

Eastern Illinois University

University Board Spring 2014 Concert

Survey Report

January 2014

Student Affairs Assessment Research Project



Written and Compiled By:

Kelsey Merritt, Student Affairs Assessment Graduate Assistant

Eric Davidson, Ph.D., C.S.A.D.P., Student Affairs Assessment Coordinator



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Introduction

The focus of this survey was to assess the perceptions and opinions of the students of Eastern Illinois University in regards to the 2014 spring concert.

Topical Areas within the survey include:

- Ticket price students are willing to pay
- Genres that students want to see
- Artists/Bands that students have seen and want to see

Methodology

The database of all students currently enrolled at Eastern Illinois University was obtained by Dr. Eric S. Davidson. From that database, nine thousand six hundred and forty-four emails were sent out to the randomized selected sample of students on November 22, 2013. The survey was closed on December 6, 2013.

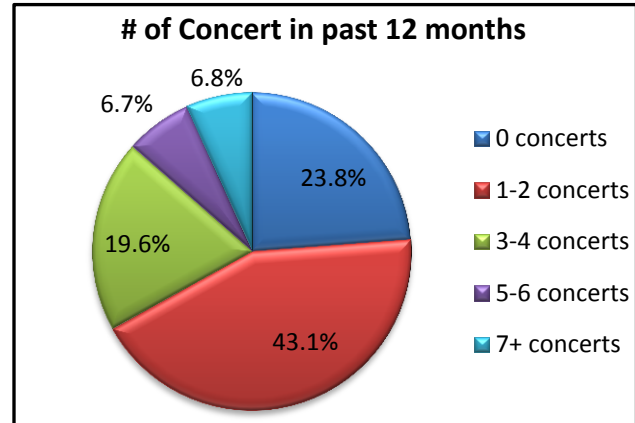
Of those contacted to participate in the online survey, 1,495 (15.5%) initiated the survey, while 1,174 (12.2%) students completed the survey. This is a 78.5% completion rate.

Survey Results

How many concerts have you attended in the past 12 months?

(See Chart - # of Concert in past 12 months)

- 23.8% of participants have attended 0 concerts in the past year.
- 43.1% have attended 1-2 concerts.
- 19.6% have attended 3-4 concerts.
- 6.8% have attended 5-6 concerts.
- The remaining 6.7% reported having attended 7 or more concerts in the past year.



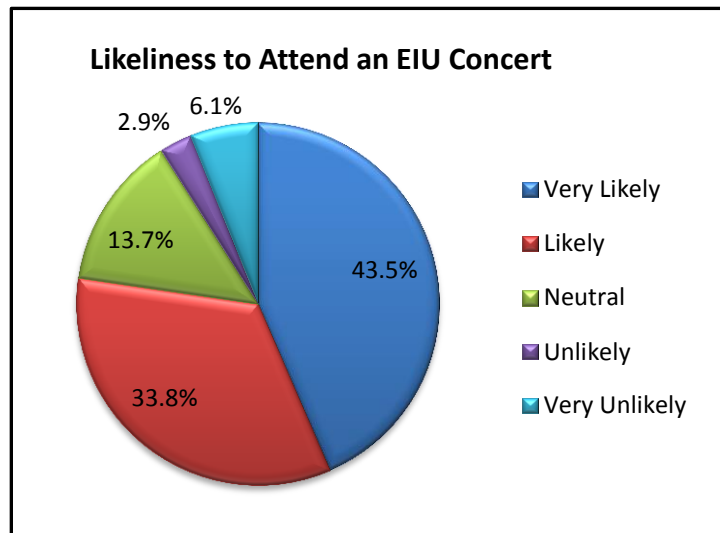
Names of Performers/Artists headlining the concerts attended:

Name of Artist/Band	# of Participants who attended
Luke Bryan	109
Florida Georgia Line	95
Phillip Phillips	75
Cheap Trick	63
Jason Aldean	49
Jake Owen	42
Brad Paisley	39
Drake	36
Blake Shelton	32
Tim McGraw	32
Lil Wayne	30
Wiz Khalifa	27
Kendrick Lamar	24
Miranda Lambert	24
Timeflies	24
Rascal Flatts	21
John Mayer	21
Ke\$ha	18
Mumford & Sons	18
Toby Keith	18

How likely are you to attend a major concerts event at EIU?

(See Chart – Likeliness to Attend an EIU Concert)

- 32.1% of participants responded that they are very likely to attend a major concert event at EIU.
- 32% stated that they are likely to attend a concert event.
- 24.4% of participants responded that they are somewhat likely to attend a major concert event.
- 4.5% of the respondents are somewhat unlikely to attend a major concert event at EIU.
- 2.2% responded that it is unlikely that they will attend a major concert event at EIU.
- 4.8% reported that it is very unlikely that they will attend a major concert event at EIU



What is the maximum ticket price you are willing to spend on a major concert artist/event at EIU?

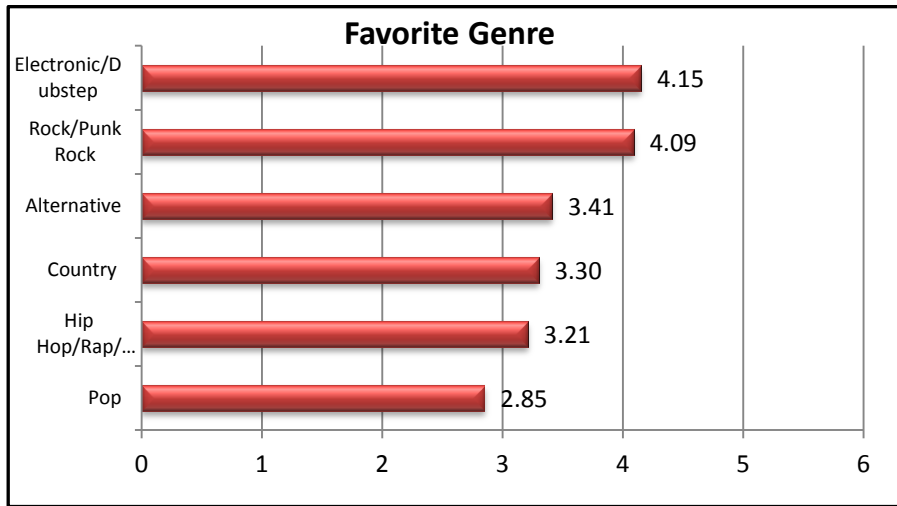
- Student participants responded with a range from \$5-\$200.
- 81.6% of student responses fell between \$20-\$50.
- Mean = \$30.72
- Median = \$25.00

Favorite Genre

(See Chart – Favorite Genre)

The participants were asked to rank six music genres in order from 1 (greatest interest) to 6 (least interest). The results identify the means of the favorite genres, ranked 1 through 6. Therefore, the lower the mean score, the more interest the participants showed towards that particular genre.

- Pop ----- 2.85
- Hip Hop/Rap/R&B ----- 3.21
- Country ----- 3.30
- Alternative ----- 3.41
- Rock/Punk Rock ----- 4.09
- Electronic/Dubstep ----- 4.15



When asked if there are any other musical genres that they are interested in seeing at EIU, the results are the following:

Genre	# of responses
Christian/Gospel	29
Dubstep/Electronic/EDM	19
Metal	18
Jazz	18
Folk	15
Classical	12
Country	11
Bluegrass	9
Jam Bands	8
Indie	8
R&B	6
Rock	6
Reggae	5

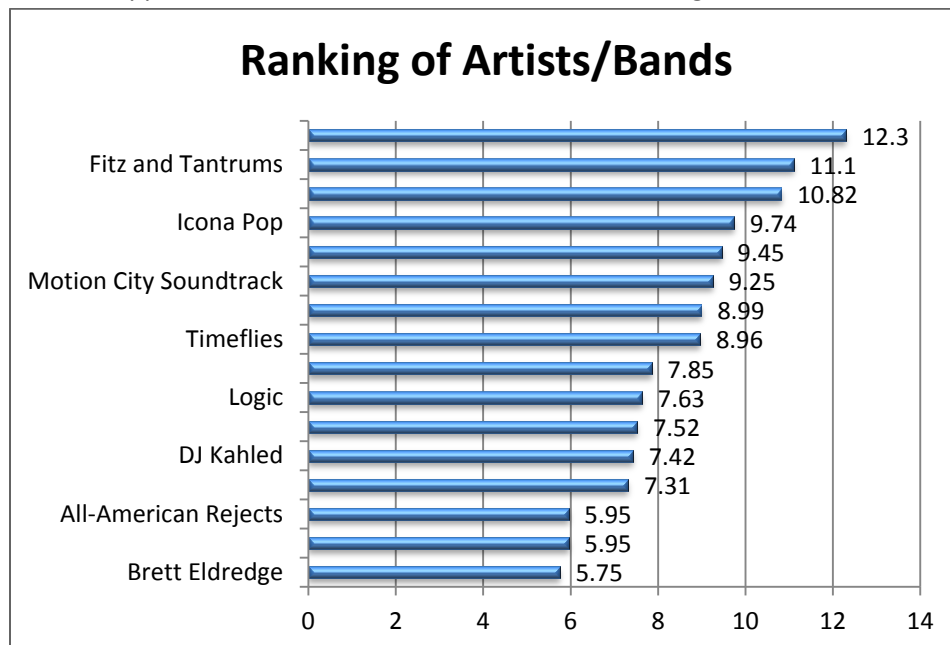
Rap	4
Hip Hop	3
Funk	3
90s	2
Polka	2
Alternative	2
Blues	2
Oldies	1
Opera	1

Ranking of Major Concert Artists/Bands

(See Chart – Ranking of Artists/Bands)

Student participants ranked their interest (1 begin greatest interest) of the top three musical artists they would like to see in concert from the list below. The results identify the means of the rankings completed by the participants of this survey. Therefore, the lower the mean score, the more interest the participants showed towards that particular musical artist.

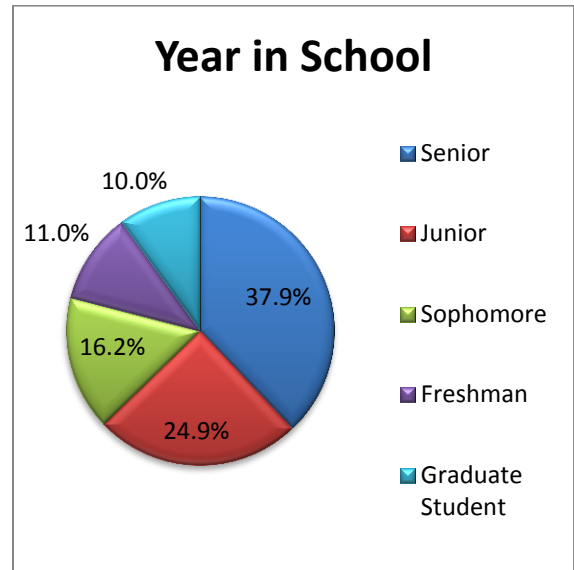
- Brett Eldredge ---- 5.75
- Kip Moore ---- 5.95
- All-American Rejects ---- 5.95
- Capital Cities ---- 7.31
- DJ Kahled ---- 7.42
- Mayday Parade ---- 7.52
- Logic ---- 7.63
- Chance the Rapper ---- 7.85
- Timeflies ---- 8.96
- Hoodie Allen ---- 8.99
- Motion City Soundtrack ---- 9.25
- Chris Young ---- 9.45
- Icona Pop ---- 9.74
- Awolnation ---- 10.82
- Fitz and Tantrums ---- 11.1
- Young the Giant ---- 12.3



Year in School

(See Chart – Year in School)

- 37.9% were Seniors
- 24.9% were Juniors
- 16.2% were Sophomores
- 11% were Freshmen
- 10% were Graduate students



Age

- The range of the participants' ages is 18 to 60 years old.
- Mean = 21.64 years old
- Median = 21 years old

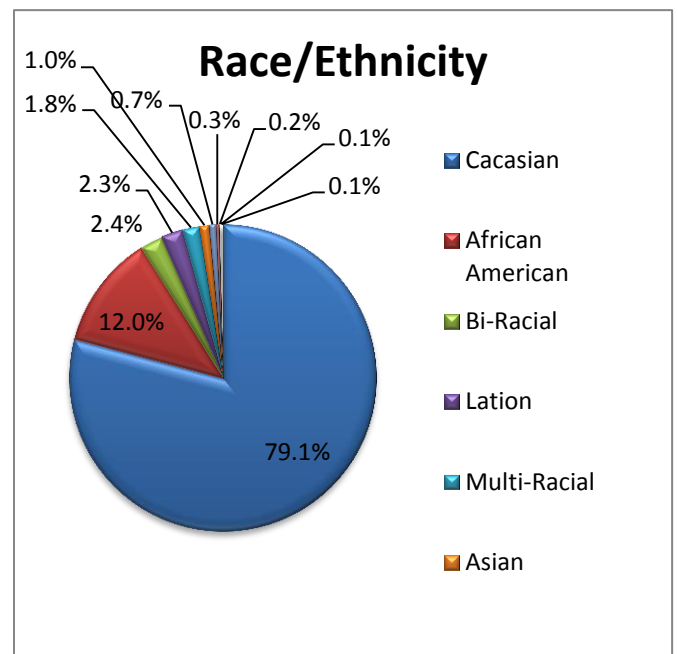
Gender

- 69.1% were Female.
- 30.3% were Male.
- 0.3% identified as Transgender.
- 0.3% identified as Other.

Race/Ethnicity

(See Chart – Race/Ethnicity)

- 79.1% identified as Caucasian.
- 12% identified as African American.
- 2.4% identified as Bi-Racial.
- 2.3% identified as Latino.
- 1.8% identified as Multi-Racial.
- 1% identified as Asian.
- 0.7% identified as European.
- 0.3% identified as African.
- 0.2% identified as Polynesian.
- 0.1% identified as Native American.
- 0.1% identified as Middle Eastern.



Open-Ended Comments for University Board

Specific requests for Artists/Bands

• Chance the Rapper	6	• Alicia Keys	1
• Imagine Dragons	6	• All Time Low	1
• Miley Cyrus	6	• Andrew Bird	1
• EDM	5	• Avenged Sevenfold	1
• Florida Georgia Line	5	• Avicii	1
• Beyoncé	4	• Avril Lavigne	1
• Hoodie Allen	4	• Ben Howard	1
• One Republic	4	• Big & Rich	1
• Sara Bareilles	4	• Big Gigantic	1
• Brett Eldredge	3	• Blake Shelton	1
• Chris Brown	3	• Bob Dylan	1
• Luke Bryan	3	• Bon Jovi	1
• Mac Miller	3	• Boyce Avenue	1
• Mayday Parade	3	• Breathe Carolina	1
• Ariana Grande	2	• Capital Cities	1
• Awolnation	2	• Carrie Underwood	1
• Drake	2	• Chevy Woods	1
• Drew Baldrige	2	• Chris Brown	1
• Ellie Goulding	2	• Chris Young	1
• Fitz and Tantrums	2	• Ciara	1
• Hunter Hayes	2	• Daughtry	1
• J. Cole	2	• Dave Matthews Band	1
• Jason Mraz	2	• Day Glow	1
• Jay-Z	2	• Detrick Hadden	1
• Kendrick Lamar	2	• Dispatch	1
• Nickelback	2	• Eminem	1
• Rihanna	2	• Enrique Iglesias	1
• Spenzo The Rapper	2	• Eric Church	1
• Styx	2	• Evanescence	1
• The Summer Set	2	• Every Avenue	1
• Tink	2	• Fall Out Boy	1
• Twenty One Pilots	2	• Florence and the Machin	1
• 2 Chains	1	• Flosstradamjs	1
• 30 Seconds to Mars	1	• Flux Pavillion	1
• A Day to Remember	1	• Fun	1
• Adam Levine	1	• Gavin Degraw	1
• Adele	1	• G-eazy	1
• Alesso	1	• Griz	1

• Gucci Mane	1	• Mumford & Sons	1
• Half Moon Run	1	• Nelly	1
• Isaiah Rashad	1	• Ne-yo	1
• Jake Miller	1	• Nicki Minaj	1
• Jake Owen	1	• O.A.R.	1
• Joe	1	• Of Mice and Men	1
• John Legend	1	• Of Monsters and Men	1
• John Mayer	1	• Owl City	1
• Josh Groban	1	• Paradise Fears	1
• Journey	1	• Paramore	1
• Justin Bieber	1	• Passion Pit	1
• Justin Moore	1	• P!nk	1
• Justin Timberlake	1	• Pretty Lights	1
• K Michelle	1	• Rascal Flatts	1
• Katy Perry	1	• REO Speedwagon	1
• Keith Urban	1	• Rich Homie Quan	1
• Kelly Clarkson	1	• Scotty McCreery	1
• Kelly Roland	1	• Selena Gomez	1
• Kenny Chesney	1	• Sevyn Streeter	1
• Ke\$ha	1	• Shania Twain	1
• Kid Cudi	1	• Shinedown	1
• KISS	1	• Solange Knowles	1
• Krewella	1	• SoMo	1
• Lana Del Ray	1	• Steve Aoki	1
• Lifehouse	1	• Straight No Chaser	1
• Lil Wayne	1	• Sunderland	1
• Lindsey Stirling	1	• SZA	1
• Lorde	1	• T.I.	1
• Ludacris	1	• Tamar Braxton	1
• Lumineers	1	• Taylor Swift	1
• Marina and the Diamonds	1	• Terrell Carter	1
• Mario	1	• The Cab	1
• Maroon 5	1	• TIESTO	1
• Mary Mary	1	• Train	1
• MGMT	1	• Trey Songz	1
• Michael Bolton	1	• Tye Tribbet	1
• Miranda Lambert	1	• Tyrese	1
• Missy Higgins	1	• UB Rockin	1
• Motion City Soundtrack	1	• Waka Flocka Flame	1

- Wale 1
- Watsky 1
- Young Money 1

Specific requests for genres

- Country 20
- R&B/Hip Hop/Rap 9
- Bluegrass 1
- Acapella 1
- 80's Music 1

Selection

- More diverse genre 6
- Didn't know any of the options given 64
- Pick taste of students not professors 1
- No Rap 7
- No Country 1
- No Pop 1

Suggestions

- Better/more interesting/popular performers for all students 11
- Meet and Greets with the artist 7
- Bring in more than one artist 5
- Go for big name artists 4
- Pick an artist that plays good dancing music 4
- Pick an artist African Americans and Caucasians like 4
- Have a light show 1

Marketing/Advertisement

- More advertisement for the event 1

Scheduling

- Don't make it on a holiday weekend 1

Ticket Price

- The less the price of tickets the better. 1
- Have discounted or early release tickets for alumni 1

Venue

- Have it at the football field 4
- Get more comfortable chairs 1

Other

- Include snippets of the artist's music or their genre so students can make more informed choices about what artist to select when voting for the Spring Concert
- Do students have equal chances to participate in the concert, for instance I have a song I'd like to sing during the concert
- Too much fuss is made over concerts