

UCDAVIS



Student Affairs Research & Information

Quick Survey # 228

Report # 361

Student Interest in Events at the Memorial Union

Prepared at the Request of

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By

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JULY 2006

Survey Background and Methods

In November 2005, Memorial Union Auxiliary Services wanted to explore the type of activities that would be most attractive to students. Student Affairs Research and Information (SARI) undertook a Quick Survey to determine which kinds of events students would be most likely to attend.

From November 23rd 2005 to December 1st 2005, SARI delivered a Quick Survey to all undergraduates via the MyUCDavis portal (<http://my.ucdavis.edu>). A total of 4,683 students responded to the survey, 21% of enrolled undergraduates. Students were asked to identify which one or more of the following activities they would attend at the MU, the Silo Pub, or Freeborn Hall:

A= Acoustic Sets,

B= DJ sets,

C= Open Mic,

D= Halo Tournament,

E= Karaoke,

F= Breaking Competition,

G= A cappella Sets,

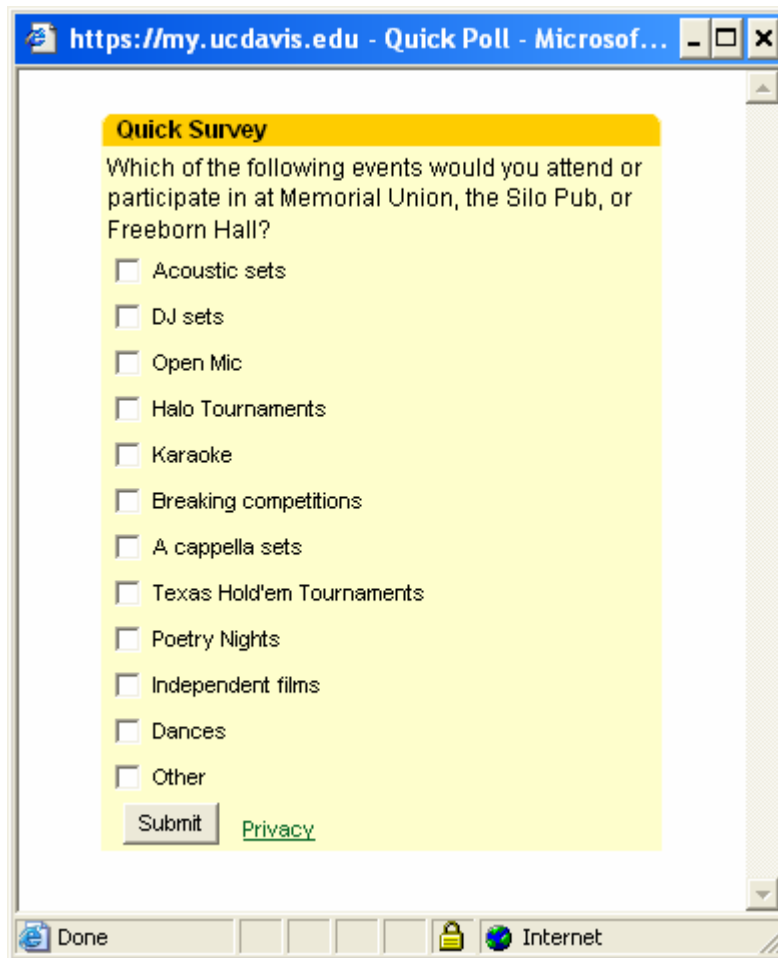
H= Texas Hold'em Tournaments,

I= Poetry Nights,

J= Independent Films,

K= Dances, and

L= Other.



Results

Results are shown in Figure 1. The survey indicated that independent films and student dances were the most popular activities for students, accounting for 46% and 41% of the respondents respectively. Another 34% of the respondents said that they would attend acoustic sets at campus venues. On the other hand, a cappella sets, poetry nights and Halo tournaments were the least popular activities among students: each was chosen by fewer than 20% of the respondents.

Figure 1.

