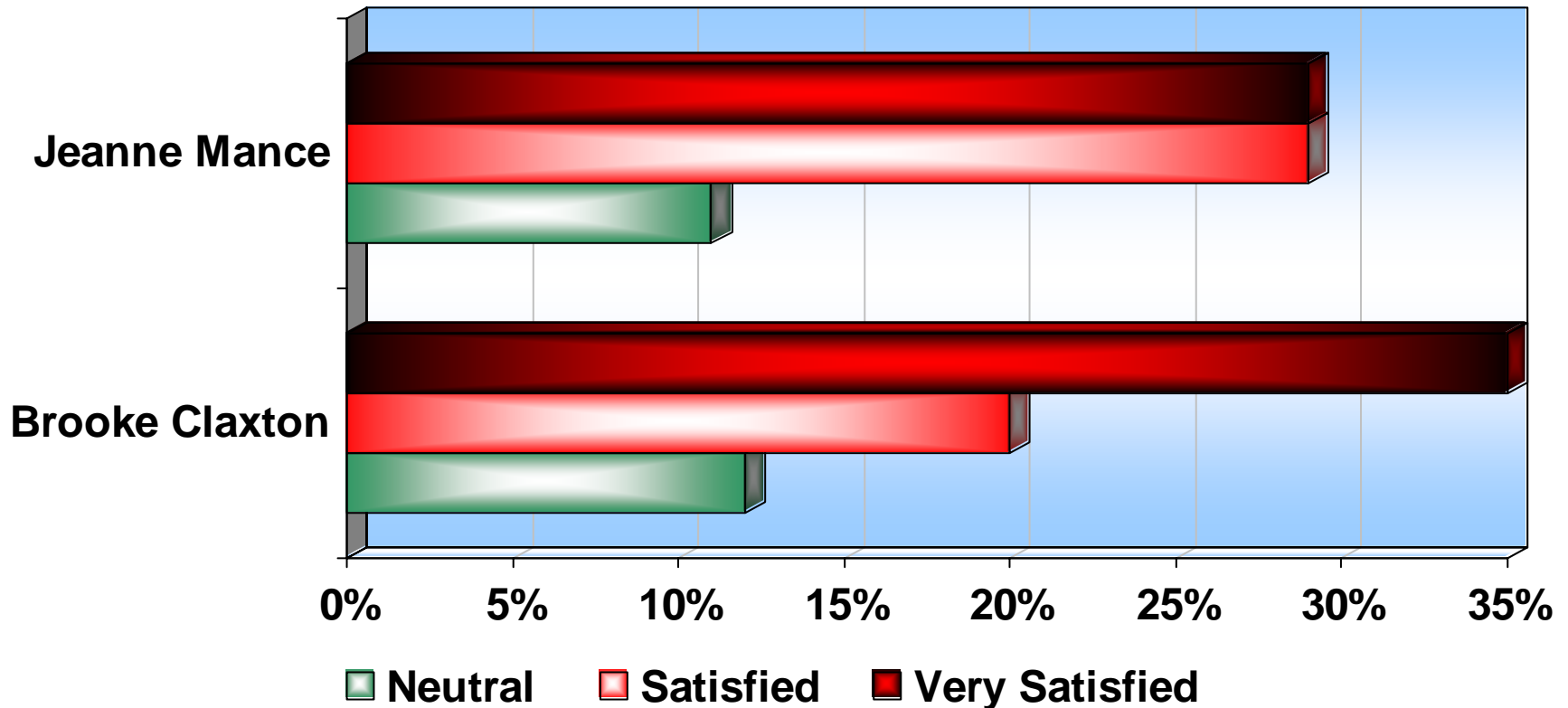
Satisfaction with Hours of Operation by Building: **OPENING AT LUNCH**

“How satisfied are you re opening time at lunch?”



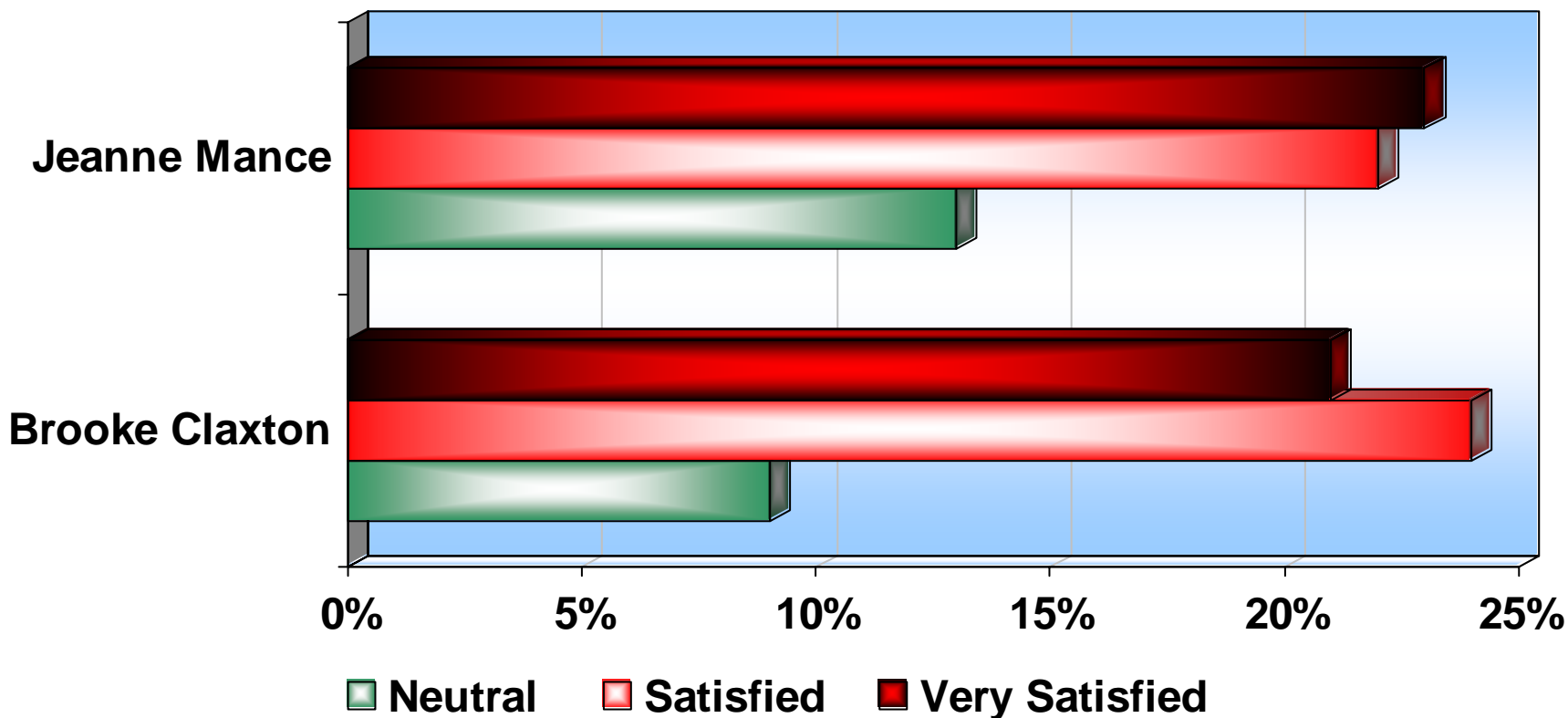
Satisfaction with Hours of Operation by Building: **CLOSING AFTER LUNCH**

“How satisfied are you re CLOSING time after lunch?”



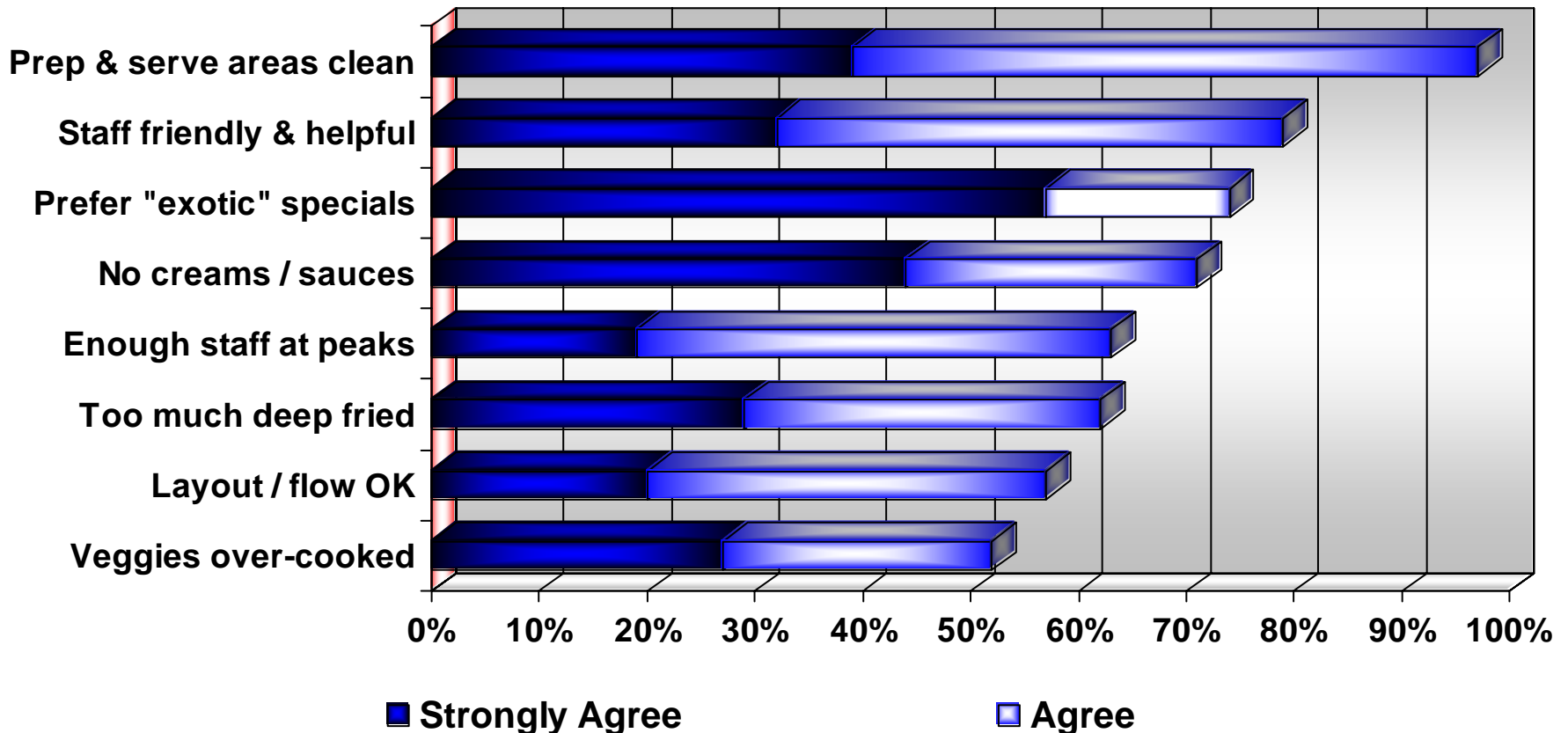
Satisfaction with Hours of Operation by Building: **END of DAY CLOSING**

“How satisfied are you re CLOSING time AT END OF DAY?”



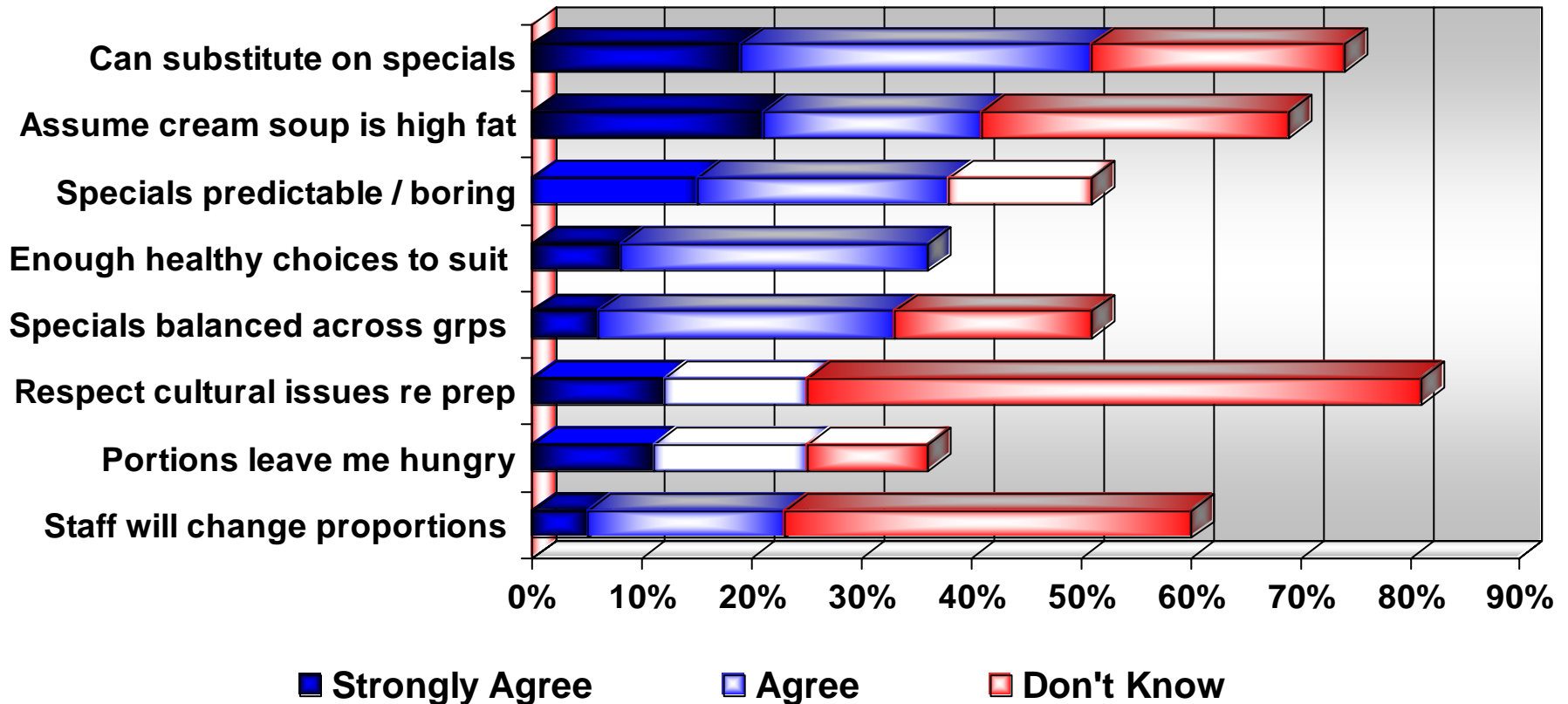
Assessments of Food Services and Menu (1)

“Do you agree / disagree with following statements...?”



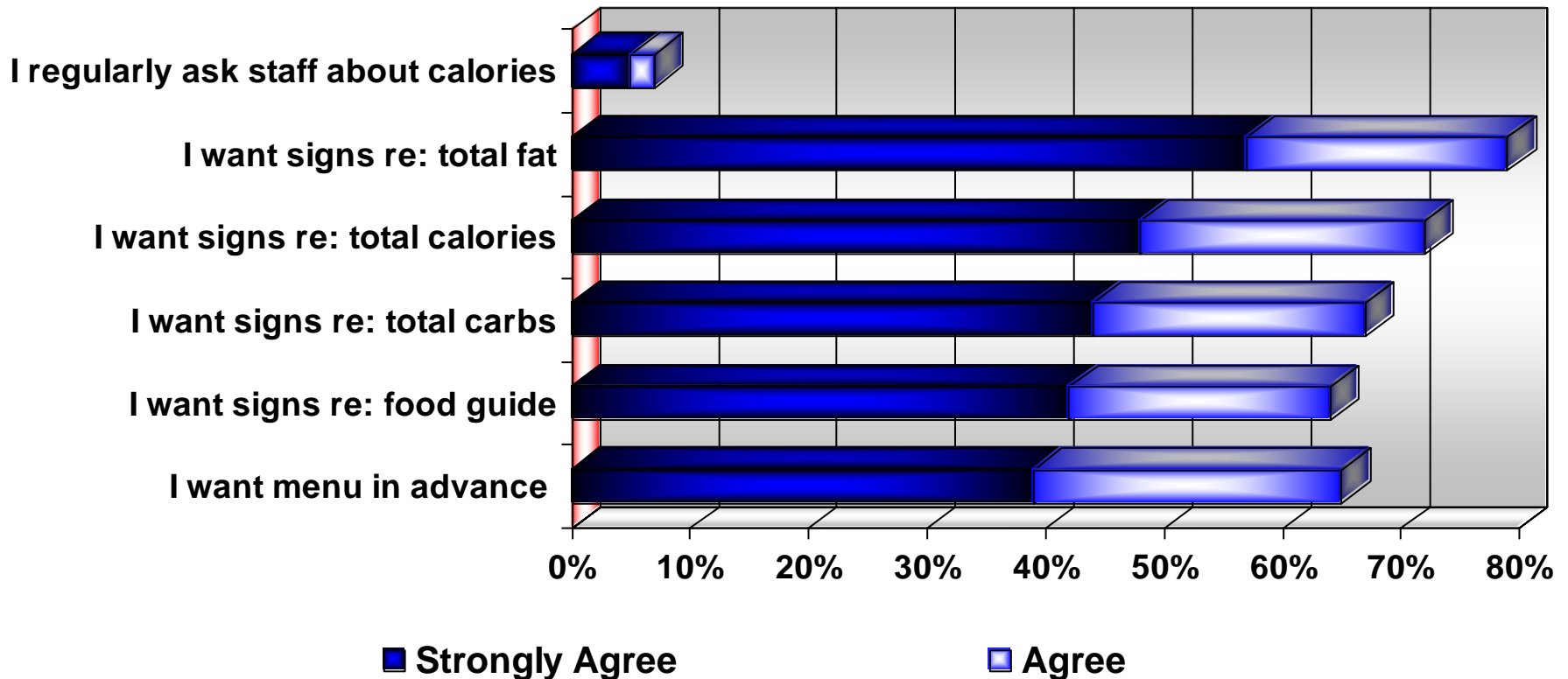
Assessments of Food Services and Menu (2)

“Do you agree / disagree with following statements...?”



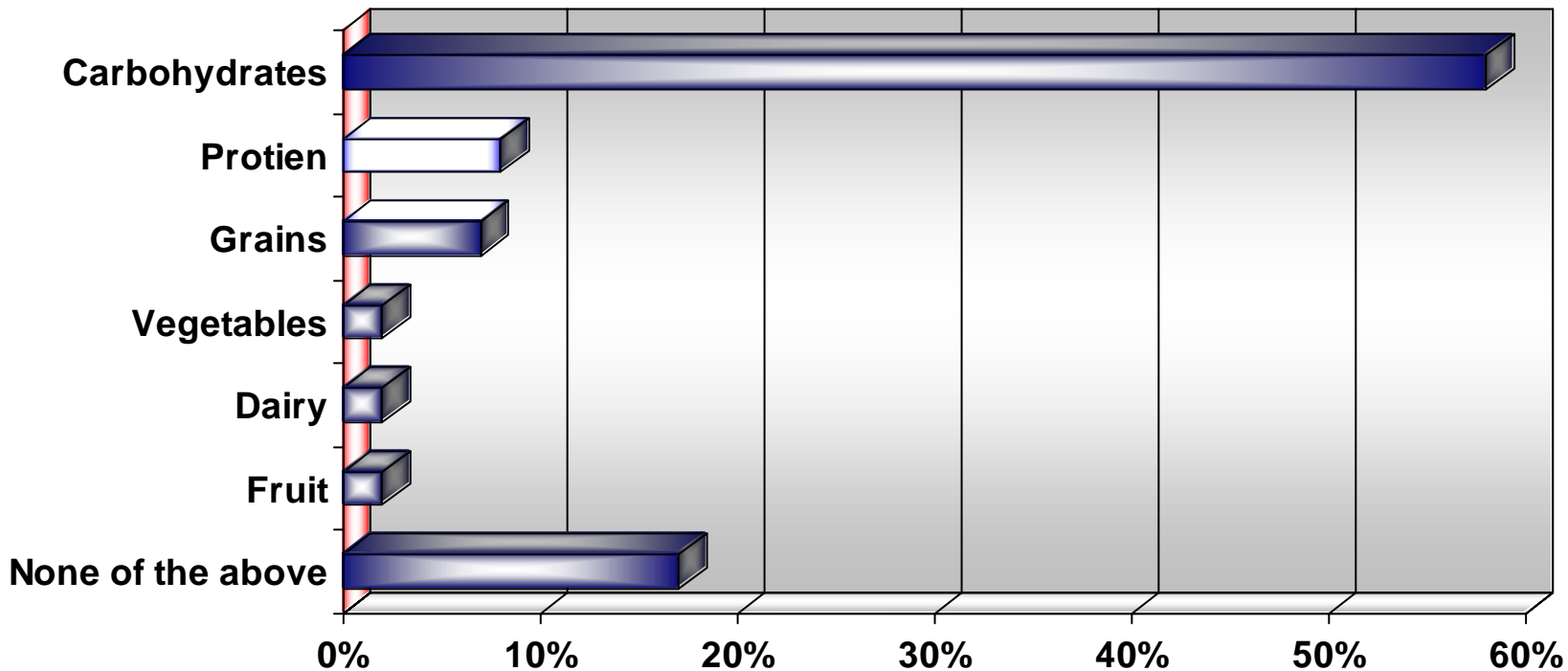
Desire for Nutritional Information in Cafeteria

“Do you agree / disagree with following statements...?”



Food Customers get “too much of” in Daily Specials

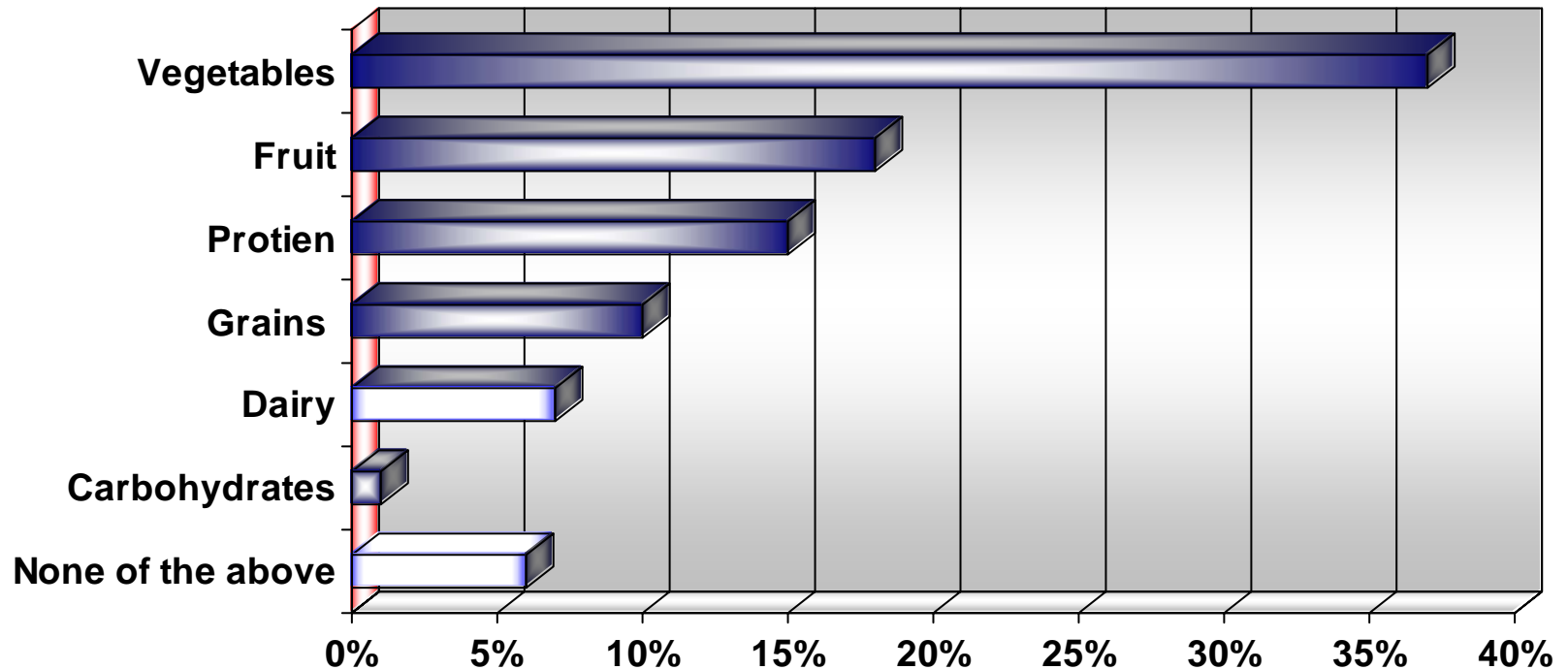
“Which of the following do you get too much of?”



*Base: Asked only of those who disagreed with statement:
“Daily specials maintain good balance between food groups” (40% of total)*

Food Customers get “too little of” in Daily Specials

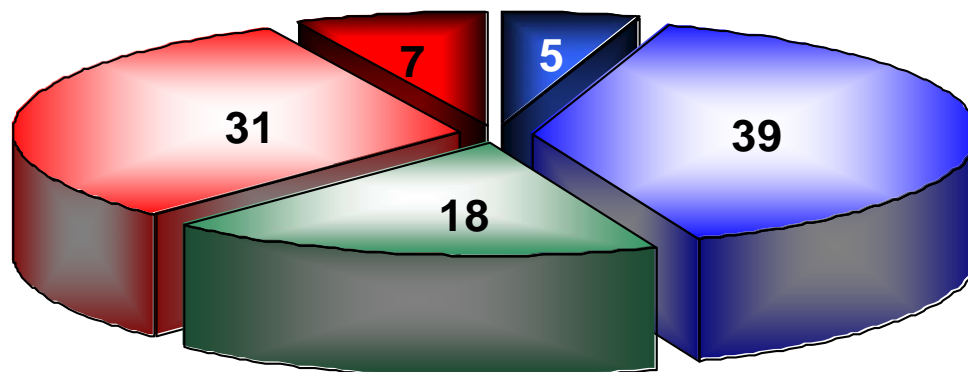
“Which of the following do you get too little of?”



*Base: Asked only of those who disagreed with statement:
“Daily specials maintain good balance between food groups” (40% of total)*

Value for Money Assessment of Cafeteria

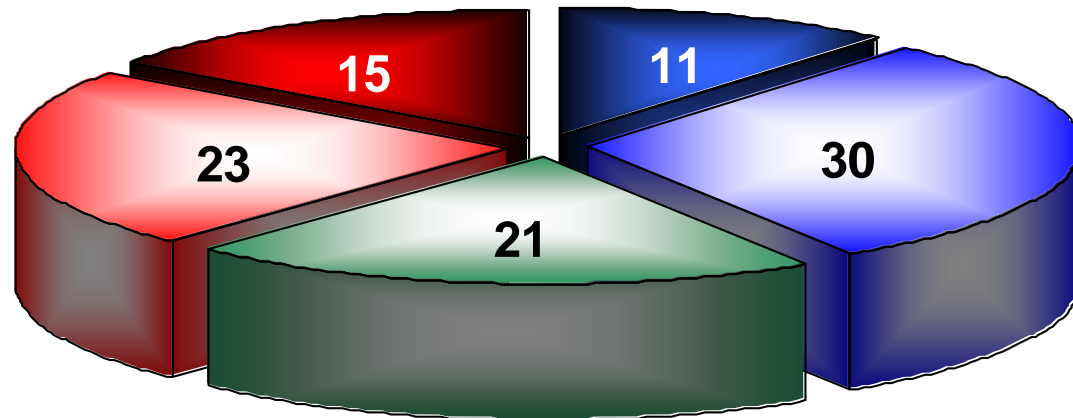
“How would you rate your overall value for money from the cafeteria?”



■ Excellent (%) ■ Good (%) ■ Neutral (%) ■ Only Fair (%) ■ Poor (%)

Assessment of Cafeteria Prices

Agree / disagree... "The prices they charge are fair and reasonable"

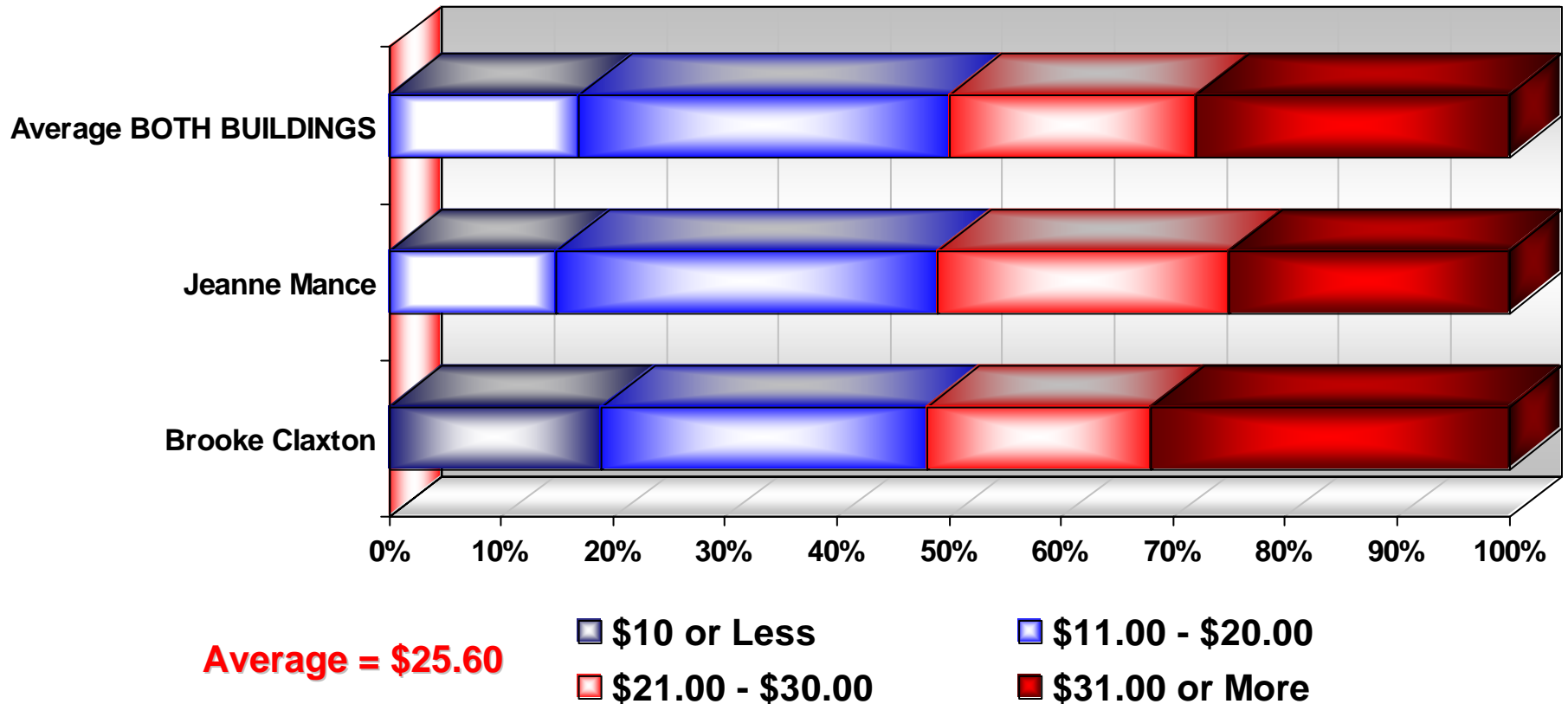


■ Strongly Agree (%)
■ Neutral (%)
■ Strongly Disagree (%)

■ Agree (%)
■ Disagree (%)

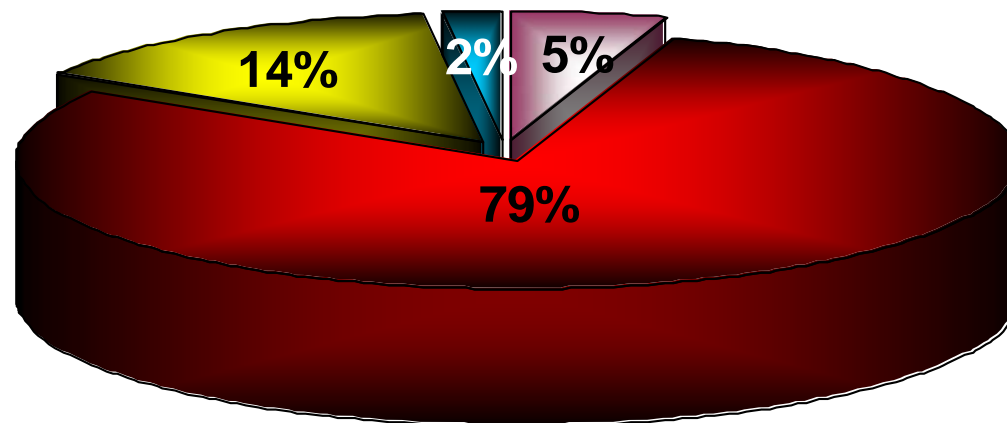
Estimated Amounts Spent in Average Week

“How much would you spend at cafeteria in an average week”



Use of Vending Machines

“How often in an average week would you use the vending machines?”



■ No Opinion

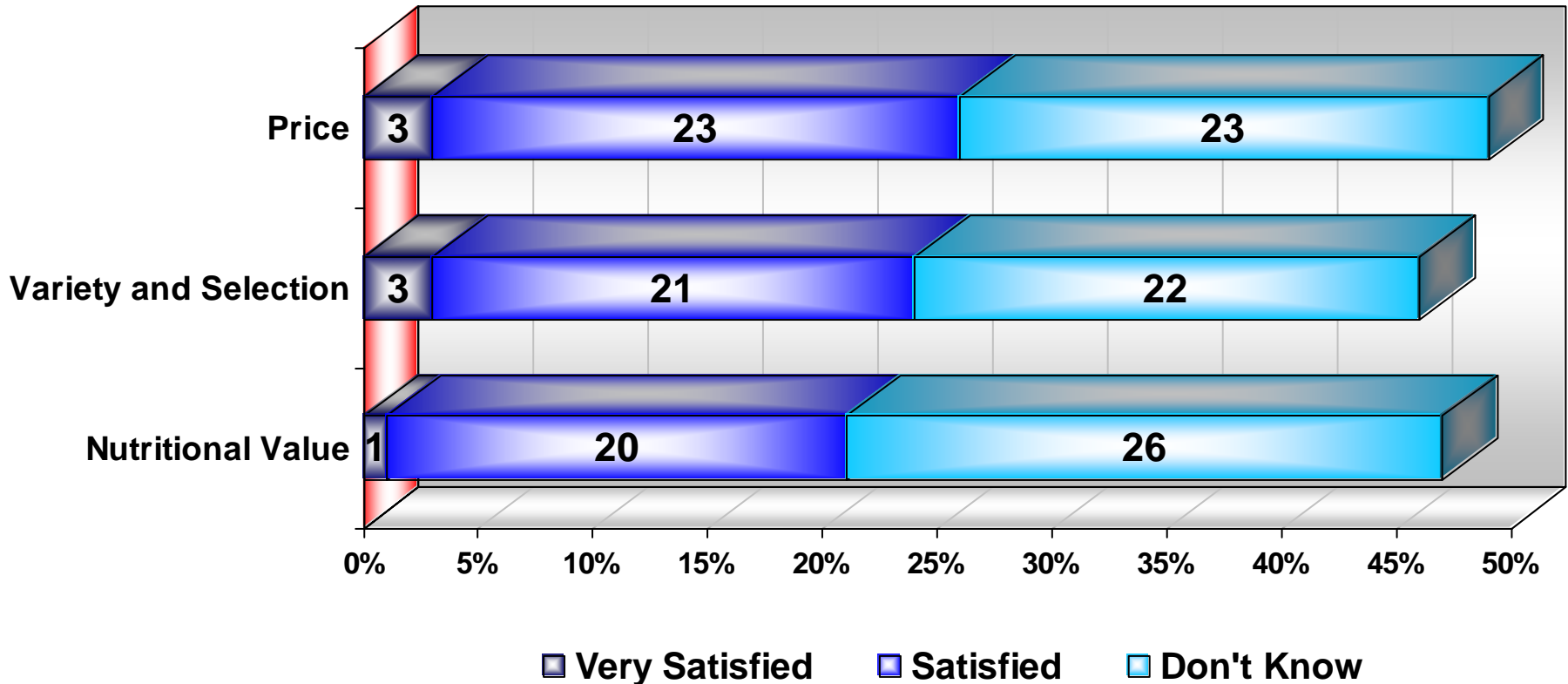
■ 1-2 Times per Week

■ Never

■ Every Other Day / Every Day

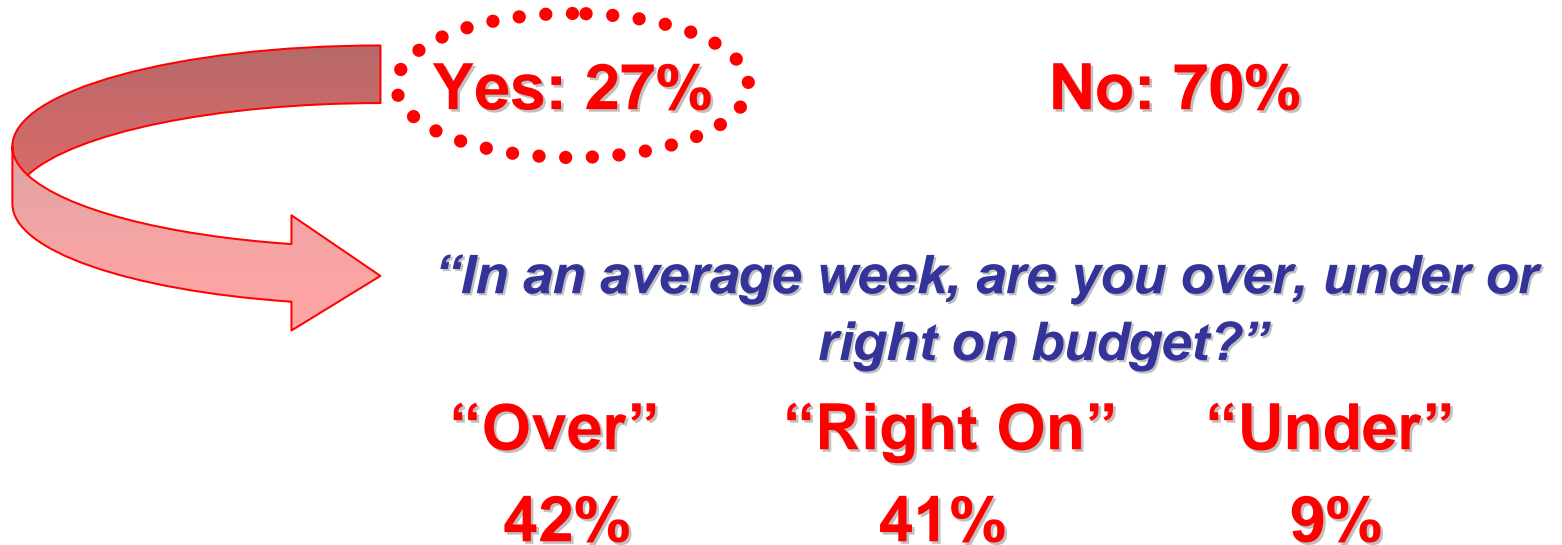
Satisfaction with Vending Machines

“How satisfied are you with vending machines in terms of...”



Cafeteria Expenditures and Budgets

Q: “Have you set a budget for your cafeteria purchases?”



Lorne Murphy Foods Web Site

Q: “Have you ever accessed Murphy Foods web site?”



No: 82%

“Were you able to easily find what you were looking for?”

**“Yes”
63%**

**“No”
23%**

**“Don’t Know”
15%**

Any Comments or Suggestions?

➤ **Yes: 49%... “What do you suggest?”**

Healthier / better quality selection, portions	24%	Better nutritional info, better nutritional value for \$	7%
Satisfied as things are	18%	Improved / friendlier customer service	6%
Re-evaluate prices	13%	More selection off peak hours	3%
Better quality of food	9%	Better lay-out, organization	3%
Extended hours / more staff	7%	Improve image	2%

English..... EN

Welcome to the Health Canada Healthy Cafeteria Program Survey. Your participation is greatly appreciated. Please click on the NEXT button to begin the survey.

PRESS TO CONTINUE.....1 DI

CAFETERIA USE

Q1A. How many days in an average week would you purchase food from the cafeteria in the Brooke Claxton Building?

Zero Times000
 Don't know/No Answer999

CAFETERIA USE

Q1B. How many days in an average week would you purchase food from the cafeteria in the Jeanne Mance Building?

Zero Times000
 Don't know/No Answer999

Computation Variable

the Brooke Claxton.....01
 the Jeanne Mance02
 Don't know for both.....03
 the Brooke Claxton.....04
 the Jeanne Mance05
 Zero for both.....06
 both buildings equally07
 Zero for Brooke Claxton and don't know Jeanne Mance.....08
 Zero for Jeanne Mance and don't know for Brooke Claxton09
 Other Response.....10

CAFETERIA USE

Q1C. Which one of them would you use most often?

Brooke Claxton.....1
 Jeanne Mance2

CAFETERIA USE

Q2a. In an average week, how often would you purchase food from the **Brooke Claxton** cafeteria at Breakfast time / arrival at work?

I don't purchase food at this time000
 Don't know/Not sure999

CAFETERIA USE

Q2b. In an average week, how often would you purchase food from the **Brooke Claxton** cafeteria at Mid-Morning break?

I don't purchase food at this time000
 Don't know/Not sure999

CAFETERIA USE

Q2c. In an average week, how often would you purchase food from the **Brooke Claxton** cafeteria at Lunch?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q2d. In an average week, how often would you purchase food from the **Brooke Claxton** cafeteria at Afternoon break?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q3a. In an average week, how often would you purchase food from the **Jeanne Mance** cafeteria at Breakfast time / arrival at work?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q3b. In an average week, how often would you purchase food from the **Jeanne Mance** cafeteria at Mid-Morning break?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q3c. In an average week, how often would you purchase food from the **Jeanne Mance** cafeteria at Lunch?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q3d. In an average week, how often would you purchase food from the **Jeanne Mance** cafeteria at Afternoon break?

- I don't purchase food at this time.....000
- Don't know/Not sure.....999

CAFETERIA USE

Q4. In an average week, how often would you buy the lunch special?

- Don't know/No Answer.....999

OVERALL SATISFACTION RATINGS

Q5. Considering all aspects of the cafeteria services provided in the **Brooke Claxton** building, please give the service a rating from 1-7, where "1" means you are completely dissatisfied with those services, and "7" means that you are completely satisfied.

- 1: Completely Dissatisfied1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7: Completely Satisfied7
- Don't know/No answer9

OVERALL SATISFACTION RATINGS

Q6. Considering all aspects of the cafeteria services provided in the **Jeanne Mance** building, please give the service a rating from 1-7, where "1" means you are completely dissatisfied with those services, and "7" means that you are completely satisfied.

- 1: Completely Dissatisfied1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7: Completely Satisfied7
- Don't know/No answer9

THE HOURS OF OPERATION Using the same 1-7 scale, please indicate your overall level of satisfaction with the following elements of the cafeteria services available in the <comp6 > building. How satisfied are you with ...

	1:	2	3	4	5	6	7:	Don't
	Completely						Completed	know/No
	Dissatisfied						Satisfied	answer
Q7a. the time it opens in the morning?								
Q7b. the time it opens for lunch?								
Q7c. the time it closes for lunch?								
Q7d. the time it closes at the end of the day?								

VARIETY AND CHOICE IN THE MENU Please indicate if you agree or disagree with the following statements about various aspects of the cafeteria services available in the <comp6 > building. Please use a number between "1" and "7", where "1" means that you completely disagree with the statement, and "7" means that you completely agree.

1: 2 3 4 5 6 7: Don't
 Completely Completely Don't
 Disagree Agree answer

Q8. There are enough healthy eating options and choices to suit my tastes.

Q9. The daily specials always maintain a good balance between proteins, carbohydrates, vegetables and grains.

VARIETY AND CHOICE IN THE MENU The <comp6 > Cafeteria.								
	<i>Protein</i>	<i>Carbohydrates</i>	<i>Fruit</i>	<i>Vegetables</i>	<i>Grains</i>	<i>Dairy</i>	<i>Don't know/Refusal</i>	<i>None of the above</i>
<i>Q9a. What do you get too much of in the typical daily special:</i>								
<i>Q9b. What do you get too little of in the typical daily special:</i>								

VARIETY AND CHOICE IN THE MENU Using the same scale, please indicate if you agree or disagree with the following statements about the variety and choice in the menu available in the <comp6 > building. Please use a number between "1" and "7", where "1" means that you completely disagree with the statement, and "7" means that you completely agree.

1:	2	3	4	5	6	7:	Don't
Completel y Disagree						Comple tely Agree	know/No answer

Q10. Customers have the ability to substitute individual items on the daily specials (e.g. salad instead of potato)

Q11. The daily specials are predictable and boring.

Q12. There are too many items on the specials menu that are deep-fried or battered

Q13. The vegetables served with the specials are almost always over-cooked.

Q14. If you want to change the proportions of various servings, such as reduce the carbohydrates but increase the protein, kitchen staff are happy to accommodate you.

Q15. The portions of their typical servings routinely leave me hungry.

Q16. I assume that creamed soups are always made with high-fat cream.

Q17. I would prefer to get a main dish or salad without condiments, sauce or dressing already on it.

Q18. It would be great to get occasional specials like Thai, Indian, Chinese, Lebanese or other more "exotic" dishes

CAFETERIA STAFF AND FACILITIES Please indicate if you agree or disagree with the following statements about cafeteria staff and facilities available in the <comp6 > building. Please use a number between "1" and "7", where "1" means that you completely disagree with the statement, and "7" means that you completely agree.

	1:	2	3	4	5	6	7:	Don't
	Completely						Completely	know/No
	Disagree						Agree	answer
<i>Q19. The food preparation and serving areas are always kept neat and clean</i>								
<i>Q20. Cafeteria staff are sensitive to cultural issues in preparing and serving food</i>								
<i>Q21. The cafeteria staff is friendly and helpful</i>								
<i>Q22. There is always enough staff available at peak times to keep the lines moving at a reasonable pace.</i>								
<i>Q23. The layout and flow of the serving area works well</i>								

DIET AND NUTRITIONAL INFORMATION Please indicate if you agree or disagree with the following statements about diet and nutritional information available in the <comp6 > building. Please use a number between "1" and "7", where "1" means that you completely disagree with the statement, and "7" means that you completely agree. Q24. I regularly ask kitchen staff about the calorie count of the various dishes they serve

1: Completely Disagree	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7: Completely Agree.....	7
Don't know/No answer	9

DIET AND NUTRITIONAL INFORMATION Using the same scale 1 to 7, where "1" means that you completely disagree with the statement, and "7" means that you completely agree please indicate whether you agree or disagree with the following statements about diet and nutritional information available in the <comp6 > building. I would like to see signs posted in the cafeteria of the <comp6 > indicating things like

	1:	2	3	4	5	6	7:	Don't
	Completely						Completely	know/No
	Disagree						Agree	answer
<i>Q25a. ...total caloric count per serving</i>								
<i>Q25b. ...fat content of portions</i>								
<i>Q25c. ...carbohydrates per serving</i>								
<i>Q25d. ... food guide recommendations</i>								

DIET AND NUTRITIONAL INFORMATION The <comp6 >
 building. Q26. I would like to know in advance what the luncheon menu is going
 to be for the following week.

- 1: Completely Disagree1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7: Completely Agree.....7
- Don't know/No answer9

PRICES, BUDGET AND VALUE FOR MONEY The <comp6
 > building. Q27. The prices they charge are fair and reasonable.

- 1: Completely Disagree1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7: Completely Agree.....7
- Don't know/No answer9

PRICES, BUDGET AND VALUE FOR MONEY

Q28. In an average week, how much money do you think you would spend at the
 cafeteria in the <comp6 > building?
 None/Zero.....000
 Don't know/No Answer999

PRICES, BUDGET AND VALUE FOR MONEY

The <comp6 > building. Q29. Have you set a budget for
 your cafeteria purchases?
 Yes.....1
 No.....2
 Don't know/Refusal.....9

PRICES, BUDGET AND VALUE FOR MONEY

The <comp6 > building. Q29a. In an average week, are
 you usually over, under or right on that budget?
 Over.....1
 Under.....2
 Right on.....3
 Don't know/Refusal.....9

PRICES, BUDGET AND VALUE FOR MONEY

Q30. Using the same 1-7 scale, where "1" means "Poor" and "7" means "Excellent", how would you rate the overall value for money you receive from the cafeteria in the <comp6 > building?

- 1: Poor1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7: Excellent.....7
- Don't know/No answer.....9

VENDING MACHINES

The <comp6 > building. Q31. How often in an average week would you use the food vending machines?

- Every day.....1
- Every other day2
- Only once or twice a week3
- Never4
- Don't know/No answer.....9

VENDING MACHINES The <comp6 > building. Using the same 1-7 scale, where "1" means you are completely dissatisfied and "7" means that you are completely satisfied, how satisfied are you with the products available in terms of ...

- | | | | | | | | | | |
|--|---------------------|---|---|---|---|---|------------------|------------------|----------------|
| | 1: | | | | | | | 7: | |
| | <i>Completely</i> | 2 | 3 | 4 | 5 | 6 | <i>Completed</i> | <i>Satisfied</i> | <i>Don't</i> |
| | <i>Dissatisfied</i> | | | | | | | | <i>know/No</i> |
| | | | | | | | | | <i>answer</i> |
- Q32. ... variety and selection?
- Q33. ... nutritional value?
- Q34. ... Price?

Please indicate if you agree or disagree with the following statements regarding the overall quality of the food available in the <comp6 > building. Please use a number between "1" and "7", where "1" means that you completely disagree with the statement, and "7" means that you completely agree.

- | | | | | | | | | | |
|--|-------------------|---|---|---|---|---|--------------|----------------------|---------------|
| | 1: | | | | | | | 7: <i>Completely</i> | |
| | <i>Completely</i> | 2 | 3 | 4 | 5 | 6 | <i>Agree</i> | <i>Don't</i> | |
| | <i>Disagree</i> | | | | | | | <i>know/No</i> | <i>answer</i> |
- Q35. The overall quality of the food, including its taste, temperature, freshness, presentation and nutritional value, is excellent
- Q36. The food I eat in the cafeteria is healthier and better for me than the food I eat at home

Q37. If there was one thing you could change related to any aspect of the food services in the <comp6 > building, what would it be?

- Enter Response Here77 O
- Don't know/Not Sure99

WEBSITE

Q38. Have you ever accessed the web site of Lorne Murphy Foods, the company that provides cafeteria services?

- Yes.....1
- No.....2
- Don't know/Refusal.....9

WEBSITE

Q38a. Is it easy to find the information you are looking for on the Lorne Murphy Foods web site?

- Yes.....1
- No.....2
- Don't know.....9

LAST COMMENTS

Q39. Considering all aspects of the service available in the cafeteria, do you have any last comments or suggestions to make?

- Yes.....77 O
- Don't know/Not Sure99

DEMOGRAPHICS

D1. What building do you work in?

- Brooke Claxton.....1
- Jeanne Mance2
- Another building in / around Tunney's Pasture.....3
- Other.....4
- Don't know/Refusal.....9

DEMOGRAPHICS

D2. What is your age?

- 18 to 24.....1
- 25 to 34.....2
- 35 to 44.....3
- 45 to 54.....4
- 55 to 64.....5
- 65 years or older6
- Refusal/No Answer9

DEMOGRAPHICS

D3. Are you male or female?

- Male.....1
- Female2

Thank you for taking the time to do this survey. Unfortunately, we are interested in gathering information from individuals who have visited either of these cafeterias at least once.

Click Submit to exit the survey1

\$t

Thank you for taking the time to fill out this questionnaire. Your responses will help us make changes in our cafeteria services that will better serve your needs. If

you have any comments or questions about this survey, or the Healthy Cafeteria Program, please contact Anne Lapierre at 613-946-6604, or e-mail anne_lapierre@hc-sc.gc.ca. Click on the SUBMIT button exit the survey/center Complete CO DI

Are you sure you want to quit? If you wish to interrupt your survey and complete it at a later date, press the SUBMIT button below. You may return to your survey at any time by using the link provided in your original e-mail invitation. If you don't want to quit now and you'd rather return to the survey to complete it, please press the BACK button below. Click on the SUBMIT button to exit or the BACK button to go back./center

Click on the SUBMIT button to exit or BACK button to go back. IN DI
INT99 Click on the SUBMIT button to submit your responses. CO N
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