MU Art Gallery Attendance

Prepared at the Request of

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By

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Survey Background and Methods

In Winter 2006, Student Affairs Research and Information (SARI) was asked to help the MU Art Gallery explore attendance at the Gallery and determine the types of events and activities that would increase student involvement.

From February 11th 2006 to February 16th 2006, SARI delivered a Quick Survey to all enrolled UC Davis undergraduates via the MyUCDavis portal (http://my.ucdavis.edu). A total of 2951 students responded to the Quick Survey (13.4% of the undergraduate population). Respondents were asked to indicate how frequently they visit the MU Art Gallery on a four-point scale:

1 = Once or twice a year,
2 = Once or twice a quarter,
3 = Once or twice a month,
4 = Never.

![Quick Survey Image](https://my.ucdavis.edu - Quick Poll - M...)
Results

About 86% of respondents indicated they had never been to the MU Art Gallery; 9% had been to the gallery once or twice a year, 3% had been to the gallery once or twice a quarter, and only 2% had been to the gallery once or twice a month.

Students who had been to the MU Art Gallery at least once a year were then asked to identify activities that would bring them to the Gallery more often. Results are shown in Figure 2. The most popular activities or features were music library, selected by 25% of respondents, performances, and artist demonstrations, selected by about 25% of respondents, followed by poetry readings (18%), artist’s lectures (16%), live music (15%), and films (15%). Students are not interested in viewing periodicals in the Gallery.
Figure 2.

More than 70% of students who answered they had never been to the MU Art Gallery indicated they did not know of the Gallery or Gallery events. Some of these indicated that they would have visited the gallery if they had received information about it.