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Business 275

Dataset Description

As our group is collecting purely our own data, we have no data to display. We will include the intended questionnaire, sampling strategy, and permission given by Sodexo to proceed with experimentation. The owner of this dataset is Sodexo, as we will be sampling on their property. If we were to sample elsewhere, we would stand on public property and ask for permission.

Questionnaire

Our questionnaire is as follows (only directed to students of TWU):

Hi, I am \_\_\_\_\_\_\_ and I am doing a statistical analysis on Sodexo for Business 275. It will only take a couple of minutes. I will be asking you a series of questions, and I would like you to answer as honestly as possible. If you feel uncomfortable answering at any time, you may tell me and I will stop the survey. In that case, we will discard of all information previously given. The information will be kept anonymous, and will be used in a presentation to the Business 275 class and given to Chris Fox of Sodexo. Do you understand? Do you agree to participate in the survey?

1. Are you a resident or a commuter?
2. What did you order? Beverage, food, or both?
3. From which station did you order from? 1. Grill 2. Sizzle etc.
4. How satisfied are you with the efficiency (speed) of service on a scale of 1-10?
5. How satisfied are you with the service on a scale of 1-10?
6. How soon is your next class?
7. (commuter) How regularly do you eat at the caf? Times per week
8. (commuter) Do you ever go off campus to eat? How often?
9. (commuter, and goes off to eat) Why would you eat off campus, even though TWU caf is closer and more time-efficient? Price? Quality of food? Other?
10. What area does Sodexo need to improve on most? 1. Quality of food 2. Delivery speed 3. Service.

Thank you for your time. This is the end of the survey. I have recorded your answers truthfully and have added nothing. If you wish, feel free to email me at \_\_\_\_\_\_\_\_\_.

Sampling Strategy

Our strategy will be to approach who have ordered their food and paid. They will either be sitting at a table or walking somewhere else. We will follow them, or sit down at their table, and ask them our questionnaire. We will attempt to approach enough people to get 250 commuter opinions, and at least 100 people who eat off campus. We will be unbiased towards who we choose to sample, and also of our approach. No matter what their appearance is, we will approach with a smile and follow the script word for word. Upon receiving an answer, we will write it down on a pad, and once finished we will proceed with the next. We will make sure we go at all different time frames, and try to get an equal amount from each of 11:00 – 2:30 in order to get a sense of the entire lunchtime. If a student is unwilling to complete the survey in any sense, we will erase all record of their answers. If a student completes the survey, we will record the information regardless of our personal opinion on their answers.

Post-Survey  
After we receive the information, we will combine information from our four surveyors into one excel spreadsheet and proceed with analysis from there. We will keep the information confidential, and use it only for statistical analysis. We will be sure to include every input value, even if we have an uneven number.

Agency Permission

Here is the email we received from Sodexo’s director at TWU:

“Kevin I have no problem allowing you to complete the surveys in the main cafe, and I am looking forward to seeing the results.  
   
Thank You  
   
Chris Fox  
Director of Dining and Catering Services  
Sodexo @ Trinity Western University  
Tel: 604-513-2121 ext. 3019  
Cell:604-347-7440  
Fax: 604-513-2081”