Picnic Day Attendance

Prepared at the Request of

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in collaboration with
Davis Honors Challenge

By

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JULY 2006
Survey Background and Methods

UC Davis 2006 Picnic Day was held Saturday, April 22. In May, Student Affairs Research and Information (SARI) administered a Quick Survey in support of a DHC group working with the Director of Student Programs and Activities Center (SPAC) to learn about attendance at Picnic Day and the most popular events and activities.*

From May 17th 2006 to May 23rd 2006, SARI delivered a Quick Survey to all enrolled UC Davis students (including undergraduate students, graduate students and professional school students), staff and faculty via the MyUCDavis portal (http://my.ucdavis.edu). A total of 3826 individuals responded to the Quick Survey. Of these, 71% were undergraduate students and 10% were graduate or professional school students. Respondents were asked to characterize their Picnic Day attendance. They were given three options:

1 = I have attended Picnic Day activities in the past (including this year or previous years),
2 = I am not interested in attending Picnic Day,
3 = I am interested in attending Picnic Day activities, but have not yet attended.

* Further information about this DHC project is available in “Demographics of the Diversity at UCD Picnic Day” under Projects with Davis Honors Challenge at http://www.sariweb.ucdavis.edu.
Results

As shown in Figure 1, 71% of respondents had attended Picnic Day, 10% were not interested, and 19% were interested but had not attended.

Figure 1.

Quick Survey results were supplemented with demographic information available in the student record system. As this information is not available for faculty or staff, they were excluded from this analysis. White students had the highest attendance rate with almost 48% of respondents who indicated they had attended Picnic Day were White. This was followed by 28% Asian students and 10% Hispanic students. African American students had the lowest attendance rate of 2%. Compared to spring enrollment at UC Davis, Whites are over-represented at Picnic Day while Asians are under-represented. Note that no ethnic background information is available for about 10% of respondents to this survey.
Respondents who answered that they had attended Picnic Day were asked which activities they had attended. Results are shown in Figure 3. Entertainment was the most popular activity, selected by 67% of Picnic Day attendees, follow by the animal events (60%), shows (56%) and departmental exhibits (55%).
Those who were interested in Picnic Day but had never attended were asked to elaborate. The reason most frequently given was “busy / have something else to do. Similarly, those were uninterested in Picnic Day were asked to explain. The most frequently given reasons indicated were that Picnic Day was “too crowded” or “there are too many drunk people”.

Figure 3.