THE BUZZ Fall 2008

Prepared at the Request of
Campus Unions, Programs & Marketing

By
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Survey Background and Methods

Campus Unions Programs & Marketing sponsored this QuickSurvey to assess THE BUZZ’s attendance and popular activities. THE BUZZ was held on September 26th, 2008, and was sponsored by Campus Unions and Campus Recreation. THE BUZZ was a free event for new and returning students.

Student Affairs Research & Information (SARI) delivered the QuickSurvey to all UC Davis undergraduate students (n=24,017), using the MyUCDavis portal, at midnight of September 26th, 2008. The survey remained active for 7 days. A total of 9,259 enrolled undergraduate students responded to THE BUZZ QuickSurvey (39% response rate). Respondents were asked to rate THE BUZZ, using the following options:

1 = Great, had a good time
2 = So-so, could definitely be improved
3 = Boring
4 = I didn’t attend THE BUZZ
5 = Other
Students who rated THE BUZZ as Great were then asked what activities they liked best about THE BUZZ; students were able to select more than one activity that they liked. (Figure 1.2) The students who rated THE BUZZ as So-so or Boring were given a follow-up question as to what they would improve to make THE BUZZ better using the provided text box. (Figure 1.3) For the students who answered I didn’t attend, they were asked why they were not able to go; students may also select more than one answer. (Figure 1.4) Other enabled students to provide feedback, if they believed their response was not represented in the four previous options. (Figure 1.5)
Results

As mentioned above, there were 9,952 undergraduate and graduate students who responded to THE BUZZ QuickSurvey. As shown in Table 1, the representation of the student respondents closely reflected that of the UC Davis campus, with the exception of Student Status; although Continuing students represent 70% of the population, only 54% responded to the QuickSurvey. Also more new students are represented in the respondent group than in the population (43% vs. 29%).

<table>
<thead>
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<th>Table 1: Characteristics of Campus Census and Student Respondents.</th>
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<tr>
<td><strong>Undergraduate Students</strong></td>
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<td><strong>Gender</strong></td>
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<td>Male</td>
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<td><strong>Ethnicity</strong></td>
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<td>White/Caucasian</td>
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<td><strong>Class Level</strong></td>
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<td><strong>Student Status</strong></td>
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<td>Advanced Standing (Transfer)</td>
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Of the 9,259 undergraduate students who responded, (37%) attended THE BUZZ. Thirteen percent (13%) indicated THE BUZZ was Great, 19% So-so, 5% Boring. Sixty-two percent (62%) of respondents did not attend THE BUZZ. And, 1% (128 respondents) selected Other. (Figure 2)

Figure 2: How would you rate THE BUZZ? (n=9,259)
For the 13% of respondents who answered that THE BUZZ was Great, they were asked which activities they liked best; students were able to select more than one item. (Figure 3) Free Food (68%), Live Entertainment (58%), and Carnival Games (52%) were among the top three activities students responded that they liked best.

**Figure 3: What did you like best about THE BUZZ? (n=1,040)**

- Free Food: 68%
- Live Entertainment: 58%
- Carnival Games: 52%
- Inflatables: 42%
- Arts and Crafts: 31%
- Inexpensive Dining Option (pizza, corndogs, ice cream): 22%
- After Party: 21%
- Casino: 16%
- Busy Bus: 16%
- Spa: 12%
Figure 4 displays the follow-up response for students who rated THE BUZZ So-so. More than half of the students who responded to the follow-up reported that *More free food* (36%) and *Shorter lines* (29%) could improve the event.

**Figure 4: So-so: How could THE BUZZ be improved? (n=1,629)**

- More free food: 36%
- Shorter lines: 29%
- Better music: 13%
- More games: 11%
- Other: 5%
- Event runs later: 3%
- More people: 1%
- Earlier start: 1%
- Different location: 0%
Figure 5 displays the follow-up response for students who rated THE BUZZ *Boring*. Similar to students who rated the event *So-so*, more than half of students who rated it *Boring* said that *More free food* (35%) and *Shorter lines* (22%) could improve THE BUZZ.

**Figure 5: Boring: How could THE BUZZ be improved? (n=424)**

- More free food: 35%
- Shorter lines: 22%
- Better music: 16%
- Other: 11%
- More games: 9%
- More people: 3%
- Event runs later: 3%
- Earlier start: 1%
- Different location: 0%
Almost 2/3rds of student respondents said they did not attend THE BUZZ; these students were asked to explain why, using the provided reasons. (Figure 6) Students were able to select more than one reason. The reasons most frequently selected were I didn’t hear about it (36%), I have better things to do (27%) and/or I had a competing invitation (26%).

**Figure 6: Why didn’t you attend THE BUZZ? (n=4,968)**

- I didn't hear about it: 36%
- I have better things to do: 27%
- I had a competing invitation: 26%
- I've attended before: 13%
- I didn't know anyone to go with: 12%
- I heard it isn't much fun: 7%

Open-ended feedback – *Other*

Of the 128 students who responded *Other*, 76 provided open-ended feedback. The common responses were that students did not know what THE BUZZ was; were not able to go; or, did attend and had miscellaneous criticisms about the event.
Comparison: New and current students
Results from the follow-up responses for Great, So-so, and Boring did not differ substantially between new student respondents and current student respondents.

Results from the follow-up responses for I didn’t attend THE BUZZ did differ between new and current students. (Figure 7) New students were more likely than current students to say that they had a competing invitation (30% vs. 23%) and that they didn’t have anyone to go with (16% vs. 10%).

As expected, current students were more likely than new students to say that they have attended before (21% vs. 1%). Current students were also more likely than current students to say they had better things to do (29% vs. 24%).

Figure 7: Comparing new and current student respondents: Why didn’t you attend THE BUZZ?
Comparison: New freshmen and transfer students

Newly admitted students represented 44% of the survey respondents; 34% freshmen and 9% transfer students. (Table 1) New students were more likely to attend THE BUZZ than current students (42% vs. 34%).

Figure 8 compares how new freshmen and transfer students rated THE BUZZ. New freshman students were more likely than new transfer students to attend THE BUZZ (49% vs. 18%). Consistent with the overall response, new freshmen students who attended THE BUZZ most frequently rated it So-so.

Figure 8: Comparing new freshmen to new transfer students: How would you rate THE BUZZ?
Figure 9 compares what new students liked best about THE BUZZ by admit type. The top three items (Free Food, Live Entertainment, and Carnival Games) were consistent with the overall response.

**Figure 9: Comparing new freshmen to new transfer students: What did you like best about THE BUZZ?**

Freshmen were more likely than transfer students to like Arts and Crafts, Inflatables, Free Food, and the After Party. On the other hand, transfer students were more likely than freshmen students to like the Spa, Busy Bus, Casino, and the Inexpensive Dining Option.
The most frequent follow-up responses for So-so – Shorter lines and More free food – for how THE BUZZ could be improved were consistent with the overall response. (Figure 10) Freshmen students were more likely than transfer students to say that Shorter lines and Better music could help improve the event. Transfer students were more likely than freshmen to say that having the Event run later and Other (not defined) could help it improve.
The most frequent follow-up response for *Boring – More free food* – for how THE BUZZ could be improved were consistent with the overall response. (Figure 11) Freshmen students were more likely than transfer students to say that *Shorter lines, Better music,* and having the *Event run later* could help improve the event. Transfer students were more likely than freshmen to say that having the *More free food, More games, More people* and *Other* (not defined) could help it improve.
When asked why they didn’t attend THE BUZZ, transfer students were more likely than freshmen students to say that they didn’t hear about it (70% vs. 20%). Freshmen were more likely than transfer students to have a competing invitation (38% vs. 12%) and/or have better things to do (30% vs. 9%). (Figure 12)