



Culinary Arts Schools: 2017 Chicago Industry Ranking Survey

Project Summary
June 2017

Background and Survey Details

Kantar TNS (KTNS), 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, 2017. Kendall College, a division of Laureate Education Inc, commissioned KTNS, 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 hiring managers of Chicago based companies are likely to recruit staff and to determine the top culinary arts school in the area.

A telephone survey was carried out using contact details from the latest *Michelin* guide for Chicago primarily and which was supplemented by additional contacts from a number of other relevant publicly-available sources such as TripAdvisor and Yelp. The potential respondents, individuals with direct responsibility for hiring chefs and other culinary professionals, received a phone call from KTNS inviting them to participate in this survey. A total of 388 eligible establishments were identified from the sources outlined above and over 3000 calls were made in attempting to secure as many interviews as possible. A total of 51 interviews were completed.

To maintain objectivity, the name of Laureate/Kendall College was not revealed to respondents until the end of the interview, if requested by the respondent.

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 the culinary arts. In addition to this list, respondents were invited to add any other schools to 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 ranking results from the survey which 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 the frequency of school selection as Number 1 by culinary industry hiring managers hiring graduates from the Chicago area
Sample Size = 51 respondents

Institution	% of Respondents that Ranked the School Top
Kendall College	69
Le Cordon Bleu College Of Culinary Arts	6
The Illinois Institute of Art Chicago Culinary Program	4

Conclusion

The key conclusion to be highlighted from this analysis is:

- Industry Hiring 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:

- 43% work in an organisation with 20 employees or less
- 31% work in an organisation with between 21 and 50 employees
- 14% work in an organisation with between 51 and 100 employees
- 12% work in an organisation with more than 100 employees

Kantar TNS (KNS) is a leading market research and information group and is the world's largest provider of custom research and analysis. KTNS operates globally across 80 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis. KTNS 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.