

An aerial photograph of a university campus during autumn. The scene features a winding river in the foreground, a large green lawn, and various campus buildings. In the background, there are mountains and a clear blue sky. The text "TRENDS IN DINING" is overlaid in the center in a bold, white, sans-serif font.

TRENDS IN DINING

**Customer
Experience**

Convenience

Authenticity

Variety

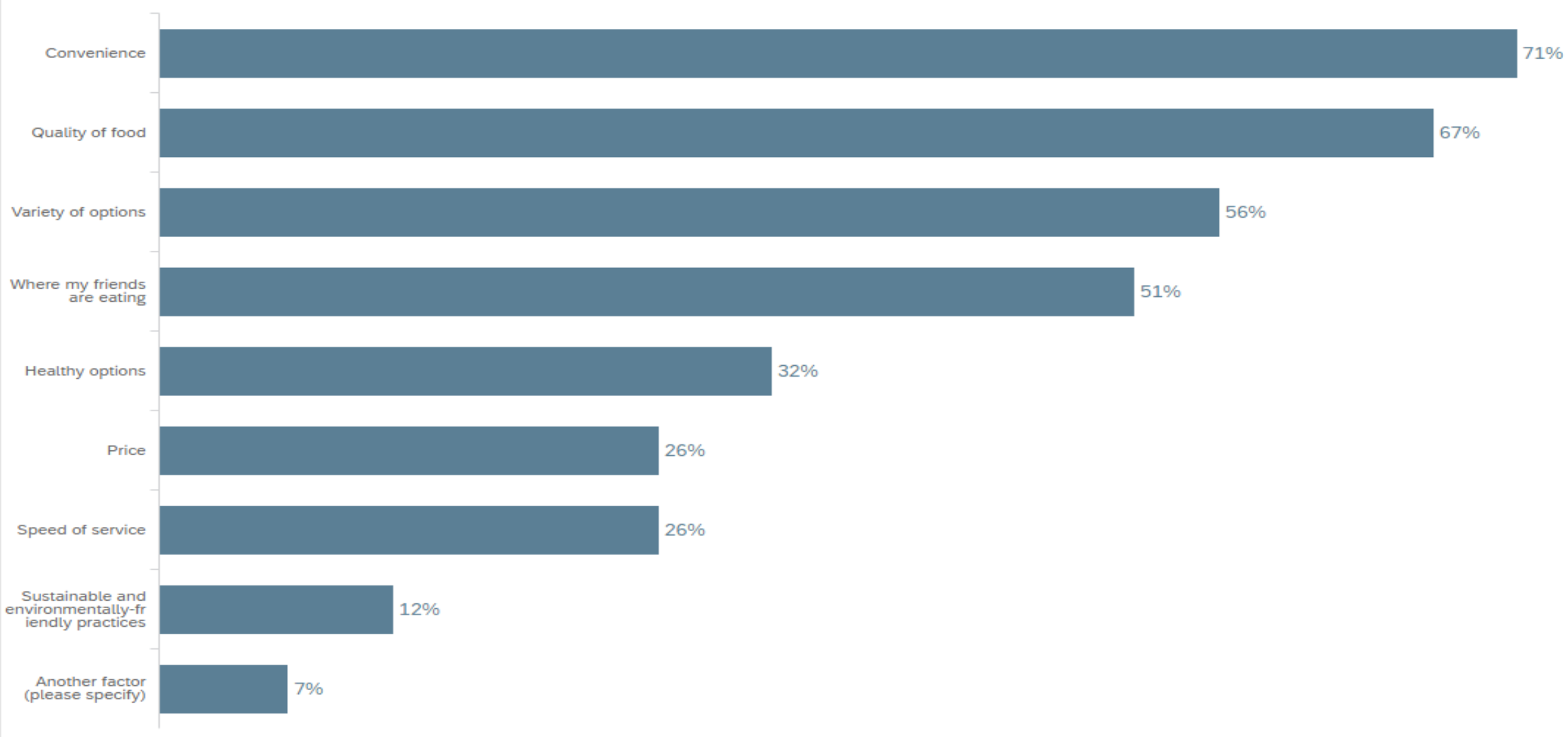
Experience

Sustainability

STRATEGIC PRIORITIES

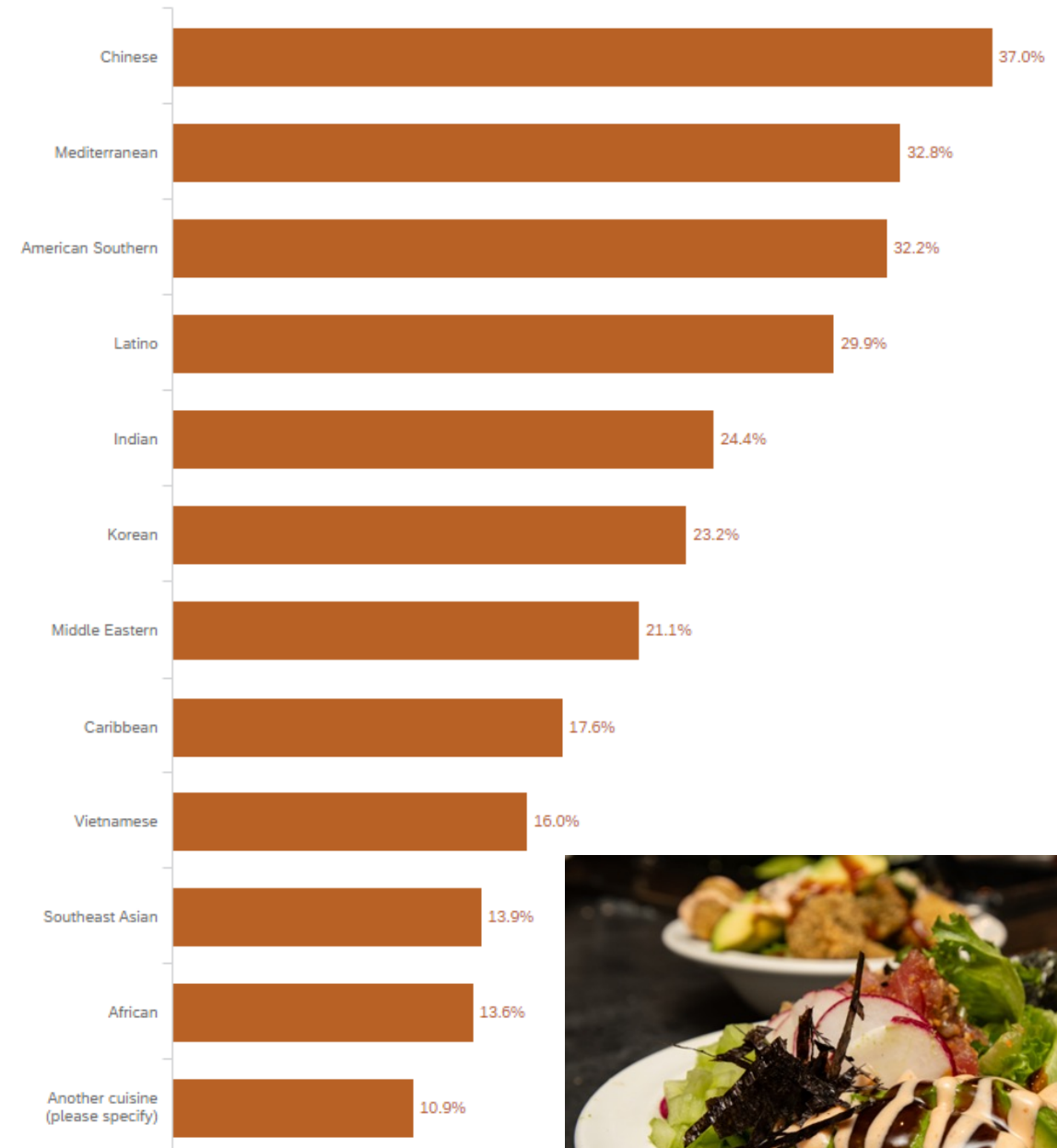


Student Dining Decision Factors: What is most important when you decide to eat on campus?

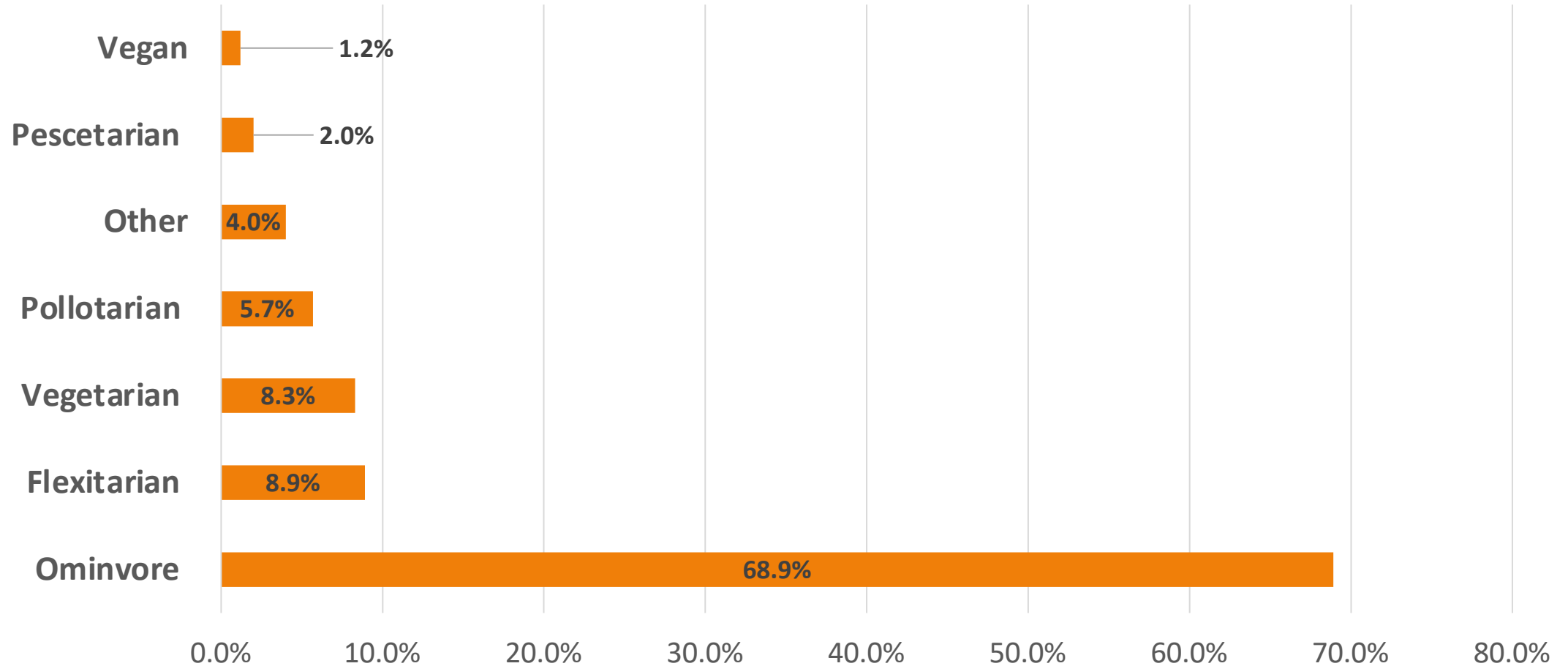


STUDENT GLOBAL CUISINE PREFERENCES

1. CHINESE – 37%
2. MEDITERRANEAN – 32.8%
3. AMERICAN SOUTHERN- 32.2%
4. LATINO- 29.9%
5. INDIAN- 24.4%
6. KOREAN- 23.2%
7. MIDDLE EASTERN- 21.1%
8. CARIBBEAN- 17.6%
9. VIETNAMESE- 16%
10. AFRICAN- 13.6%
11. OTHER-10.9%



Student Dining Identification

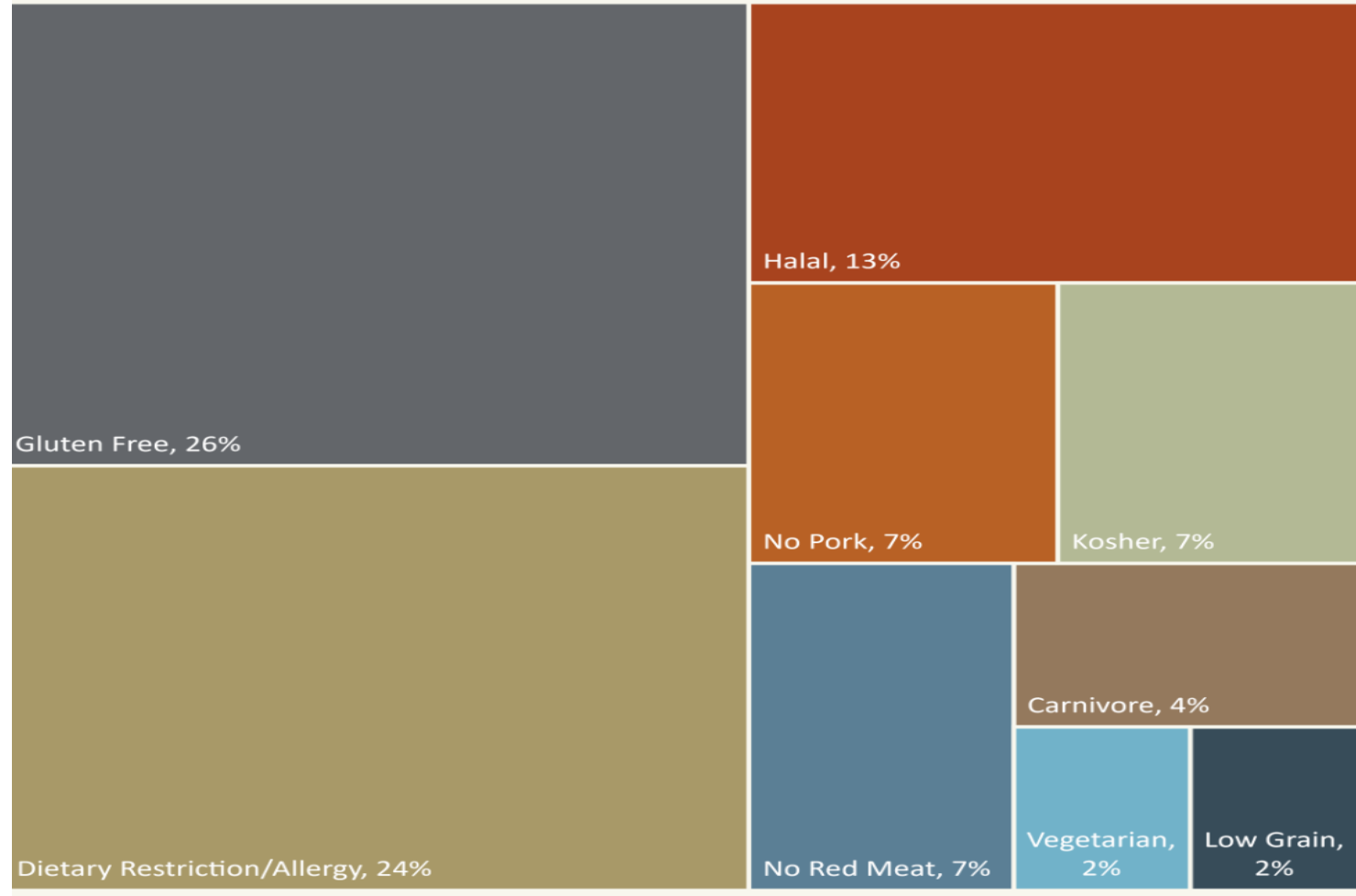


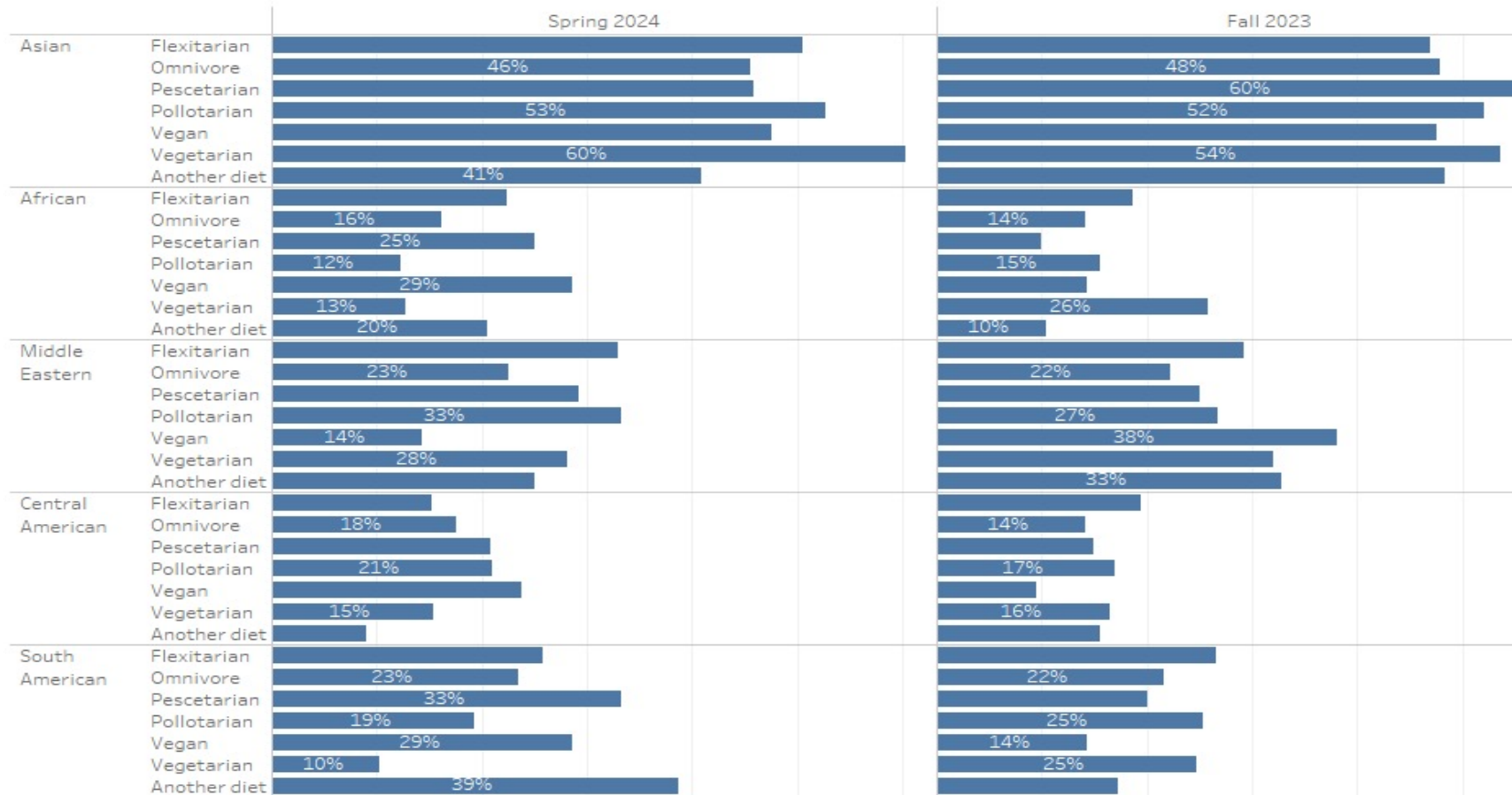
UMass Dining Customer Satisfaction and Eating Habits Survey – Spring 2024

(Response Rate = 25.8%, n=1550)

UMass Living Laboratory™

Another Diet





UMassAmherst | Assessment, Survey & Effectiveness Research

- Mostly a vegetarian and pescetarian diet
- Taste and variety are critical



UMass Dining Student Impact

- 88% of students believe UMass Dining contributes positively to their personal wellbeing
- 87% of students believe UMass Dining enhances their sense of value of the overall university experience
- Fall 2015, 70% of students stated “Dining was important in choosing to attend UMass”
- Spring 2024, 75% of current students stated “Dining was important in choosing to attend UMass”

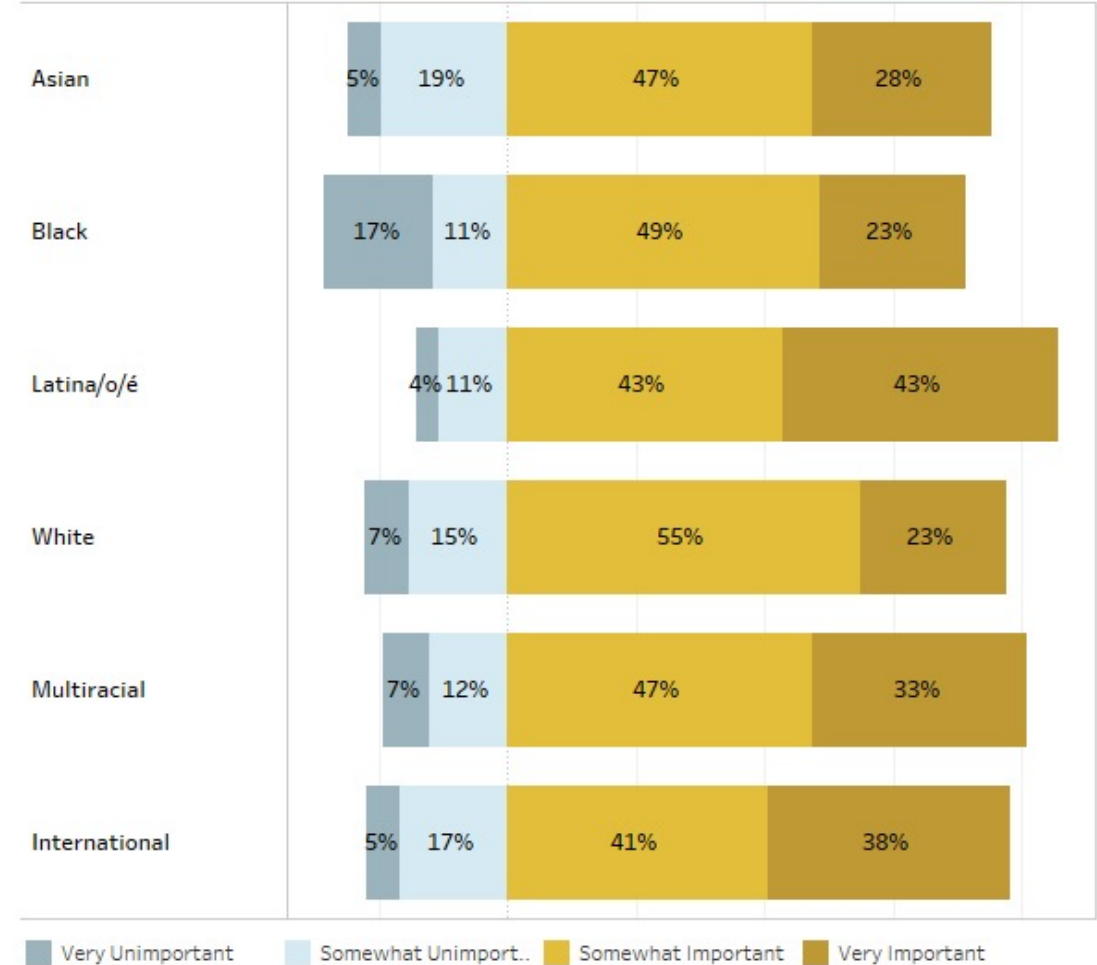
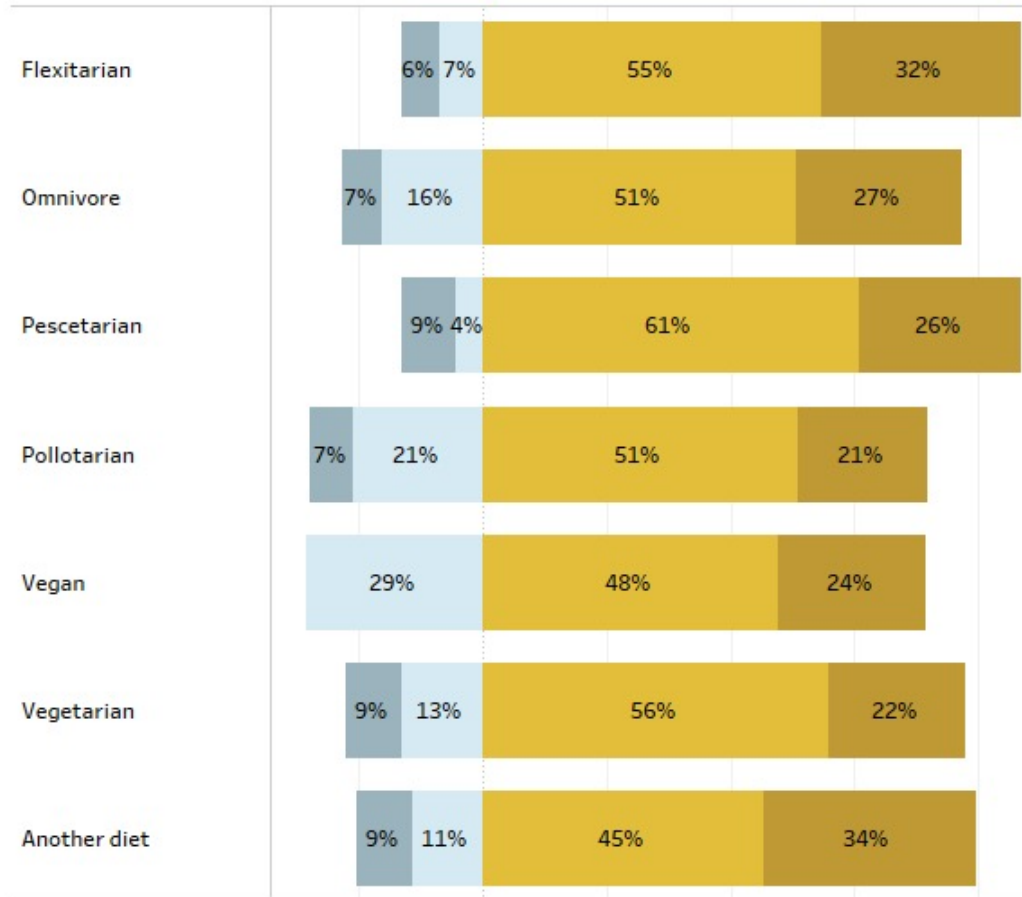


UMass Dining Customer Satisfaction and Eating Habits Survey – Spring 2024
(Response Rate = 25.5%, n=1550)

UMass Living Laboratory™

UMASS
DINING
UMassAmherst

Diet and Decision to Attend UMass

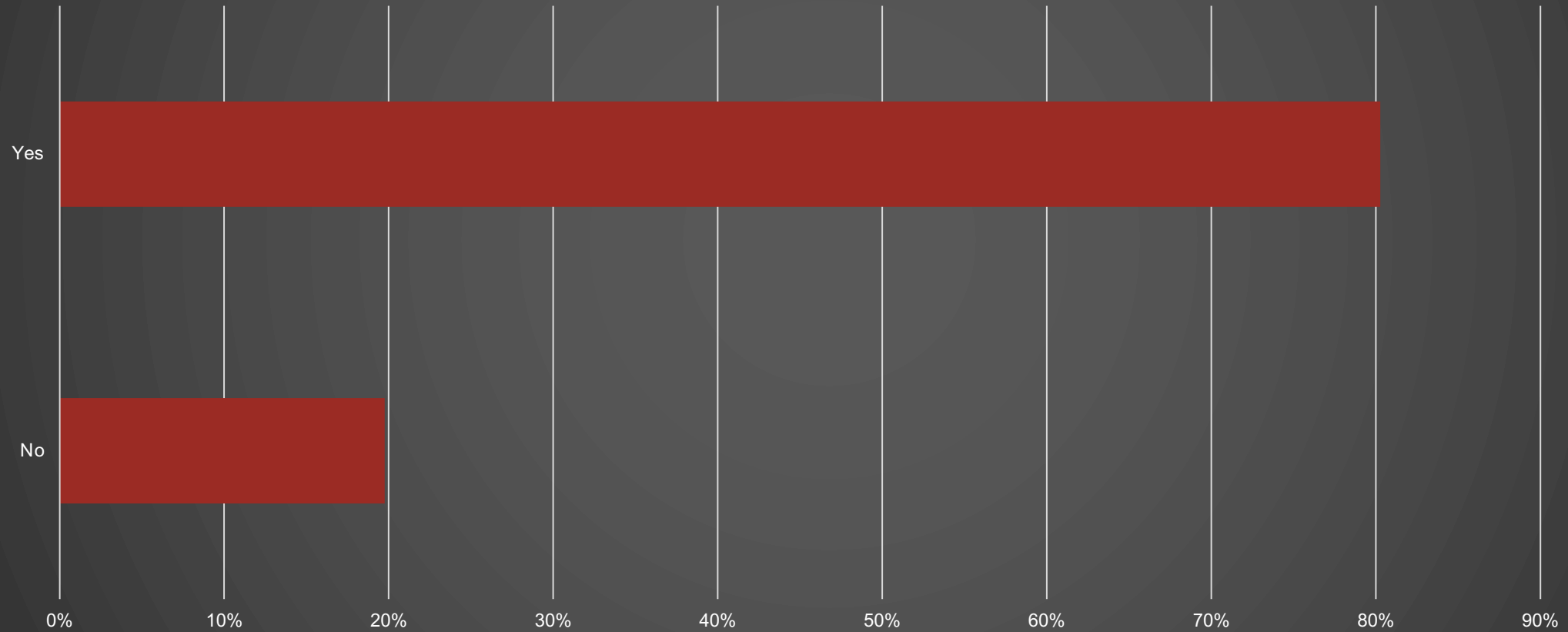


- Pescetarian 87%
- Flexitarian 87%
- Another (Allergen) 79%

- Latina/o/e 86%
- Multiracial 80%
- International 79%
- Asian 75%

Consumption Trends

Will you continue your dining habits practiced at UMass once you graduate?



FINAL THOUGHTS

- **Most diverse population in history**
- **Dining has a major impact on the campus culture**
- **Engagement can drive meal plan penetration**
- **Common trends across culture**
- **Experience is critical**
- **Not for college days alone**



UMassAmherst | UMass Dining



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