
**STUDY OF OPINIONS REGARDING CHICAGO AREA
CULINARY AND HOSPITALITY SCHOOLS**

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Culinary Arts Schools: 2013 Chicago Industry Ranking Survey

Project Summary
July 2013

Background and Survey Details

Taylor Nelson Sofres (TNS), the world's largest provider of custom research and analysis, has completed a broad industry survey amongst a sample of senior managers from top culinary organisations in the Chicago area. This survey was conducted in May and June, 2013. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS, an independent market research agency, to conduct the survey.

The primary purpose of this survey was to establish the relative 'ranking' of the various culinary arts schools providing university-level programmes in Chicago from which managers of Chicago based companies are likely to recruit staff and to determine the top culinary arts school in the area.

In the summer of 2013, a telephone survey was carried out using contact details from the latest *Michelin* guide for Chicago. The potential respondents, individuals with direct responsibility for hiring chefs and other culinary professionals, received a phone call from TNS inviting them to participate in this survey. To maintain objectivity, the name of Laureate/LHE was not revealed to respondents.

In the Chicago area, 430 restaurants are listed in the Michelin Guide. At least one attempt was made to call and interview a qualified representative of all 430 restaurants on the list. In total, 2090 calls were made, an average of just under 5 calls per restaurant. The final sample consisted of 61 restaurants.

Interviewers first attempted to speak to the Executive Chef or Manager of the restaurant. If this was not possible, interviewers asked to speak to another individual who was personally involved in hiring decisions for positions that would typically be filled by culinary school graduates.



Key Findings

The respondents were asked the following question: *‘I am now going to read back to you the local schools you mentioned that you are aware of. Please identify the program you would consider to be the number 1 local program in how well it prepares students to succeed in the culinary arts industry’.*

They were then asked the following question: *‘And which programs would you consider to be number 2 and 3 among local programs in how well it prepares students to succeed in the culinary arts industry, if you have an opinion?’*

A list of seven culinary schools located in the Chicago area was presented to the respondents. The list was generated from a large search of schools providing education focussed on culinary arts. In addition to this list, respondents were invited to add any other schools in their ranking which might not have appeared in the pre-selected list. The list of schools was presented in a different random order for each respondent to ensure that there was no influence on their selection as a result of their position on the list.

The following table presents the survey ranking results. The survey is statistically reliable at the 95% confidence level.

Top 3 culinary schools in the Chicago area for preparation for a career in the culinary arts industry

Based on frequency of school selection as number one by culinary industry managers hiring graduates from the Chicago area
Sample Size = 61 respondents

Institution	% of Respondents that Ranked the School Top
Kendall College	49%
Le Cordon Bleu College Of Culinary Arts	26%
The Illinois Institute of Art Chicago Culinary Program	3%

Conclusion

The key conclusion to be highlighted from these analyses is:

- Industry Managers rank Kendall College the number 1 Culinary Arts school in Chicago for preparation for a career in the industry



Profile of the sample

The profile of the respondents in terms of the size of their organisation was:

- 38% work in an organisation with 20 employees or less
- 36% work in an organisation with between 21 and 50 employees
- 11% work in an organisation with between 51 and 100 employees
- 15% work in an organisation with more than 100 employees

Taylor Nelson Sofres PLC (TNS) is a leading market research and information group and is the world's largest provider of custom research and analysis. TNS operates globally across 80 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis. TNS is employed by a portfolio of global clients in the leisure, tourism, hospitality and travel industries to undertake a range of research and consultancy projects, designed to provide insight and knowledge to drive business growth.

Hospitality Management Schools: 2013 Chicago Industry Ranking Survey

Project Summary
July 2013

Background and Survey Details

Taylor Nelson Sofres (TNS), the world's largest provider of custom research and analysis, has completed a broad industry survey amongst a sample of senior managers from top hospitality organisations in the Chicago area. This survey was conducted in May and June, 2013. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS, an independent market research agency, to conduct the survey.

The primary purpose of this survey was to establish the relative ranking of the various hospitality management schools in Chicago from which managers of Chicago based hospitality companies are likely to recruit staff and to determine the top hospitality management school in the area.

In the spring/summer of 2013, a telephone survey was carried out using a contact list of top rated hotels in the Chicago area. This was based on a composite score using four different sources: *Conde Nast*, *Frommer's*, *U.S. News & World Report* and *the Michelin Guide Chicago 2013*. For more details on how this score was calculated, please see the 'Hotel Sample Details' section towards the end of this project summary. The contact list consisted of 257 hotels.

At least one attempt was made to interview 246 of the 257 hotels. A total of 1281 attempted calls were made, representing an average of just over 5 calls per hotel contacted. The final sample consisted of 60 hotels.

For each hotel, interviewers attempted to speak to an individual who was personally involved in hiring decisions for positions that would typically be filled by hospitality school graduates.

The potential respondents, individuals with direct responsibility for hiring for hospitality management positions, received a phone call from TNS inviting them to participate in this survey. To maintain objectivity, the name of Laureate/LHE was not revealed to respondents.



Key Findings

The respondents were asked the following question: *‘I am now going to read back to you the local schools you mentioned that you are aware of. Please identify the program you would consider to be the number 1 local program in how well it prepares students for managerial positions in the hospitality industry’.*

They were then asked the following question: *‘And which programs would you consider to be number 2 and 3 among local programs in how well it prepares students for managerial positions in the hospitality profession?’*

A list of five hospitality management schools located in the Chicago area was presented to the respondents. The list was generated from a large search of schools providing education focussed on hospitality management. In addition to this list, respondents were invited to add any other schools in their ranking which might not have appeared in the pre-selected list. The list of schools was presented in a different random order for each respondent to ensure that there was no influence on their selection as a result of their position on the list.

The following table presents the survey ranking results. The survey is statistically reliable at the 95% confidence level.

Top 3 culinary schools in the Chicago area for preparation for managerial positions in the hospitality profession

Based on frequency of school selection as the No1 School by hospitality industry managers hiring graduates from the Chicago area
Sample Size = 60 respondents

Institution	% of Respondents that Ranked the School Top
Kendall College	28%
Roosevelt University	23%
DePaul University	18%

Conclusion

The key conclusion to be highlighted from these analyses is:

- Industry Managers rank Kendall College the number 1 Hospitality Management school in Chicago for preparation for managerial positions in the industry.

Profile of the sample

The profile of the respondents in terms of the size of their organisation was:

- 18% work in an organisation with 20 employees or less
- 37% work in an organisation with between 21 and 50 employees
- 17% work in an organisation with between 51 and 100 employees
- 28% work in an organisation with more than 100 employees

Hotel Sample Details

The relevant universe for the hospitality portion of the claims study was defined as top-rated Chicago-area hotels. In order to come up with a reasonable definition of “top-rated” hotels and a list of such hotels, a list was compiled of all Chicago-area hotels from a variety of sources. These sources included US News, Frommer’s, Conde Nast, and the Michelin Guide.

In order to arrive at a definition of the universe of “top-rated” hotels, the ranking systems of the four sources were consulted. These sources’ ranking systems are as follows:

- **US News:** The US News site includes two ratings systems. The first is a star system, which ranks the hotels based on a 1-5 star ranking system, based on the quality and level of service offered by the hotel. The second scale contains average user rankings, which are represented as an average number of stars (based again on a 1-5 star ranking). This number usually is expressed as “4.3 out of 5 stars.”
- **Frommers:** Frommer's uses a three-star system, with 3 stars representing the highest level of service, and 1 star representing the lowest level.
- **Conde Nast:** Conde Nast uses a ranking system with a top score of 100, based on reader feedback. Top scoring hotels usually have a score of 90 points or higher. In order to treat the Conde Nast ratings comparably to the other ratings, we converted Conde Nast ratings of 90 points or higher to a “5”.
- **Michelin:** The Michelin Guide uses a five-point scale to rank the “comfort” of the hotel, with five stars indicating the top level of comfort. These ratings are generated by Michelin Guide reviewers.

In order to create a reasonable system for classifying hotels as “top-rated” based on the various sources that rate hotels, each hotel on the list was given a total composite score consisting of the sum of its US News, Frommer’s, Conde Nast, and Michelin ratings. The hotels on the list that had a composite score of “4” or higher were classified as “top-rated” hotels for the purposes of the study.

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