

INews Survey Report
October 2022
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Introduction

In the lead up to their agreement with the International News (INews) franchise coming to an end this fall, the WUSA commercial operations team wanted to learn more about what students are looking for in a campus convenience store. To do so, a quick 5-minute survey was created and advertised directly at INews using QR codes. The survey was also promoted on WUSA Instagram and was available for students to complete from Monday, September 26th, 2022 until Friday, October 14th, 2022. In total, the survey received 197 completed responses. The results of this survey are outlined in this report.

Demographics

At the beginning of the survey, students were asked their faculty and year of study. The responses showed a similar proportion of students in each faculty with most respondents coming from the Faculty of Arts (23.86%). This was followed by Math (20.81%), Science (19.29%), Engineering (13.71%), Health (12.18%) and Environment (10.15%) (Figure 1). In addition, there was a close distribution of students in year one, two, and three who participated in the survey at 26.40%, 25.89%, and 25.89% respectively. Following this, 19.29% of respondents were in fourth year and 2.54% were in fifth year (Figure 2).

Figure 1: Which faculty are you in?

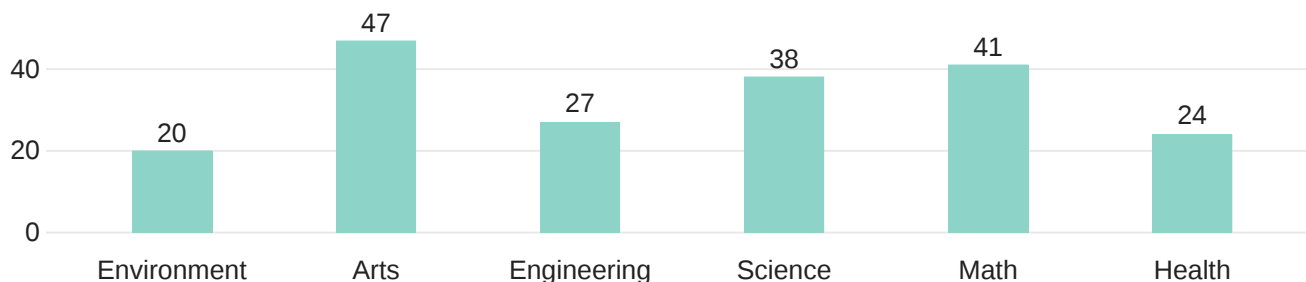


Figure 2: Which year of study are you in?

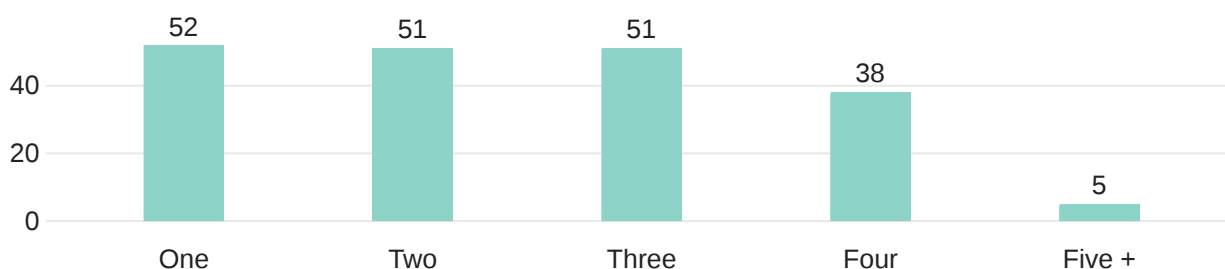


Figure 3: Did you know that WUSA operates INews?

Most students were aware that WUSA operates INews with 73.10% selecting yes and 26.90% selecting no (Figure 3).

● No ● Yes

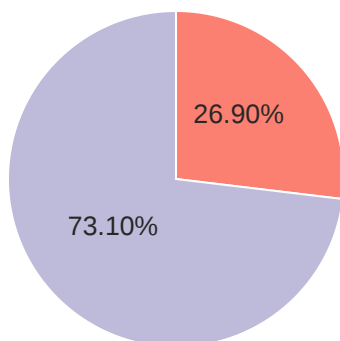
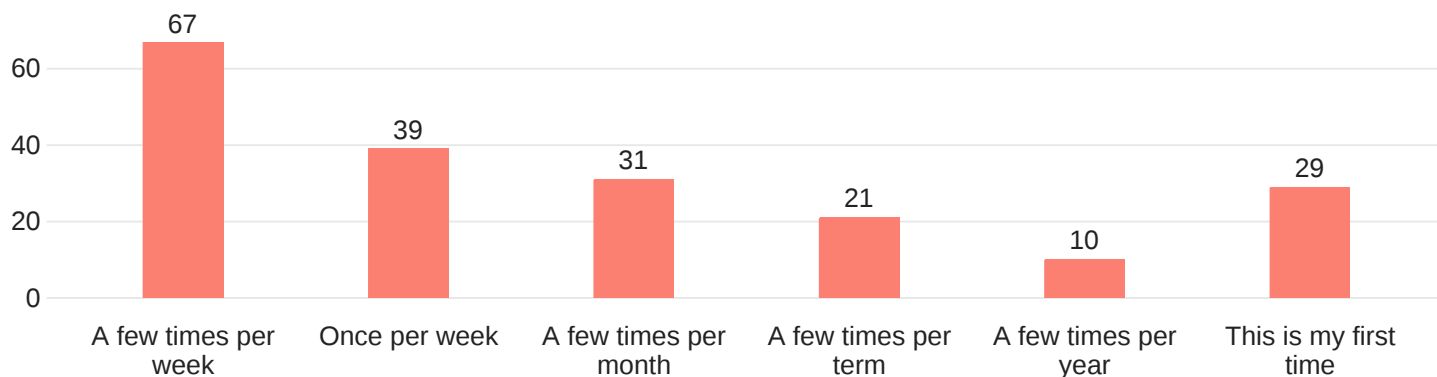


Figure 4 - How often do you visit INews?



Most students appear to visit INews a few times per week with 34.01% selecting this option. Following this, 19.80% of students visit INews once per week, 15.74% a few times per month, 14.72% were visiting INews for the first time, 10.66% a few times per term, and 5.08% a few times per year (Figure 4).

When this was broken down by faculty, most Environment students (45%), Arts students (36.17%), Science students (36.84%), Math students (31.73%) and Health Students (37.50%) visited INews a few times a week. For Engineering students, most indicated that this was their first time (29.63%).

Figure 5: How often do you purchase food on campus?

Most students (54.31%) indicated that they purchased food on campus a few times per week. This was followed by once per week (17.26%), a few times per month (16.24%), a few times per term (7.61%) and a few times per year (4.57%).

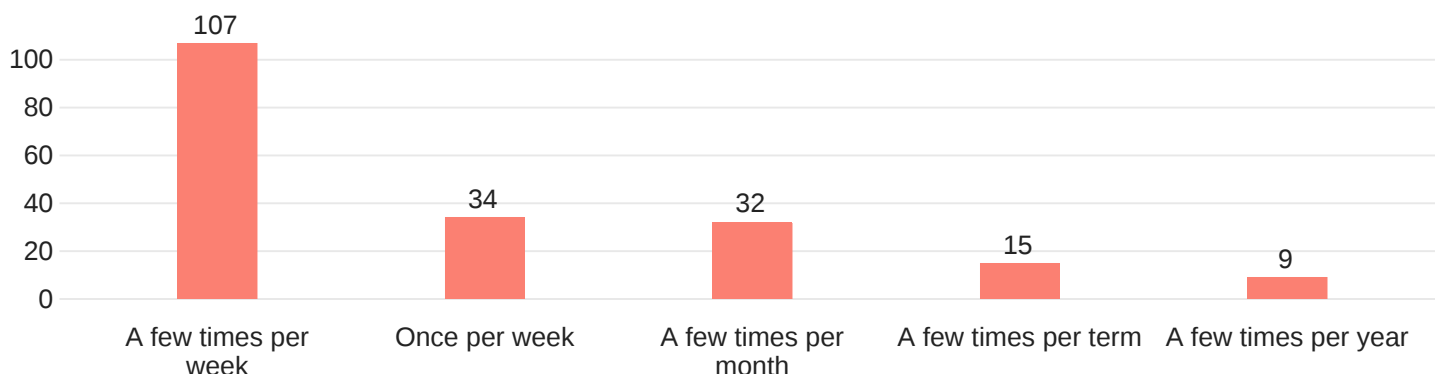
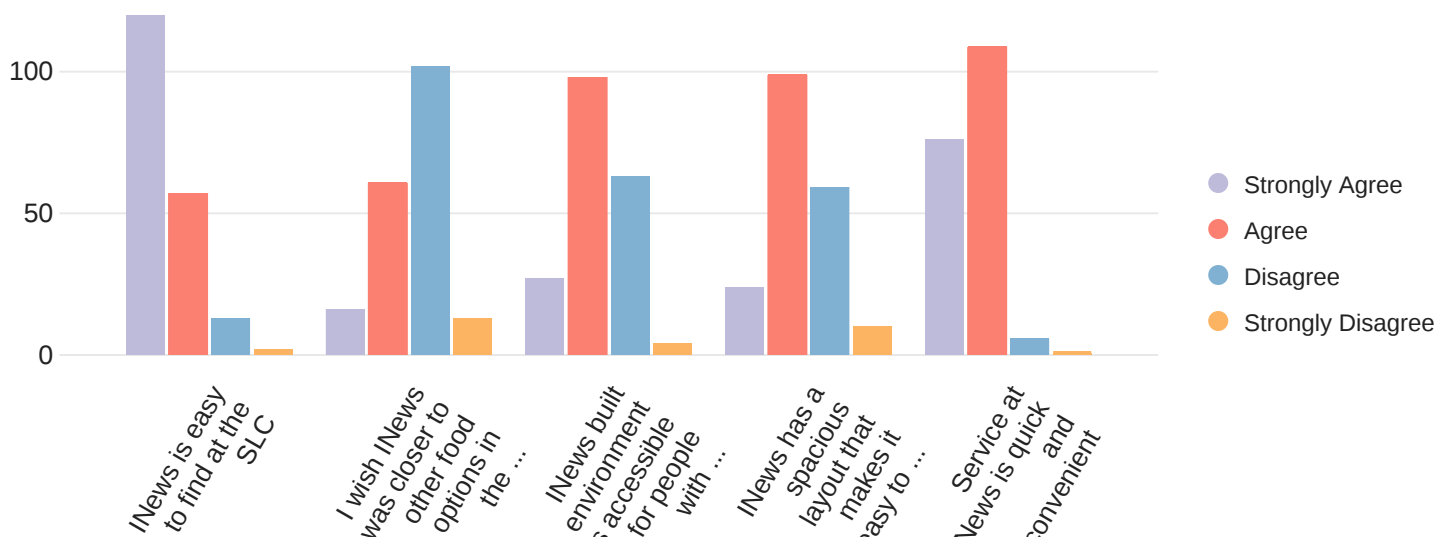


Figure 6: Please indicate your agreement with the following statements about the location of INews in the SLC



As seen in Figure 6, most students (62.5%) strongly agreed that INews is easy to find in the SLC. Most students (53.13%) disagreed to the statement "I wish INews was closer to other food options in the SLC." Moreover, 51.04% of students agreed that INews environment is accessible for people with physical requirements. 51.56% agreed that INews has a spacious layout that makes it easy to find the products. 57.07% agreed that the service at INews is quick and convenient.

Figure 7: Which sustainable practices would you be interested in seeing at INews?

In a select all that apply format, students were asked which sustainable practices they would like to see at INews. Most respondents (67.96%) wanted to see plastic free and or/sustainable packaging. This was followed by 56.91% who wanted to see local products, 56.35% who wanted to see a reusable container/cutlery program and 43.65% who wanted to see certified sustainable products.

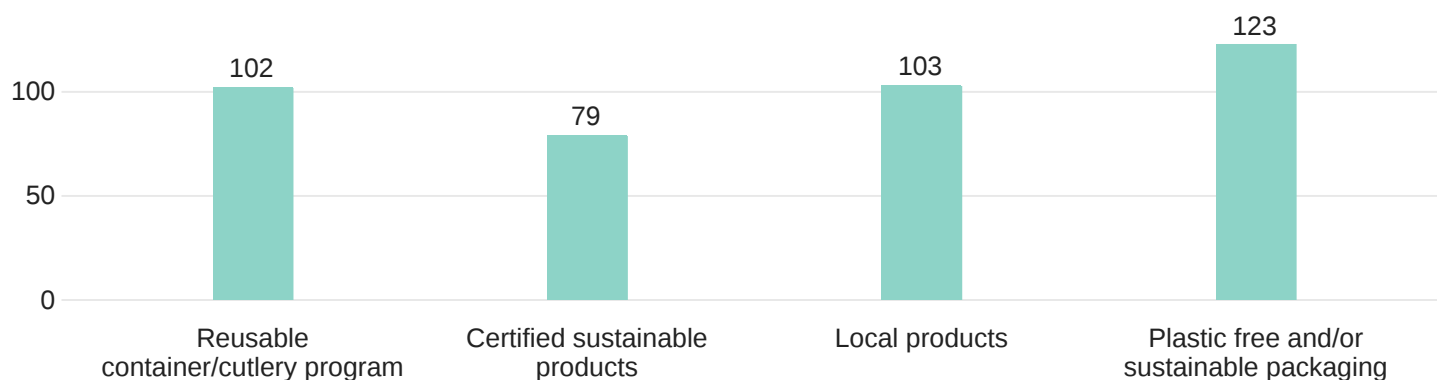
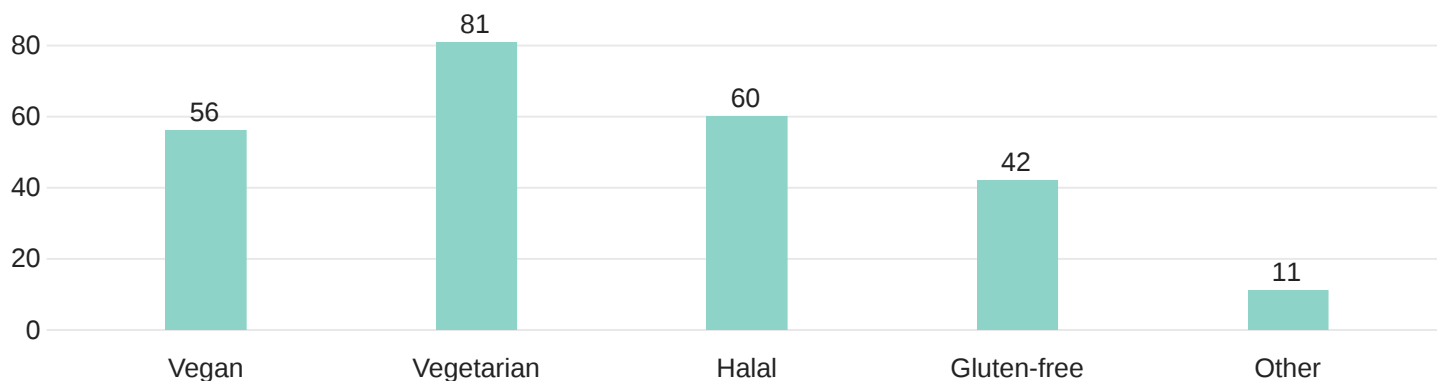


Figure 8: Which dietary needs would you like to see accommodated more at INews?



Respondents who selected other mentioned more healthy/quick food options, allergies like sesame seeds, dairy free, lactose free and kosher.

Figure 9: Which service format would you prefer at INews?

Most students (54.89%) want to see a mix of cashier, automated and self-checkout.

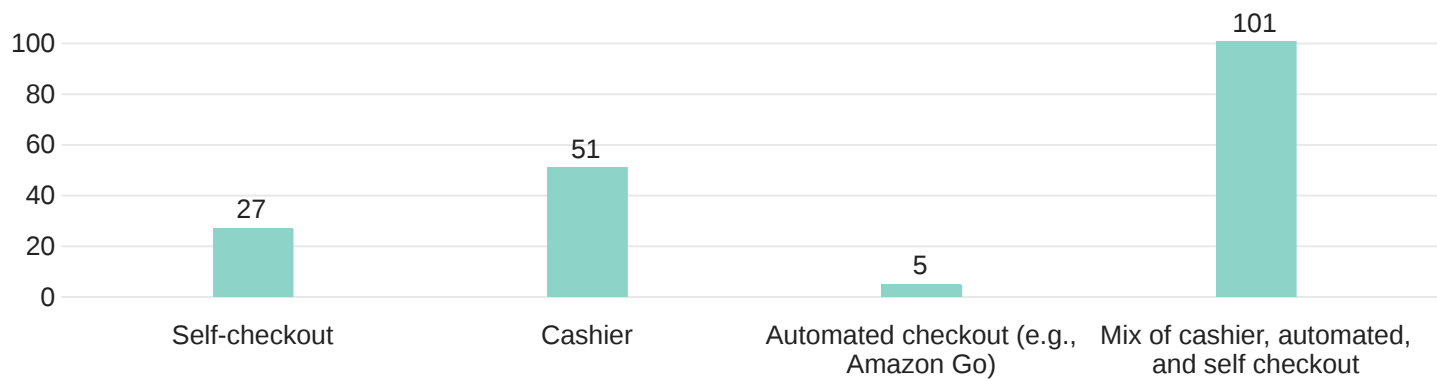


Figure 10: How would you prefer Grab and Go food to be prepared at INews?

In a select all that apply format, students were asked which Grab and Go food options they would like to see at INews. 80.87% of respondents indicated that they would like to see prepackaged grab and go options. This was followed by made to eat, packaged right in front of you (35.52%) and modern vending services (27.32%).

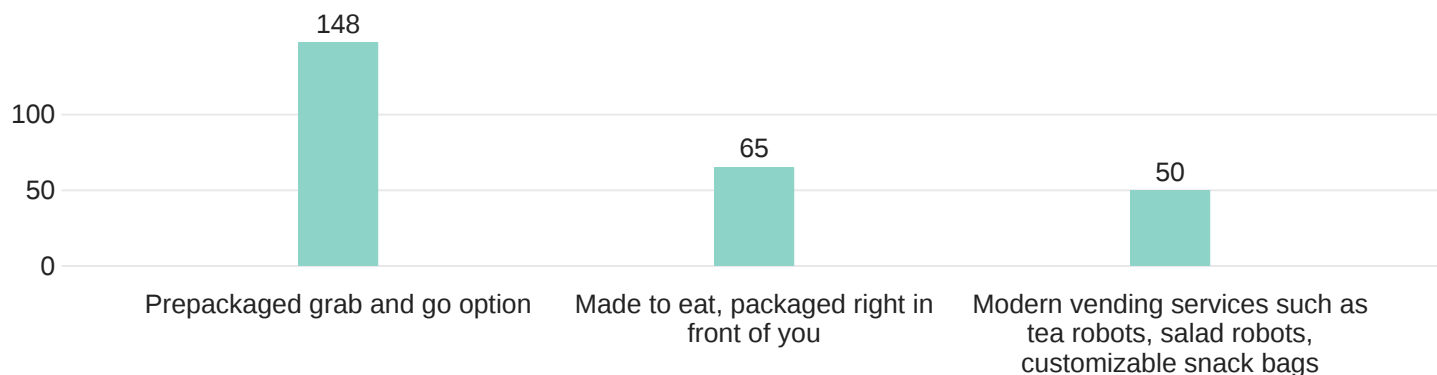


Figure 11: If you could increase one category within the store which of the following would you want more offerings in?

Most students (56.22%) would like to see increased offerings of grab and go meals at INews.

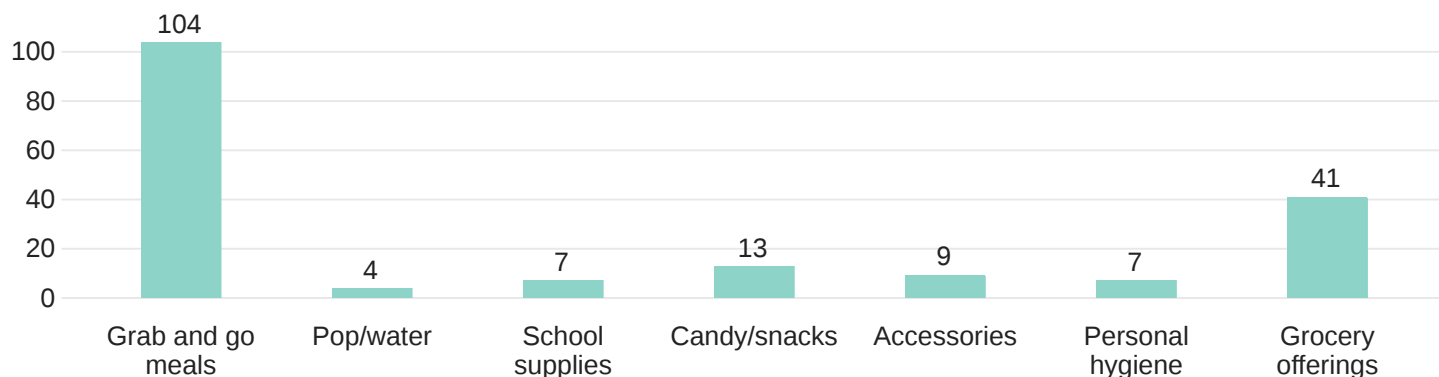


Figure 12: Which of the following service offerings would you like INews to implement?

In a select all that apply format, students were asked which service offerings they would like to see INews implement. Most students (81.62%) indicated they would like to see a rewards system for customers. Following this, 48.65% would like to see seasonal products, 43.24% would like to see expanded layout for more variety and offerings in all products, 40% would like a more accessible and spacious layout and 17.84% would like to see an in store eating area.



Figure 13: Are you aware that Food Services operates the food outlets in the SLC cafeteria (E.g. Tim Hortons, Brubakers, Pizza Pizza, Subway, Jugo Juice, Smokehouse, Pita Pit, Shawarma Hub, Teriyaki Experience)?

71.35% of students are aware that Food Services operates outlets in the SLC cafeteria while 23.24% were not sure who operated them and 5.41% thought WUSA operated them.

