

MSC Town Hall Fall 2017 Needs Survey

Background

According to its website (<http://townhall.tamu.edu/>), MSC Town Hall “presents a variety of live music and entertainment programs to the Texas A&M University community.” The committee plans, promotes, and executes between thirty and forty events each academic year. They offer a variety of programs, ranging from large to small in scale and bring in music and entertainment that will appeal to diverse student interests.

MSC Town Hall wanted to survey the student body to determine what type of artists and entertainment would appeal to students. This is the sixth needs assessment type of survey that Student Life Studies has worked with MSC Town Hall on administering since 2011.

Methodology

An electronic survey was developed in Qualtrics®, a software program that creates web-based surveys. The survey consisted of two quantitative questions. Student Life Studies evaluated the results using SPSS®, a statistical software program.

Student Life Studies sent an email with the survey link initially on November 20, 2017 to 2,340 randomly selected students. Non-respondents received up to three reminders before the survey closed on December 7, 2017. There were six email addresses that bounced back. Of the 2,334 students receiving the survey, 384 students responded to at least some part of the survey, yielding a 16% response rate.

Results

Results are reported as frequency percentages for the number of people (n) who responded to the questions. For ease of reading, the percentages are rounded to the nearest whole percent, so totals may not add up to exactly 100%. The survey questions were not consistent with previous years and therefore no comparisons will be made. Additionally, student demographic information was collected from the University's student information system.

Using a select all that apply option, students were asked which music/entertainment genres they would like to see more of on campus. Each genre also included examples of possible artists that fit that genre. Table 1, on the following page, reveals that comedy, alternative, and rock were the most popular options. Students selecting the “Other” response option were provided the opportunity to write in a genre. Many wrote in the name of an artist rather than a genre. The genres listed included Christian, classic rock, classical, A Capella, opera, and jazz/jazz fusion.

Music/Entertainment Genres	Frequency Percentages
Comedy	49%
Alternative	47%
Rock	47%
Pop	32%
Rap	32%
Country	31%
Indie	27%
Folk	26%
Hip Hop/R&B	26%
Electronic	16%
Punk Rock	14%
Other	12%
None	--

Table 1: Genres (n=339)

The next question asked students to rank those genres they selected. Students were only able to rank the genres they selected in the first question. Table 2 displays all the genres in alphabetical order and the percentage of how students ranked that specific genre between 1 and 12. The n column reports the number of students who ranked that genre. Nobody selected the "None" option on the first question and therefore it was removed from this table. The top genres ranked as students' number one choice included "Other," country, rap, and folk. The shaded cell shows the highest rank for that specific genre.

Genres	n	1	2	3	4	5	6	7	8	9	10	11	12
Alternative	133	20%	29%	25%	15%	9%	2%	1%	--	--	--	--	--
Comedy	123	27%	18%	29%	11%	9%	6%	--	1%	--	1%	--	--
Country	63	40%	24%	16%	8%	6%	2%	2%	3%	--	--	--	--
Electronic	46	15%	30%	24%	11%	9%	4%	2%	2%	2%	--	--	--
Folk	73	33%	15%	15%	16%	11%	7%	1%	1%	--	--	--	--
Hip Hop/R&B	72	18%	33%	18%	14%	4%	4%	3%	4%	--	--	1%	--
Indie	79	4%	15%	28%	25%	14%	8%	4%	1%	1%	--	--	--
Pop	88	13%	24%	18%	16%	17%	9%	3%	--	--	--	--	--
Punk Rock	40	18%	20%	20%	13%	10%	8%	5%	8%	--	--	--	--
Rap	75	35%	15%	12%	19%	3%	8%	7%	--	1%	--	--	1%
Rock	130	19%	31%	18%	15%	9%	5%	2%	1%	2%	--	--	--
Other	33	67%	12%	9%	6%	--	3%	--	--	--	3%	--	--

Table 2: Rank Ordered Genres

Student demographics were collected from the University's student information system. Table 3 displays the results for the student body for the fall 2017 semester, the survey sample, and the survey respondents. The survey sample was representative of the student body population. There were slightly more students from the Colleges of Engineering and Liberal Arts who responded to the survey than were in the sample. More females responded to the survey than males that were in the sample. There was a slightly higher percentage of undergraduates and Hispanic or Latinos responding to the survey than the sample. Alternatively, there was a lower percentage of first generation students responding to the survey compared to the sample.

Demographic	University Student Population (N=59,923)	Survey Sample (n=2,340)	Survey Respondents (n=357)
College			
Agriculture	13%	12%	10%
Architecture	5%	5%	4%
Business	11%	12%	13%
Education	12%	13%	8%
Engineering	30%	31%	36%
General Studies	4%	4%	5%
Geosciences	2%	3%	3%
Liberal Arts	14%	14%	17%
Public Health	2%	1%	<1%
Science	6%	6%	5%
Sex			
Female	46%	45%	53%
Male	54%	55%	47%
Classification			
Undergraduate	82%	82%	85%
Masters	11%	11%	9%
Doctoral	8%	7%	6%
Ethnicity			
American Indian Only	<1%	<1%	--
Asian Only	7%	7%	6%
Black Only or Multi-Racial with Black	4%	3%	5%
Hispanic or Latino	21%	22%	27%
International	9%	9%	5%
Multi-Racial Excluding Black	2%	2%	2%
Native Hawaiian or Pacific Islander	<1%	<1%	--
Unknown or Not Reported	1%	1%	--
White Only	57%	56%	54%
First Generation Status			
First Generation	24%	24%	19%
Continuing Generation	65%	65%	73%
Unknown	11%	11%	8%

Table 3: Demographics

Conclusions and Recommendations

In looking at the results from both survey questions, it appears that comedy, alternative, rock, and country were selected the most often and ranked in the top three for two-thirds of the students responding to that option. MSC Town Hall should review these results when making decisions about bringing artists and entertainment to campus.

While the surveys over the past seven years have changed slightly, the results have not necessarily been that different. Students have a wide-range of interests when it comes to music and entertainment. MSC Town Hall is encouraged to decide if a large random-sample survey is necessary every year in order to gather information about types of genres to bring to campus.

MSC Town Hall is strongly encouraged to share these results with their stakeholders, including the MSC Town Hall committee and student attendees at upcoming events.

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***Services provided by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee.
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