Mondavi Center Attendance

Prepared at the Request of

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in collaboration with
Davis Honors Challenge

By

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Survey Background and Methods

In Spring 2006, Student Affairs Research and Information (SARI) assisted a Davis Honors Challenge group with a charge from the Mondavi Center. The group investigated attendance of UC Davis at Mondavi Center events.

From March 30th 2006 to April 6th 2006, SARI delivered a Quick Survey to all enrolled undergraduates via the MyUCDavis portal (http://my.ucdavis.edu). A total of 4013 current undergraduates responded to the Quick Survey (18% of the enrolled undergraduate population). Students were first asked whether they had attended a Mondavi Center event. Students who answered “Yes” were asked a follow-up question to determine how they learned about events at the Mondavi Center. Students who answered “No” were asked why they did not attend Mondavi events.
If Yes …

Quick Poll
How did you hear about the event(s) that you attended?

- Mondavi website
- E-mail
- Facebook Ad
- Ads on the bus
- Flyers around campus
- California Aggie article
- Muse Section of California Aggie
- Posters at the MU
- Through friends
- Through UCD faculty and/or staff
- Through community members
- Other

Submit  Privacy  FAQs  Supporting Information

If No …

Quick Poll
Which of the following have impacted your decision to not attend?

- Ticket prices
- Transportation
- Lack of interest in the performances
- Unaware of scheduled performances
- Do not have time
- Do not have people to go with
- Do not know what to expect
- Did not see advertising until too late
- Other

Submit  Privacy  FAQs  Supporting Information
Results

Overall, 45% of respondents reported that they had attended a performance or lecture at the Mondavi Center. Figure 1 shows attendance by student class level. Not surprisingly, seniors were the most likely to have attended at least one Mondavi Center event (56%), while freshmen were the least likely to have attended (29%). The percentage of sophomores (50%) who had attended Mondavi events was slightly higher than the percentage of juniors (43%), despite their more limited tenure on campus.

Female students were more likely to have attended Mondavi events than male students, with 49% of female respondents attending compared to 40% of male respondents. Results are shown in Figure 2.

Figure 3 examines responses by ethnic groups. African Americans (58%) were most likely to have attended the Mondavi Center, with 58% indicating they had attended at least one event, while Asians and American were least likely, with 40% and 36% attending, respectively. Among the Asian students, Chinese students were least likely to have attended Mondavi events (data not shown).

Figure 1.
Figure 2.

Mondavi Center Attendance, by Gender

- Female
- Male

Figure 3.

Mondavi Center Attendance, by Ethnicity

- African American
- White
- Mexican American
- Latin American
- Asian
- American Indian

Percent of Respondents
Finally, Figure 4 shows Mondavi center attendance by the academic division of the student’s major. The results of the survey indicated that students with majors in the division of Humanities Arts & Cultural Studies were most likely to have attended Mondavi events (63% attended), while students in the College of Engineering or the Division of Agricultural Sciences were least likely to have attended (36% and 34% attended, respectively).

Figure 4.

Students who had attended Mondavi events were asked to identify how they learned about the events. The answer categories were as displayed in Figure 5 below. In response to this question, students were allowed to choose more than one answer. Students most frequently learned through friends, selected by 45% of the respondents. UC Davis faculty and the Mondavi Center website were selected by 31% and 27% of respondents, respectively, suggesting these are also effective means of communicating with students about events at the Mondavi. Facebook advertisements (1%) and advertisements on the bus” (2%) were least often mentioned as sources of information about Mondavi events.
Students who had not attended a Mondavi event were asked why they did not attend. Once again, respondents were able to select more than one reason. Results are shown in Figure 6. *Unaware of scheduled performances* was the reason most often selected; it accounted for 58% of the respondents. Relatively few respondents cited price as an obstacle to attendance (25%). American Indian, Korean and White students were most likely to indicate that they lacked interest in the performances Mondavi Center provided. On the other hand, African American students, with the highest attendance rate, were least likely to be say that they lacked interest in the performances offered (data not shown).
Figure 6.

Reasons Students Do Not Attend Mondavi Center Events

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaware of schedule</td>
<td>50%</td>
</tr>
<tr>
<td>No time</td>
<td>40%</td>
</tr>
<tr>
<td>Lack of interest in performances</td>
<td>30%</td>
</tr>
<tr>
<td>Didn't see ads</td>
<td>20%</td>
</tr>
<tr>
<td>Price</td>
<td>20%</td>
</tr>
<tr>
<td>No-one to go with</td>
<td>20%</td>
</tr>
<tr>
<td>Don't know what to expect</td>
<td>10%</td>
</tr>
<tr>
<td>Transportation</td>
<td>10%</td>
</tr>
</tbody>
</table>