

84 percent of students like foodservice info via social media: Survey



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More than 80 percent of students like to receive information from foodservice establishments via social media, says a new study from market researcher Y-Pulse.

Key findings of the survey—which asked 265 college students about the importance of social media related to their campus foodservice venues—revealed that nutrition and ingredient details from campus dining halls is the most desired information by more than half, or 56 percent, of students.

The study also found that Facebook is the leading platform used by 94 percent of students, followed by Instagram (71 percent) and Twitter (69 percent).



“Today’s college students have had access to nutrition education since grade school and have grown up to be knowledgeable consumers who can easily understand nutrition labeling,” Sharon Olson, executive director of Y-Pulse, said in a statement. “They are adept at using many social media platforms to obtain more detailed nutrition and ingredient information about the food and beverage items they consume on campus.”