

BSC Campaign 2008


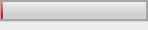
Description: This survey will be one of three assessments running almost simultaneously. All three surveys pertain to marketing of different ASI programs and services.


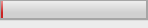
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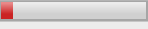
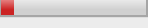
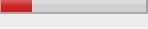

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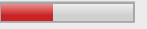
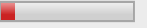
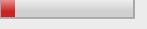
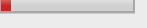
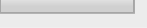
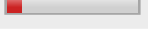
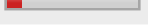

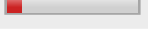
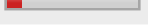

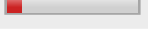
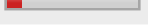

Total Respondents: 209

Q1. Have you ever heard of the Bronco Student Center (BSC)?			
Count	Percent		
200	95.69%		Yes
9	4.31%		No
209 Respondents			

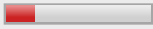
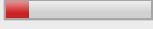
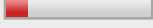
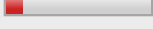
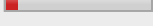
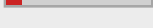
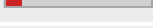
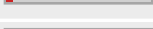
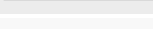
Q2. Do you know where the BSC is located?			
Count	Percent		
196	98.99%		Yes
2	1.01%		No
198 Respondents			

Q3. Have you ever been to the BSC?			
Count	Percent		
194	98.48%		Yes
3	1.52%		No
197 Respondents			

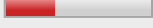
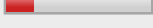
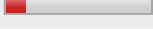
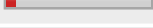
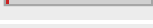
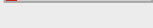
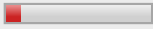
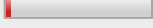
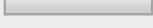
Q4. How frequently do you visit the BSC?			
Count	Percent		
16	8.25%		Once per quarter
17	8.76%		Once per month
41	21.13%		Once per week
120	61.86%		More than once per week
194 Respondents			

Q5. Why do you go to the BSC? (Check all that apply; scroll down to see all answer choices)																					
Count	Respondent %	Response %																			
161	82.99%	44.97%		To eat at Subway, Round Table, Freshens, Pura Vida, Kikka, and/or Poly Fresh																	
67	34.54%	18.72%		To meet in a reserved meeting room or social area																	
68	35.05%	18.99%		To study in the study lounge or social area																	
57	29.38%	15.92%		To play in the Games Room Etc. or be involved with Campus Recreation (Bronco Fitness Center and Intramurals)																	
5	2.58%	1.40%		Other (please specify)																	
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>20.00%</td> <td></td> <td>Asi business services</td> </tr> <tr> <td>1</td> <td>20.00%</td> <td></td> <td>exhibit gallery</td> </tr> <tr> <td>1</td> <td>20.00%</td> <td></td> <td>gym</td> </tr> </tbody> </table>						Count	Percent			1	20.00%		Asi business services	1	20.00%		exhibit gallery	1	20.00%		gym
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1	20.00%		exhibit gallery																		
1	20.00%		gym																		
194 Respondents																					
358 Responses																					

Q6. Which programs and/or services provided by the BSC have you heard of? (Check all that apply; scroll down to see all answer choices)

Count	Respondent %	Response %		
158	80.61%	20.47%		Eating in Center Court
126	64.29%	16.32%		Meeting rooms for clubs/organizations provided by Conference and Event Services
118	60.20%	15.28%		Study lounge
91	46.43%	11.79%		Bronco Exhibit Gallery
63	32.14%	8.16%		ASI Student Government
89	45.41%	11.53%		Campus Recreation (Bronco Fitness Center and Intramural Sports)
86	43.88%	11.14%		Games Room Etc.
41	20.92%	5.31%		BEAT programs (U-hour Concerts, lectures, films, etc.)
0	0.00%	0.00%		None of the above
196	Respondents			
772	Responses			

Q7. Please identify the programs and/or services that you have attended or utilized in the past six months: (Check all that apply; scroll down to see all answer choices)

Count	Respondent %	Response %		
162	82.65%	33.82%		Eating in Center Court
95	48.47%	19.83%		Meeting rooms for clubs/organizations provided by Conference and Event Services
67	34.18%	13.99%		Study lounge
35	17.86%	7.31%		Bronco Exhibit Gallery
12	6.12%	2.51%		ASI Student Government
36	18.37%	7.52%		Campus Recreation (Bronco Fitness Center and Intramural Sports)
52	26.53%	10.86%		Games Room Etc.
18	9.18%	3.76%		BEAT programs (U-hour Concerts, lectures, films, etc.)
2	1.02%	0.42%		None of the above
196	Respondents			
479	Responses			

Q8. Are you familiar with the BSC Eat Meet Study Play/{Where it's at} campaign?

Count	Percent		
121	61.73%		Yes
75	38.27%		No
196	Respondents		

Q9. Do you associate the Eat Meet Study Play/{Where it's at} campaign with the BSC?

Count	Percent		
94	47.96%		Yes
102	52.04%		No
196	Respondents		

Q10. Does the Eat Meet Study Play/{Where it's at} campaign increase the likelihood that you will frequent the BSC more often?

Count	Percent		
94	47.96%		Yes
102	52.04%		No
196	Respondents		

Q11. What is your gender?

Count	Percent		
99	50.51%		Male
94	47.96%		Female
3	1.53%		Prefer not to indicate
196	Respondents		

Q12. Which best describes you?

Count	Percent				
30	15.31%		Freshman		
48	24.49%		Sophomore		
55	28.06%		Junior		
36	18.37%		Senior		
22	11.22%		Fifth-year Senior		
2	1.02%		Graduate Student		
2	1.02%		Faculty/Staff		
1	0.51%		Other (please specify)		
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> </tr> </thead> </table>				Count	Percent
Count	Percent				
196	Respondents				

Q13. Where do you live?

Count	Percent		
32	16.33%		On-campus housing (Residence Halls, Suites, Village)
90	45.92%		Off campus - within 10 miles of campus
74	37.76%		Off campus - 10 or more miles from campus
196	Respondents		

Q14. Which best describes your ethnicity? (Scroll down to see all answer choices)

Count	Percent				
17	8.67%		African American/Black		
2	1.02%		Alaskan Native		
0	0.00%		American Indian		
67	34.18%		Asian/Pacific Islander		
44	22.45%		Caucasian/White		
35	17.86%		Hispanic		
13	6.63%		Latino		
5	2.55%		Bi-ethnic		
2	1.02%		Multi-ethnic		
6	3.06%		Other (please specify)		
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> </tr> </thead> </table>				Count	Percent
Count	Percent				

1	16.67%		Europe
1	16.67%		half
1	16.67%		Persian
5	2.55%		I prefer not to respond.
196 Respondents			