



Attendee Feedback on Picnic Day 2022

Picnic Day 2022 Survey Project Team, ASUCD Research and Data
Committee

May 31, 2022

PICNIC DAY 2022 SURVEY PROJECT TEAM

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This report was approved by a 9-0-6 roll call vote of the committee on May 31, 2022.

INTRODUCTION

Picnic Day is an annual event hosted by UC Davis and planned by a board consisting of undergraduate directors. This year's event was the first in-person Picnic Day in two years and the Board sought feedback from attendees on various aspects of the event, particularly parking, food, and the schedule of events. The goal for this requested survey was to generate data on what was well-received and what needs improvement for future Picnic Day Boards to use.

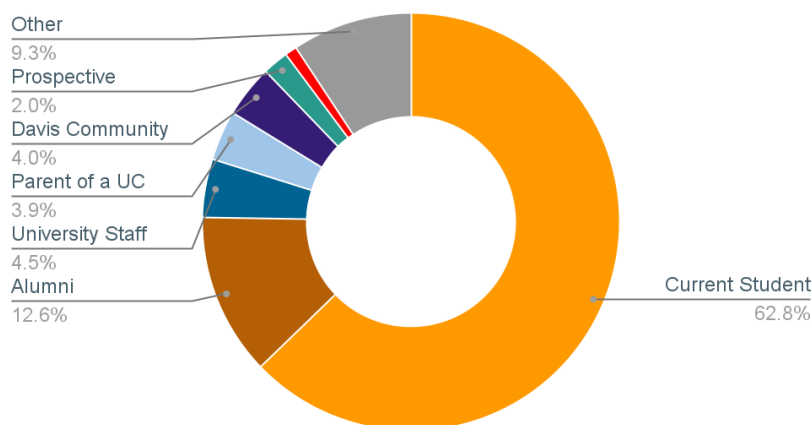
METHODOLOGY

On the day of the events, multiple R&DC members approached Picnic Day attendees asking them to take the survey. Attendees who scanned the QR code and opened the survey on their phone were offered a Picnic Day sticker for their participation. After the event, a mass email was also sent out encouraging attendees to take the survey. The survey was open for until DATE for attendees to take post-event.

DEMOGRAPHICS

Attendees were asked about their relationship with UC Davis. A majority of respondents who answered this question were current UC Davis students.

Respondent's relationship with UC Davis



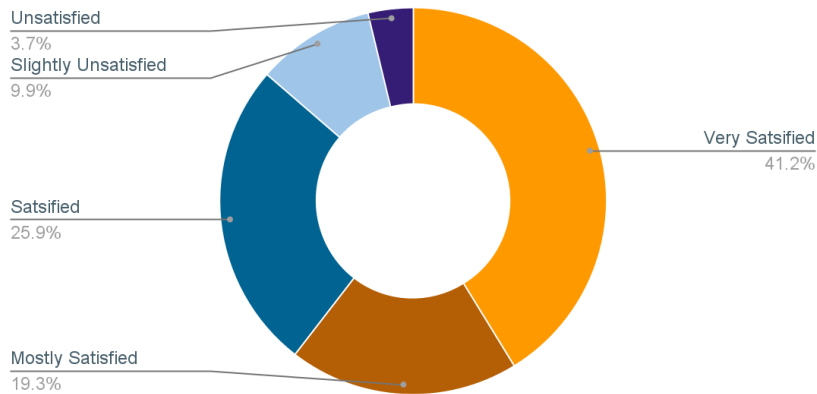
FINDINGS

Opinions on Parking Accessibility

The survey data shows over a third of the participants did not use parking this year (281 out of 764, or 36.78%). Of the 483 respondents who did use the parking, 199, or 41.20%, participants were very satisfied with accessibility of parking, 93, or 19.25%, were mostly satisfied, and 125, or 25.88%, were satisfied. On the other hand, only 48 out of 483, or 9.93%, were slightly unsatisfied and 18 out of 483, or 3.72%, were unsatisfied.

Level of Satisfaction for Accessibility of Parking

(among those who used parking)

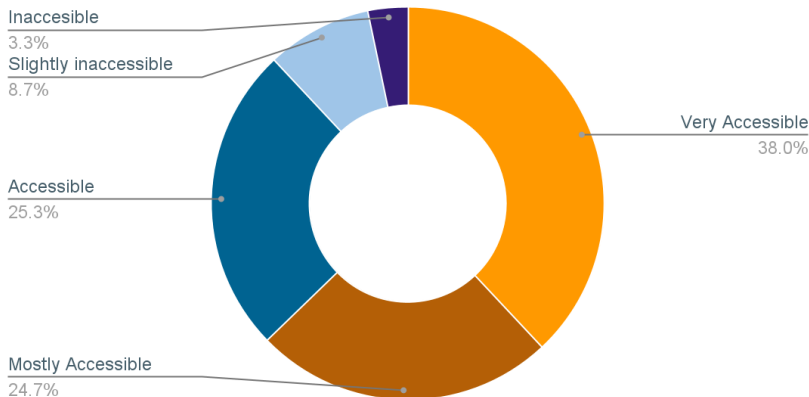


Opinions on Accessibility of Food Options

For the question on how accessible and easy to find food options were at the event, only 49 out of 717 responses, or 8.37% indicated they did not use the food options. Among those who used the food options, most found the food options this year to be “very accessible” (254 out of 668, or 38.02%), “mostly accessible” (165 out of 668, or 24.70%), or “accessible” (169 out of 668, or 25.29%). Only 58 out 668 respondents who reportedly used food options found them “slightly inaccessible” with 22 out of 668 finding them “inaccessible.”

Level of Accessibility of Food Options

(among those who used food options)



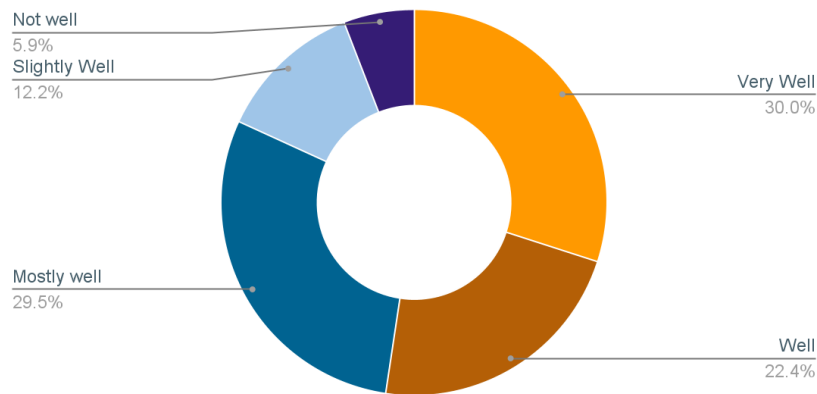
Opinions on Schedule of Events

The survey data also showed that the schedule of events was well-understood by respondents. Of those who did use the schedule, a majority said they felt they understood the schedule “very well or “mostly well.” (202 out of 693, or 29.97% indicated that they understood the schedule “very well” and 199 out of 693, or 29.53% chose “mostly well.”) Meanwhile, only 12.17%, or 82 out of 693, responded that they understood it slightly well, and 5.94%, or 40 out of 693,

responded that they did not understand the schedule well. (19 out of 693 or approximately 2.74% of responses said they did not use the events schedule at all.)

Level of Understanding of Schedule of Events

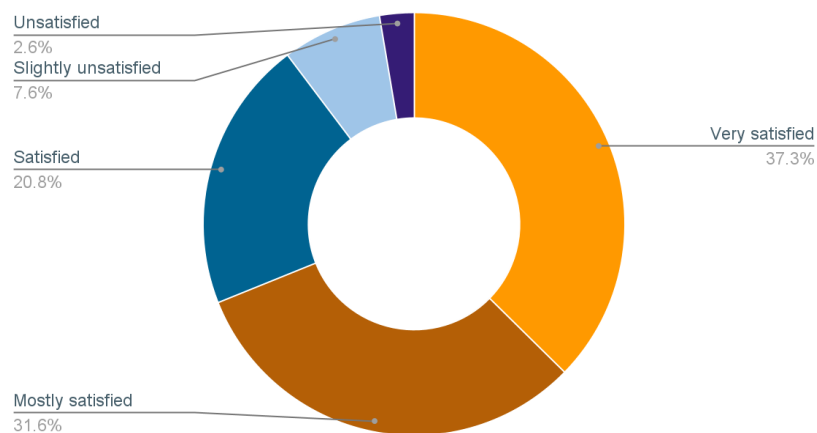
(among those who used schedule)



Opinions on Overall Experience

When looking at the responses for people's overall Picnic Day experience, 255 out of 683 or approximately 37.34% said they were very satisfied, 216 or 31.63% said they were mostly satisfied, 142 or 20.79% said they were satisfied, 52 or 7.61% said they were slightly unsatisfied, and only 18 or 2.64% said they were unsatisfied. From these observations, we can see that the most common response was that attendants were very satisfied with their Picnic Day experience.

Overall Experience



CONCLUSION

Overall, the data showed largely positive feedback from attendees of this year's Picnic Day. Of course, there is still room for improvement and a further look into the free response for specific improvements will be beneficial. For example, many of those who indicated inaccessibility with food options commented about long lines to get food.

APPENDIX

APPENDIX A: SURVEY QUESTIONS

Please rate the accessibility of parking on campus during the event.

- ☐ Very satisfied
- ☐ Mostly satisfied
- ☐ Satisfied
- ☐ Slightly unsatisfied
- ☐ Unsatisfied
- ☐ Did not use parking this year

What was your experience with parking accessibility this year?
[Text entry]

How accessible and easy to find were the food options?

- ☐ Very accessible
- ☐ Mostly accessible
- ☐ Accessible
- ☐ Slightly inaccessible
- ☐ Inaccessible
- ☐ Did not use parking this year

How well did you understand the schedule of events?

- ☐ Very well
- ☐ Mostly well
- ☐ Well
- ☐ Slightly well
- ☐ Not well
- ☐ Did not use schedule of events this year

What was your experience with the schedule of events?
[Text entry]

How would you rate your overall experience at Picnic Day?

- ☐ Very satisfied
- ☐ Mostly satisfied
- ☐ Satisfied
- ☐ Slightly unsatisfied

- Unsatisfied

What issues did you have in Picnic Day 108?
[Text entry]

What is your relationship to UC Davis?

- Current student
- University staff
- Alumni
- Parent of a UC Davis student
- Prospective student
- Incoming student
- Davis community member
- Other: [Text entry]

What does Picnic Day mean to you?
[Text entry]

Any other thoughts on your Picnic Day 108 Experience?
[Text entry]

APPENDIX B: TABLES

Table 1: Count of responses to question on parking accessibility

Response	Count	Proportion
Very satisfied	199	
Mostly satisfied	93	
Satisfied	125	
Slightly unsatisfied	48	
Unsatisfied	18	
Did not use parking this year	281	

Table 2: Count of responses to questions on accessibility of food options

Response	Count	Proportion
Very accessible	254	
Mostly accessible	165	
Accessible	169	
Slightly inaccessible	58	
Inaccessible	22	
Did not use food options this year	49	

Table 3: Counts of responses to question on schedule of events

Response	Count	Proportion
Not well	40	
Slightly Well	82	
Mostly well	199	
Well	151	
Very Well	202	
Did not use schedule of events this year	19	

Table 4: Counts of responses to question on overall experience

Response	Count	Proportion
Very satisfied	255	
Mostly satisfied	216	
Satisfied	142	
Slightly unsatisfied	52	
Unsatisfied	18	