

Campus Events Research Report

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EXECUTIVE SUMMARY

In this study, 101 students at the University of Texas at Dallas were surveyed regarding their preferences for on-campus events. This research aimed to discover what types of events students like to attend and any barriers preventing them from seeking on-campus entertainment. An additional goal was to provide the results to the Student Union Activities and Advisory Board (SUAAB) so that they may apply student feedback to create better events. This survey asks about preferences regarding type of entertainment, time of day, prizes and giveaways, and related questions about extracurricular activities. Demographic information was also recorded about the sample of respondents, including age, race, academic year, gender, and employment status. The survey and data analysis were conducted using Qualtrics. Total results from each question and significant crosstabs are included in this report.

Results show that respondents' academic year significantly affects their event participation. Senior students attend events less frequently and do not consider events as important as freshman, sophomore, and junior students. There is also a correlation between academic year and distance from campus. As the years progress from freshman to senior, an increasing number of students commute from more than 20 minutes away. This may describe why freshmen are more likely to attend events since they are more likely to live on campus. Freshman, sophomores, and unemployed students are likelier to receive information from social media than juniors, seniors, and employed students. However, most students hear about events through some channels, with social media and flyers being the most popular.

Findings show that students enjoy club events, particularly those relating to art, music, socializing, and academic interests. The most popular SUAAB events students have enjoyed include SUAABtoberfest, Weeks of Welcome, and Meteor Theater movie screenings. Regarding types of events, respondents prefer food, free merch, and entertainment over special guests, participation-based activities, and contests/raffles. Students also prefer to attend events in small groups with 1-2 of their friends. The most popular barriers for students attending events include conflicting schedules, lack of interest, and lack of awareness. In fact, the most common item of feedback in the free response section was to change the timing.

The data shows that UTD students enjoy and prioritize campus events but do not have time due to their schedules. To remedy this, events should be hosted during various times and days of the week to satisfy more students with scheduling conflicts. They should include creative entertainment (arts and music) that can be enjoyed by small groups of friends, but not force participation. The highest-attended events have a low commitment such as artist alleys, movies, and other activities that students can notice as they walk by. With this data considered, UTD events can be better tailored toward student preferences.

PROBLEM DEFINITION & RESEARCH OBJECTIVE

Problem Definition: How to attract UTD students to on-campus events?

Research objective: Conduct a survey of UTD students to find out their preferences regarding on-campus events.

Research Questions

1. What types of entertainment do students want? (comedy, music, movies, games, etc)
2. What events do students already attend?
3. What is the student preference for giveaways/freebies at events?
4. What would entice a student to participate in an on-campus event?
5. What prevents students from going to on-campus events?
6. Why do students attend events?
7. How do students currently find out about events?
8. Where do students enjoy going for entertainment?

METHODOLOGY

College students at The University of Texas at Dallas were surveyed. The respondents include both undergraduate and graduate students.

SURVEY FINDINGS

Demographics of Respondents

One hundred and one UTD students responded to this survey. Out of the 101 respondents, 9 were freshmen, 13 were sophomores, 30 were juniors, 43 were seniors, and 6 were graduate students.

The academic year of our respondents was particularly valuable for our research, as 101 demonstrated in Tables 1-10.

Among the respondents, those aged 17-21 reported the highest level of involvement in Academic Interest organizations. 93% of respondents within this age group were involved in such organizations, which is statistically significant (Table 11). The age demographic of 17-21 also showed a significant preference for attending on-campus events during the afternoon and evening hours (Table 12).

There were 25 male respondents, 71 female respondents, and 5 respondents who identified as other.

Of the respondents, 40 identified as Asian/Pacific Islander, 23 as White/Caucasian, 18 as Hispanic, 9 as Mixed Ethnicity, 7 as Black/African-American, 3 as Middle Eastern, and 1 as American Indian/Alaskan Native. The responses indicated a significant correlation between race/ethnicity and the number of people participants bring to attend on-campus events. Findings revealed that students of Asian/Pacific Islander identity typically attend on-campus events with 1-2 companions (Table 16).

Of the 101 respondents, 39 were unemployed, 56 were employed part-time, and 6 were employed full-time. The responses from these 101 individuals indicate that social media is the primary channel used to receive information about on-campus events, including platforms like Facebook, Twitter (X), and Instagram (Table 15), with unemployed students utilizing it the most frequently.

Student Interests

When asked how frequently they attend campus events, most respondents indicated they participate in some capacity. Roughly 40% attend more than 6 events per year, 26% attend between 4 and 6 events, 23% attend between 1 to 3 events, and 12% do not attend any events. This means about 88% of students attend at least 1 campus event per year, with the majority attending more frequently. The importance of attending campus events also reflects this with approx. 33% indicated it was very important, 45% somewhat important, 10% little, and 13% unimportant. From this data, it can be concluded that UTD students generally value and aim to attend on-campus events.

Students who indicated they attend events occasionally or frequently were prompted to indicate which types of events they typically attend. Able to select multiple options, the 66 respondents selected club events (67%), music performances (55%), movie screenings (55%), comedy (29%), educational speakers (20%), greek life (8%), and sports (6%). Of the 20% who selected “other,” artist alleys, dances/parties, SUAAB events, and professional events were mentioned. This data shows that students participate more frequently in individual interest clubs, while the larger

campus events they seek tend to be entertainment-focused. All 101 respondents were asked what groups or organizations they were a part of and could select multiple answers. The most popular were art and music (35%), social/recreation (35%), and academic interests (29%). Others indicated were cultural/religious (19%), community outreach (11%), greek life (4%), and political (3%). Roughly 28% indicated they are not a part of any organization.

When asked about SUAAB events in particular, the top favorite events respondents attended were SUAABtober Festival (76%), Weeks of Welcome (73%), Meteor Theater movie screenings (47%), and Comet Con (44%). The next highest answer was “None” at roughly 40%, where a greater level of employment and the answer selection of “None” showed a significant relationship (Table 17). The other events participants indicated a lower level of participation in were events that required higher commitment and planning to attend. These included Splatterdance (30%), Springapalooza Concert (27%), Homefest (26%), and Casino Night (17%). This data shows that students who attend events frequently tend to attend low-commitment or “come-and-go” events.

Respondents were asked to rank factors from most to least important to have at an event. The items that were ranked at the top spot the most frequently were food (30%), entertainment (25%), and free merch/giveaways (24%). The items with the lowest frequency of top ranking were special guests/celebrities (12%), participation-based activities (9%), and contests/raffles (1%). This data shows that students value free giveaways rather than activities that require participation or contests. Also, while students enjoy entertainment, the special guest involved is not the major draw. When asked how many people students attend events with, 20% go alone, 64% go with 1-2 people, 12% go with 3-4 people, and 4% go with 5 or more people. This shows that most students prefer to attend events in small groups. From these questions, it can be concluded that students prefer events that have a low level of participation required that they can enjoy with a few friends.

Nearly all students receive information about events in some form. Students were asked to select all types of sources they receive information from. Social media was the highest indicated platform at 66% of the total 101 respondents. However, students employed full-time indicated a

significantly lower use of social media (1.5%) when finding information about events (Table 15). Other sources of information were flyers and posters around campus (51%), email (47%), word of mouth (47%), university website or Comet Calendar (34%), and only 3% did not receive news. None of the respondents received news in a form different from the above list.

Barriers to Participation

Students who indicated they attend events rarely or not at all were asked which factors prevent their event attendance. Of the 35 respondents, roughly 69% had conflicting schedules, 51% lacked interest, 43% lacked awareness, 26% had shyness or social anxiety, and 11% had location or accessibility issues. The 6% who indicated “other” preferred to spend time off campus. A total of 4 survey participants indicated accessibility needs with timing, sensitivity to loud noises and lights, and encouraging masks as noted reasons/suggestions. A later question in the survey had an open response field where participants were asked to write any additional suggestions. Of the 18 respondents to this question, 7 wanted different timing, 4 wanted more free food or giveaways, and 2 wanted better organization. Other respondents suggested having mandatory events, better funding, better advertising, bigger venues, and collaborations with other organizations. Out of these questions, a trend emerged about frustrations relating to timing. Offering events at a variety of different days of the week and times may help this situation.

In regard to timing, only 9% of the 101 respondents preferred events in the morning, whereas 47% preferred the afternoon and 45% preferred the evening. Additionally, only 26% of students surveyed live on campus, while 34% commute less than 20 minutes away, and 41% commute from more than 20 minutes away. These findings may be related since most students commute from off campus. Commuters are less likely to be present earlier in the morning unless they are in class. Based on this data, it seems afternoon and evening events will attract more students.

Free Response Preferences

At the end of the survey, there were 3 optional free-response questions to gauge other areas of students’ preferences. These responses were categorized according to type, and their frequency was counted. Using this method, if participants listed multiple items in their answers, they were counted more than once. When asked about activities they do in their free time, there were 90

responses. The answers included art/creative activities (22 responses), sports/physical activities (16), watching movies or TV (14), social/outdoor activities (10), music (6), cooking/baking (6), video games (5), reading/writing (5), social media (3), and work (3). When asked about their favorite restaurants in the area, there were 105 responses, including Chick-Fil-A (6), Cava (6), Chipotle (6), Olive Garden (5), Pluckers (5), Taco Bell (5), Unbelieva-bowl (5), Velvet Taco (5), McDonalds (4), and Raising Cane's (4). The remaining 54 responses were categorized as "other" since they contained restaurants with fewer than 4 mentions each. The third free-response question asked what genre of music students like to listen to, and there were 122 responses. The responses included specific artist mentions (31), pop (23), k-pop (15), R&B (12), hip-hop (9), country (7), indie (7), rock (6), mixed genre (6), electronic and EDM (3), and jazz (3). These 3 questions gave additional insight into specific areas of student preferences.

LIMITATIONS OF STUDY

This study relied on responses from 101 students at the University of Texas at Dallas. The total number of responses derived was 156 responses, with only 101 responses deemed viable. The sampling method employed was convenience sampling, and due to the modest size of the sample and the specific sampling procedure utilized, caution should be exercised in generalizing the findings to the broader population of college students.

Given that the survey exclusively targeted college students, the findings may not necessarily be applicable to non-college students or other demographic groups. Additionally, due to the relatively small sample size, the study's external validity may be limited to the context of college student preferences at the University of Texas at Dallas.

RECOMMENDATIONS AND CONCLUSIONS

Recommendations

To optimize on-campus event engagement, it is recommended to implement a variety of strategies to involve more students. Diversifying event timing is crucial to cater to students' varied schedules, address commuting challenges, and accommodate different academic years. Furthermore, a creative entertainment focus, emphasizing art, music, and social events, aligns with student preferences and encourages participation.

Enhancing communication strategies involves a balanced approach, leveraging social media while reinforcing traditional methods like flyers and posters to reach a broader audience. To mitigate barriers, strategic planning should be employed to address conflicting schedules, offering incentives such as free food and giveaways to overcome attendance obstacles.

Tailoring events to seniors who exhibit a decline in attendance is essential. Understanding their preferences and accounting for potential scheduling challenges will ensure inclusivity. Strategic planning for high-commitment events should consider timing, promotion, and collaboration to maximize participation without overwhelming students. Additionally, low-commitment or “come-and-go” events should be prioritized to maximize student engagement.

Establishing periodic surveys and feedback loops is imperative to capture evolving preferences, ensuring a continuous improvement process for adaptive event planning. By implementing these recommendations, the University of Texas at Dallas can create a more inclusive and engaging on-campus event experience, meeting the diverse needs of its student community.

Conclusion

The Campus Events Research Report, conducted at the University of Texas at Dallas, comprehensively analyzes student preferences and behaviors related to on-campus events. The study, involving 101 students, aimed to uncover the types of events students prefer, identify barriers to attendance, and provide insights for the Student Union Activities and Advisory Board (SUAAB) to enhance event planning. The survey covered demographics, interests, barriers, and preferences, revealing notable patterns.

Survey results indicate a strong correlation between academic year and event participation. Seniors attend events less frequently, and the data suggests a potential connection between seniority, increased commuting distance, and reduced attendance. Social media emerged as a key information channel, especially for freshmen, sophomores, and unemployed students, while flyers and word of mouth remained influential across the student body.

Among respondents, club events, art, music, and socializing were highly favored, with SUAABtober Festival, Weeks of Welcome, and Meteor Theater movie screenings ranking as

popular events. Preferences leaned towards low-commitment activities, with a significant emphasis on food, free merch, and entertainment. Notably, students preferred attending events in small groups with 1-2 friends.

Barriers to attendance included conflicting schedules, lack of interest, and awareness issues. The survey identified a trend in feedback emphasizing the need for different timing, supporting the notion that varied event schedules could enhance participation.

APPENDIX A: QUESTIONNAIRE

Q1: How important is attending an on-campus event to you?

- a. Very important
- b. Somewhat
- c. Very little
- d. Not at all

Q2: How often do you attend on-campus events?

- a. Frequently - I attend more than 6 events a year.
- b. Occasionally - I attend between 4 to 6 events a year.
- c. Rarely - I attend between 1 to 3 events a year.
- d. Never - I do not attend events.

Q3: If “Occasionally” or “Frequently,” what UTD events do you typically attend? (Select all that apply)

Greek life (sorority/fraternity)

Club events

Sports

Music performances

Comedy

Movie screenings

Educational speakers

Other (please describe)

Q4: Which of the following past SUABB events have you enjoyed? (Select all that apply)

- Splatterdance
- SUAABtober Festival
- Comet Con
- Meteor Theater Movie Screening
- Springapalooza concert
- Comety Show
- Casino Night
- Homefest
- Weeks of Welcome
- Other

Q5: If “Never” or “Rarely,” What prevents you from attending on-campus events? (Select all that apply)

- Conflicting schedules (classes, work, etc.)
- Lack of interest in available events
- Location or accessibility issues
- Shyness or social anxiety
- Lack of awareness about events
- Other (please specify)

Q6: How do you receive information about on-campus events (Select all that apply)

- University website or Comet calendar
- Email
- Social media (Facebook, Twitter, Instagram)
- Flyers and posters around campus
- Word of mouth from friends or peers
- Other (please specify)

Q7: Rank the following factors from most important (1) to least important (6) to have at an event.

Food

Free merch/Giveaways

Entertainment (e.g. movies, live music)

Special guests/celebrities (e.g. comedians, speakers, musicians)

Participation-based activities (e.g. games, group activities)

Contests/Raffles

Q8: How many people do you typically attend events with?

- a. I go alone
- b. I go with 1-2 people
- c. I go with 3-4 people
- d. I go with a group of 5 or more people

Q9: What groups/organizations are you a part of?

Academic interests (e.g. Animation guild, Engineer society, etc)

Arts and Music

Community Outreach

Cultural/Religious

Social/Recreation

Greek Life

Political

Other

Q10: Please indicate your distance from campus.

- a. Live on campus
- b. Commute less than 20 minutes from campus
- c. Commute more than 20 minutes from campus

Q11: What time of day would you prefer on-campus events to occur?

- a. Morning (8:00 am - 12:00 pm)
- b. Afternoons (1:00 pm - 5:00 pm)
- c. Evenings (6:00 - 10:00 pm)

Q12: Are there any accessibility accommodations or features that would make it easier for you to attend on-campus events?

N/A

If yes please specify

Q13: Do you have any additional suggestions for improving on-campus events at UTD?

(open-ended response)

Q14: What are some activities you do in your free time?

(open-ended response)

Q15: What are your favorite restaurants in the area?

(open-ended response)

Q16: What genres of music/artists are you currently listening to?

(open-ended response)

Q17: The following questions are for clarification purposes only:

Q18: What is your academic year at UTD?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior
- e. Graduate Student

Q19: What is your age?

- a. 17-21
- b. 22-26
- c. 27-30
- d. 31-35
- e. 36+

Q20: Which race or ethnicity best describes you?

- a. American Indian or Alaskan Native
- b. Asian / Pacific Islander
- c. Black or African American
- d. Hispanic
- e. Middle Eastern
- f. White / Caucasian
- g. Mixed Ethnicity

Q21: What is your gender?

- a. Male
- b. Female
- c. Other

Q22: Please indicate your current employment status.

- a. Unemployed
- b. Employed part-time
- c. Employed full-time

APPENDIX B: SUMMARY STATISTIC

Q1. How important is attending an on-campus event to you?

Category	Percent	Frequency
Very important	32.67%	33
Somewhat	44.55%	45
Very little	9.90%	10
Not at all	12.87%	13
Total number of respondents		101

Q2 - How often do you attend on-campus events?

Category	Percent	Frequency
Frequently - I attend more than 6 events a year.	39.60%	40
Occasionally - I attend between 4 to 6 events a year.	25.74%	26
Rarely - I attend between 1 to 3 events a year.	22.77%	23
Never - I do not attend events.	11.88%	12
Total number of respondents		101

Q3 - If “Occasionally” or “Frequently,” what UTD events do you typically attend? (select all that apply)

Category	Percent	Frequency
Club events	66.67%	44
Music performances	54.55%	36
Movie screening	54.55%	36
Comedy	28.79%	19
Other (please describe)	21.21%	14
Educational speakers	19.70%	13
Greek life (sorority/fraternity)	7.58%	5
Sports	6.06%	4
Total number of respondents		66

Free Response Answer (Other)	Frequency
Artist Alley	3
Dance/Party	3
SUAAB Events	2
Professional/Job Events	2
Total number of respondents	10

Q4 - Which of the following past SUAAB events have you enjoyed? (select all that apply)

Category	Percent	Frequency
SUAABtober Festival	75.76%	50
Weeks of Welcome	72.73%	48
Meteor Theater Movie Screening	46.97%	31
Comet Con	43.94%	29
None	39.39%	26
Comety Show	37.88%	25
Splatterdance	30.30%	20
Springapalooza concert	27.27%	18
Homefest	25.76%	17
Casino Night	16.67%	11
Other	4.55%	3
Total number of respondents		66

Free Response Answer (Other)	Frequency
Information Sessions	1
Rave From The Grave	1
Total number of respondents	2

Q5 - If “Never” or “Rarely,” What prevents you from attending on-campus events?

(Select all that apply)

Category	Percent	Frequency
Conflicting schedules (classes, work, etc.)	68.57%	24
Lack of interest in available events	51.43%	18
Lack of awareness about events	42.86%	15
Shyness or social anxiety	25.71%	9
Location or accessibility issues	11.43%	4
Other (please specify)	5.71%	2
Total number of respondents		35

Free Response Answer (Other)	Frequency
Prefer to go off campus	1
Total number of respondents	1

Q6 - How do you receive information about on-campus events? (Select all that apply)

Category	Percent	Frequency
Social media (Facebook, Twitter, Instagram)	66.34%	67
Flyers and posters around campus	51.49%	52
Email	46.53%	47
Word of mouth from friends or peers	46.53%	47
University website or Comet calendar	33.66%	34
I do not receive any information about on-campus events.	2.97%	3
Other (please specify)	0.00%	0
Total number of respondents		101

Q7 - Rank the following factors from most important (1) to least important (6) to have at an event.

Food	Percent	Frequency
Rank 1 (most)	29.70%	30
Rank 2	29.70%	27
Rank 3	22.77%	23
Rank 4	14.85%	15
Rank 5	3.96%	4
Rank 6 (least)	1.98%	2
Total number of respondents		101

Free merch/Giveaways	Percent	Frequency
Rank 1 (most)	23.76%	24
Rank 2	27.72%	28
Rank 3	18.81%	19
Rank 4	15.84%	16
Rank 5	11.88%	12
Rank 6 (least)	1.98%	2
Total number of respondents		101

Entertainment (E.g. movies, live music)	Percent	Frequency
Rank 1 (most)	24.75%	25
Rank 2	20.79%	21
Rank 3	25.74%	26
Rank 4	20.79%	21
Rank 5	6.93%	7
Rank 6 (least)	0.99%	1
Total number of respondents		101

Special guests/celebrities (E.g. comedians, speakers, musicians)	Percent	Frequency
Rank 1 (most)	11.88%	12
Rank 2	11.88%	12
Rank 3	12.87%	13
Rank 4	20.79%	21
Rank 5	23.76%	24
Rank 6 (least)	18.81%	19
Total number of respondents		101

Participation-based activities (E.g. games, group activities)	Percent	Frequency
Rank 1 (most)	8.91%	9
Rank 2	9.90%	10
Rank 3	12.87%	13
Rank 4	13.86%	14
Rank 5	21.78%	22
Rank 6 (least)	32.67%	33
Total number of respondents		101

Contests/Raffles	Percent	Frequency
Rank 1 (most)	0.99%	1
Rank 2	2.97%	3
Rank 3	6.93%	7
Rank 4	13.86%	14
Rank 5	31.68%	32
Rank 6 (least)	43.56%	44
Total number of respondents		101

Q8 - How many people do you typically attend events with?

Category	Percent	Frequency
I go alone	19.80%	20
I go with 1-2 people	64.36%	65
I go with 3-4 people	11.88%	12
I go with a group of 5 or more people	3.96%	4
Total number of respondents		101

Q9 - What groups/organizations are you a part of? (Select all that apply)

Category	Percent	Frequency
Art and Music	34.65%	35
Social/Recreation	34.65%	35
Academic Interests (e.g. Animation guild, Engineer society, etc)	28.71%	29
None	27.72%	28
Cultural/Religious	18.81%	19
Community Outreach	10.89%	11
Other (please describe)	6.93%	7
Greek Life	3.96%	4
Political	2.97%	3
Total number of respondents		101

Free Response Answer Type (Other)	Frequency
Strings Attached	1
Hallyu UTD	1
Student Media	1
Women Veterans	1
Total number of respondents	4

Q10 - Please indicate your distance from campus.

Category	Percent	Frequency
Commute more than 20 minutes from campus	40.59%	41
Commute less than 20 minutes from campus	33.66%	34
Live on campus	25.74%	26
Total number of respondents		101

Q11 - What time of day would you prefer on-campus events to occur?

Category	Percent	Frequency
Morning (8:00 am - 12:00 pm)	8.91%	9
Afternoon (1:00 pm - 5:00 pm)	46.53%	47
Evenings (6:00 pm - 10:00 pm)	44.55%	45
Total number of respondents		101

Q12 - Are there any accessibility accommodations or features that would make it easier for you to attend on-campus events? (Optional)

Category	Percent	Frequency
If yes please specify	100.00%	4
Total number of respondents		4

Free Response Answer Type	Frequency
Timing	2
Sensitivity to loud noises, lights, etc.	1
Encouraging masks	1
Total number of respondents	4

Q13 - Do you have any additional suggestions for improving on-campus events at UTD?

Free Response Answer Type	Frequency
Different timing	7
Free food/gifts	4
Better organization	2
Mandatory events	1
Better funding	1
Better advertising	1
Bigger venues	1
Collaborating with outside organization	1
Total number of respondents	18

Q14 - What are some activities you do in your free time? (Optional)

Free Response Answer Type	Frequency
Art/Creative Activities	22
Sports/Physical Activities	16
Watching Movies/TV	14
Social/Outdoor Activities	10
Music	6
Cooking/Baking	6
Video Games	5
Reading/Writing	5
Social Media	3
Work	3
Total number of responses	90

Q15 - What are your favorite restaurants in the area? (Optional)

Most Popular Restaurants Mentioned	Frequency
Chick-Fil-A	6
Cava	6
Chipotle	6
Olive Garden	5
Pluckers	5
Taco Bell	5
Unbelieva-bowl	5
Velvet Taco	5
McDonald's	4
Raising Cane's	4
Other	54
Total number of responses	105

Q16 - What genre of music/artists are you currently listening to? (Optional)

Free Response Answer Type	Frequency
Specific Artists	31
Pop	23
K-pop	15
R&B	12
Hip-Hop	9
Country and Related Genres	7
Indie	7
Rock	6
Mixed Genres/Varied Preferences	6
Electronic and EDM	3
Jazz and Related Genres	3
Total number of responses	122

Q18 - What is your academic year at UTD?

Category	Percent	Frequency
Freshman	8.91%	9
Sophomore	12.87%	13
Junior	29.70%	30
Senior	42.57%	43
Graduate Student	5.94%	6
Total number of respondents		101

Q19 - What is your age?

Category	Percent	Frequency
17-21	70.3%	71
22-26	28.71%	29
27-30	0%	0
31-35	0%	0
36+	0.99%	1
Total number of respondents		101

Q20 - Which race or ethnicity best describes you?

Category	Percent	Frequency
Asian / Pacific Islander	39.60%	40
White / Caucasian	22.77%	23
Hispanic	17.82%	18
Mixed ethnicity	8.91%	9
Black or African-American	6.93%	7
Middle Eastern	2.97%	3
American Indian or Alaskan Native	0.99%	1
Total number of respondents		101

Q21 - What is your Gender?

Category	Percent	Frequency
Female	70.30%	71
Male	24.75%	25
Other	4.95%	5
Total number of respondents		101

Q22 - Please indicate your current employment status.

Category	Percent	Frequency
Employed part-time	55.45%	56
Unemployed	38.61%	39
Employed full-time	5.94%	6
Total number of respondents		101

APPENDIX C: SIGNIFICANT CROSS-TABS

Table 1: Relationship between current academic year at UTD and the importance of attending an on-campus event.

CROSSTABS VARIABLES ANALYZED					
Row Variable -->		Q18: What is your current academic year at UTD?			
Column Variable -->		Q1: How important is attending an on-campus event to you?			
Observed Variable	Very Important	Somewhat	Very Little	Not at All	Grand Total
Freshman	3	6	0	0	9
Sophomore	6	7	0	0	13
Junior	10	15	3	2	30
Senior	8	17	7	11	43
Graduate Student	6	0	0	0	6
Grand Total	33	45	10	13	101
Overall Stat Test of Percentages = 0.002					
There IS a significant association between these two variables (95% level of confidence)					

Table 2: Relationship between current academic year at UTD and how often UTD students attend on-campus events.

CROSSTABS VARIABLES ANALYZED					
Row Variable -->		Q18: What is your current academic year at UTD?			
Column Variable -->		Q2: How often do you attend on-campus events?			
Observed Variable	Frequently - I attend more than 6 events a year.	Occasionally - I attend between 4 to 6 events a year.	Rarely - I attend between 1 to 3 events a year.	Never - I do not attend events.	Grand Total
Freshman	6	2	1	0	9
Sophomore	7	4	2	0	13
Junior	11	11	4	4	30
Senior	10	9	16	8	43
Graduate Student	6	0	0	0	6
Grand Total	40	26	23	12	101
Overall Stat Test of Percentages = 0.009					
There IS a significant association between these two variables (95% level of confidence)					

Table 3: Relationship between current academic year and past SUAAB events students have enjoyed - Splatterdance.

CROSSTABS VARIABLES ANALYZED			
Row Variable ->>		Q18: What is your current academic year at UTD?	
Column Variable ->>		Q4: Which of the following past SUAAB events have you enjoyed?	
Observed Variable	Splatterdance	Other	Grand Total
Freshman	4	5	9
Sophomore	3	10	13
Junior	3	27	30
Senior	5	38	43
Graduate Student	5	1	6
Grand Total	20	81	101
Overall Stat Test of Percentages = 0.0002			
There IS a significant association between these two variables			
(95% level of confidence)			

Table 4: Relationship between current academic year and past SUAAB events students have enjoyed - SUAABtober Festival.

CROSSTABS VARIABLES ANALYZED			
Row Variable ->>		Q18: What is your current academic year at UTD?	
Column Variable ->>		Q4: Which of the following past SUAAB events have you enjoyed?	
Observed Variable	SUAABtober Festival	Other	Grand Total
Freshman	9	0	9
Sophomore	9	4	13
Junior	15	15	30
Senior	14	29	43
Graduate Student	3	3	6
Grand Total	50	51	101
Overall Stat Test of Percentages = 0.003			
There IS a significant association between these two variables			
(95% level of confidence)			

Table 5: Relationship between current academic year and past SUAAB events students have enjoyed - Meteor Theater Movie.

CROSSTABS VARIABLES ANALYZED			
Row Variable ->>	Q18: What is your current academic year at UTD?		
Column Variable ->>	Q4: Which of the following past SUAAB events have you enjoyed?		
Observed Variable	Meteor Theater Movie	Other	Grand Total
Freshman	3	6	9
Sophomore	2	11	13
Junior	15	15	30
Senior	8	35	43
Graduate Student	3	3	6
Grand Total	31	70	101
Overall Stat Test of Percentages =			0.030
There IS a significant association between these two variables (95% level of confidence)			

Table 6: Relationship between current academic year and past SUAAB events students have enjoyed - Springapalooza Concert.

CROSSTABS VARIABLES ANALYZED			
Row Variable ->>	Q18: What is your current academic year at UTD?		
Column Variable ->>	Q4: Which of the following past SUAAB events have you enjoyed?		
Observed Variable	Springapalooza Concert	Other	Grand Total
Freshman	0	9	9
Sophomore	2	11	13
Junior	4	26	30
Senior	8	35	43
Graduate Student	4	2	6
Grand Total	18	83	101
Overall Stat Test of Percentages =			0.016
There IS a significant association between these two variables (95% level of confidence)			

Table 7: Relationship between current academic year and past SUAAB events students have enjoyed - Casino Night.

CROSSTABS VARIABLES ANALYZED							
Row Variable ->>			Q18: What is your current academic year at UTD?				
Column Variable ->>			Q4: Which of the following past SUAAB events have you enjoyed?				
Observed Variable	Casino Night	Other	Grand Total				
Freshman	0	9	9				
Sophomore	1	12	13				
Junior	3	27	30				
Senior	4	39	43				
Graduate Student	3	3	6				
Grand Total	11	90	101				
Overall Stat Test of Percentages =			0.029				
There IS a significant association between these two variables							
(95% level of confidence)							

Table 8: Relationship between current academic year and how students receive information about on-campus events.

Table 9: Relationship between current academic year and student involvement in Art and Music organizations.

CROSSTABS VARIABLES ANALYZED

Row Variable ->> **Q18: What is your current academic year at UTD?**
 Column Variable ->> **Q11: What groups/organizations are you a part of?**

Observed Variable	Art and Music	Other	Grand Total
Freshman	7	2	9
Sophomore	5	8	13
Junior	9	21	30
Senior	11	32	43
Graduate Student	3	3	6
Grand Total	35	66	101

Overall Stat Test of Percentages = 0.041

There IS a significant association between these two variables
 (95% level of confidence)

Table 10: Relationship between current academic year and distance from campus.

CROSSTABS VARIABLES ANALYZED

Row Variable ->> **Q18: What is your current academic year at UTD?**
 Column Variable ->> **Q10: Please indicate your distance from campus.**

Observed Variable	Commute more than 20 minutes from campus	Commute less than 20 minutes from campus	Live on campus	Grand Total
Freshman	1	2	6	9
Sophomore	4	3	6	13
Junior	13	10	7	30
Senior	22	16	5	43
Graduate Student	1	3	2	6
Grand Total	41	34	26	101

Overall Stat Test of Percentages = 0.028

There IS a significant association between these two variables
 (95% level of confidence)

Table 11: Relationship between age and UTD student involvement in academic organizations.

CROSSTABS VARIABLES ANALYZED				
Row Variable ->>		Q19: What is your age?		
Column Variable ->>		Q9: What groups/organizations are you a part of?		
Observed Variable	Academic Interests (e.g. Animation guild, Engineer society, etc)	Other	Grand Total	
17-21	27	44	71	
22-26	2	27	29	
27-30	0	0	0	
31-35	0	0	0	
36+	0	1	1	
Grand Total	29	72	101	
Overall Stat Test of Percentages = < 0.01				
There IS a significant association between these two variables (95% level of confidence)				

Table 12: Relationship between age and what time UTD students prefer on-campus events to occur.

CROSSTABS VARIABLES ANALYZED				
Row Variable ->>		Q19: What is your age?		
Column Variable ->>		Q11: What time of day would you prefer on-campus events to occur?		
Observed Variable	Morning (8:00 am -12:00 pm)	Afternoons (1:00 pm - 5:00 pm)	Evenings (6:00 pm -10:00 pm)	Grand Total
17-21	7	34	30	71
22-26	1	13	15	29
27-30	0	0	0	0
31-35	0	0	0	0
36+	1	0	0	1
Grand Total	9	47	45	101
Overall Stat Test of Percentages = 0.02				
There IS a significant association between these two variables (95% level of confidence)				

Table 13: Relationship between gender and UTD student involvement in Art and Music organizations.

CROSSTABS VARIABLES ANALYZED				
Row Variable ->>		Q21: What is your gender?		
Column Variable ->>		Q9: What groups/organizations are you a part of?		
Observed Variable	Art and Music	Other	Grand Total	
Male	7	18	25	
Female	23	48	71	
Other	5	0	5	
Grand Total	35	66	101	
Overall Stat Test of Percentages = < 0.01				
There IS a significant association between these two variables				
(95% level of confidence)				

Table 14: Relationship between gender and distance from campus.

CROSSTABS VARIABLES ANALYZED				
Row Variable ->>		Q21: What is your gender?		
Column Variable ->>		Q10: Please indicate your distance from campus		
Observed Variable	Commute more than 20 minutes from campus	Commute less than 20 minutes from campus	Live on campus	Grand Total
Male	14	9	2	25
Female	27	24	20	71
Other	0	1	4	5
Grand Total	41	34	26	101
Overall Stat Test of Percentages = 0.01				
There IS a significant association between these two variables				
(95% level of confidence)				

Table 15: Relationship between employment status and how students receive information about on-campus events.

CROSSTABS VARIABLES ANALYZED					
Row Variable ->>			Q22: Please indicate your current employment status		
Column Variable ->>			Q6: How do you receive information about on-campus events		
Observed Variable	Social media (Facebook, Twitter, Instagram)	Other	Grand Total		
Unemployed	32	7	39		
Employed part-time	34	22	56		
Employed full-time	1	5	6		
Grand Total	67	34	101		
Overall Stat Test of Percentages =			0.003		
There IS a significant association between these two variables (95% level of confidence)					

Table 16: Relationship between race or ethnicity and the number of people you typically attend events with?

CROSSTABS VARIABLES ANALYZED					
Row Variable ->>			Q20: Which race or ethnicity best describes you?		
Column Variable ->>			Q8: How many people do you typically attend events with?		
Observed Variable	I go alone	I go with 1-2 people	I go with 3-4 people	I go with a group of 5 or more people	Grand Total
American Indian or Alaskan Native	0	1	0	0	1
Asian / Pacific Islander	4	27	6	3	40
Black or African-American	1	3	3	0	7
Hispanic	6	12	0	0	18
Middle Eastern	2	0	0	1	3
White / Caucasian	7	14	2	0	23
Mixed ethnicity	0	8	1	0	9
Grand Total	20	65	12	4	101
Overall Stat Test of Percentages =			0.02		
There IS a significant association between these two variables (95% level of confidence)					

Table 17: Relationship between employment status and enjoyment of none of the activities after attending past SUAAB events.

CROSSTABS VARIABLES ANALYZED						
Row Variable ->>		Q22: Please indicate your current employment status				
Column Variable ->>		Q4: Which of the following past SUAAB events have you enjoyed?				
Observed Variable	None	Other	Grand Total			
Unemployed	5	34	39			
Employed part-time	16	40	56			
Employed full-time	5	1	6			
Grand Total	26	75	101			
Overall Stat Test of Percentages =		0.001				
There IS a significant association between these two variables						
(95% level of confidence)						