

# Eastern Illinois University

## University Board Spring 2015 Concert

### Survey Report

December 2014

Student Affairs Assessment Research Project



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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 2015 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, four thousand emails were sent out to the randomized selected sample of students on November 14, 2014. The survey was closed on December 1, 2014.

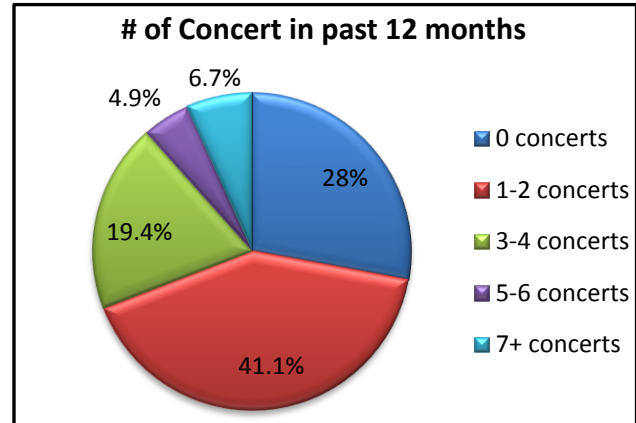
Of those contacted to participate in the online survey, 919 (23%) initiated the survey, while 765 (19.1%) students completed the survey. This is a 83.2% completion rate.

## Survey Results

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

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

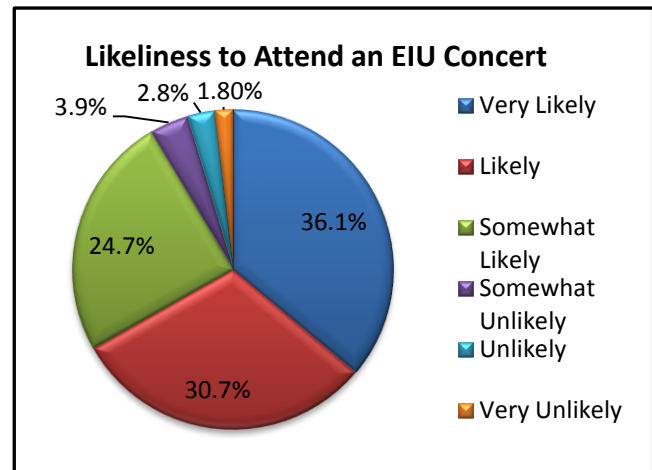
- 28% of participants have attended 0 concerts in the past year.
- 41.1% have attended 1-2 concerts.
- 19.4% have attended 3-4 concerts.
- 4.9% have attended 5-6 concerts.
- The remaining 6.7% reported having attended 7 or more concerts in the past year.



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

(See Chart – Likeliness to Attend an EIU Concert)

- 36.1% of participants responded that they are very likely to attend a major concert event at EIU.
- 30.7% stated that they are likely to attend a concert event.
- 24.7% of participants responded that they are somewhat likely to attend a major concert event.
- 3.9% of the respondents are somewhat unlikely to attend a major concert event at EIU.
- 2.8% responded that it is unlikely that they will attend a major concert event at EIU.
- 1.8% 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?

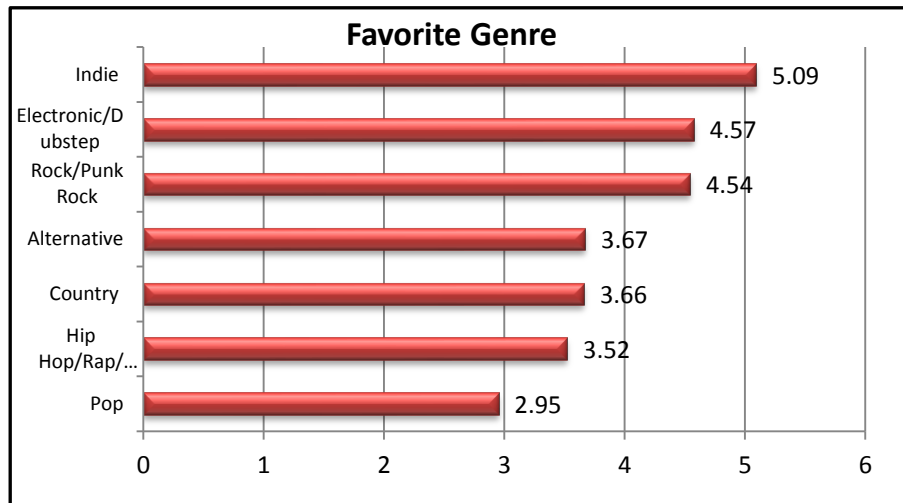
- Student participants responded with a range from \$0 to \$130.
- 77.6% of student responses ranged from \$20 to \$50.
- Mean = \$29.68
- Median = \$25.00

## Favorite Genre

(See Chart – Favorite Genre)

The participants were asked to rank seven music genres in order from 1 (greatest interest) to 7 (least interest). The results identify the means of the favorite genres, ranked 1 through 7. Therefore, the lower the mean score, the more interest the participants showed towards that particular genre.

- Pop/R&B ---- 2.95
- Hip Hop/Rap ---- 3.52
- Country ---- 3.66
- Alternative ---- 3.67
- Rock/Punk ---- 4.54
- Electronic/EDM/ Dubstep ---- 4.57
- Indie ---- 5.09



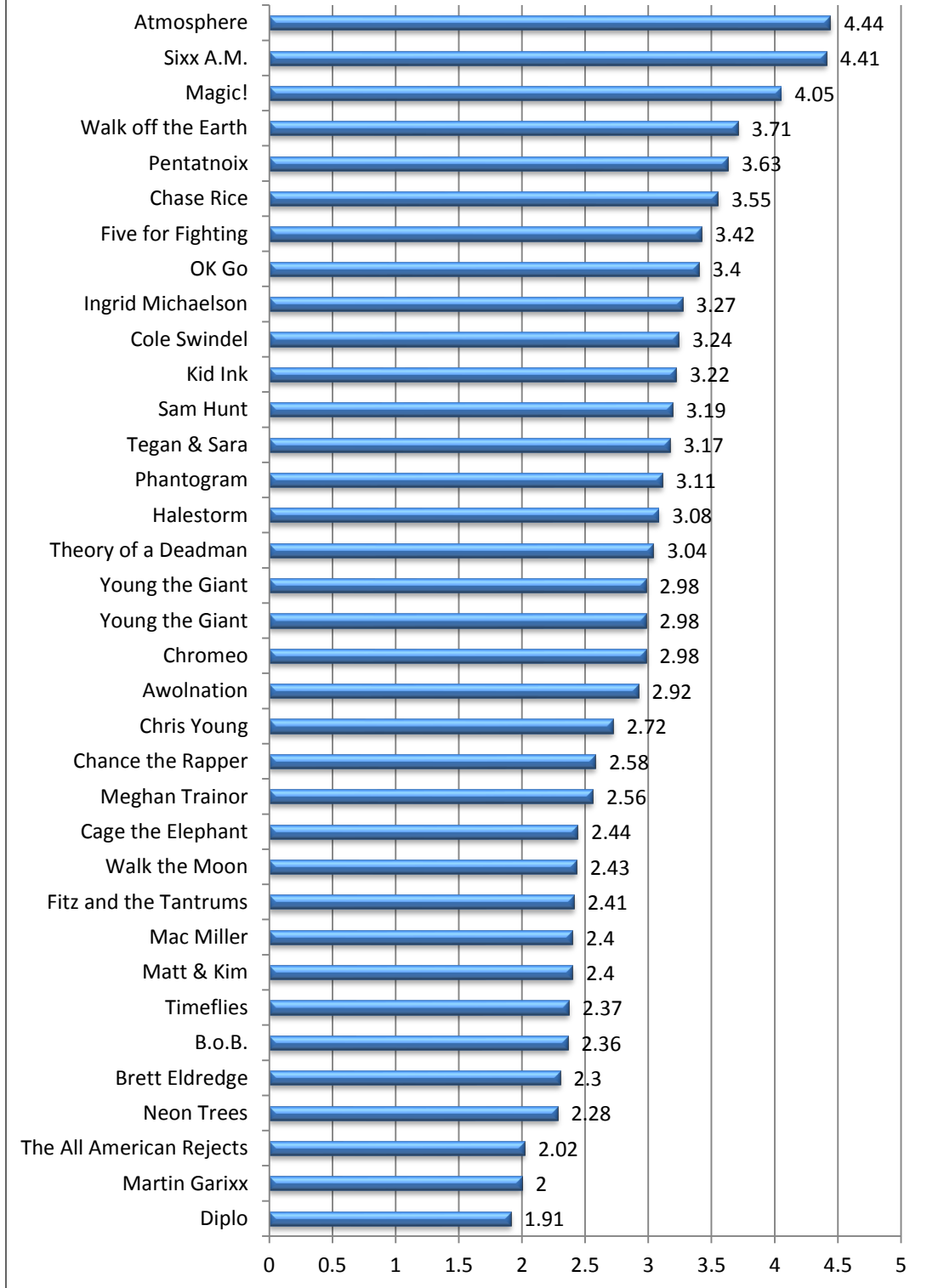
## Ranking of Major Concert Artists/Bands

(See Chart – Ranking of Artists/Bands)

Student participants ranked their interest (1 being greatest interest) of the top five 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. (See chart – Rankings of Artists/Bands)

- |                         |      |      |                            |      |      |
|-------------------------|------|------|----------------------------|------|------|
| • Matt & Kim            | ---- | 2.4  | • Cage the Elephant        | ---- | 2.44 |
| • Walk the Moon         | ---- | 2.43 | • The All American Rejects | ---- | 2.02 |
| • Fitz and the Tantrums | ---- | 2.41 | • Theory of a Deadman      | ---- | 3.04 |
| • Walk Off the Earth    | ---- | 3.71 | • Sixx A.M.                | ---- | 4.41 |
| • Magic!                | ---- | 4.05 | • Brett Eldredge           | ---- | 2.3  |
| • B.o.B.                | ---- | 2.36 | • Chris Young              | ---- | 2.72 |
| • Atmosphere            | ---- | 4.44 | • Cole Swindel             | ---- | 3.24 |
| • Chance the Rapper     | ---- | 2.58 | • Sam Hunt                 | ---- | 3.19 |
| • Timeflies             | ---- | 2.37 | • Chase Rice               | ---- | 3.55 |
| • Tegan & Sara          | ---- | 3.17 | • Mac Miller               | ---- | 2.4  |
| • Ingrid Michaelson     | ---- | 3.27 | • Kid Ink                  | ---- | 3.22 |
| • Meghan Trainor        | ---- | 2.56 | • Neon Trees               | ---- | 2.28 |
| • Pentatonix            | ---- | 3.63 | • Young the Giant          | ---- | 2.98 |
| • Diplo                 | ---- | 1.91 | • OK Go                    | ---- | 3.4  |
| • Martin Garixx         | ---- | 2.0  | • Awolnation               | ---- | 2.92 |
| • Chromeo               | ---- | 2.98 | • Five for Fighting        | ---- | 3.42 |
| • Phantogram            | ---- | 3.11 | • Young the Giant          | ---- | 2.98 |
| • Halestorm             | ---- | 3.08 |                            |      |      |

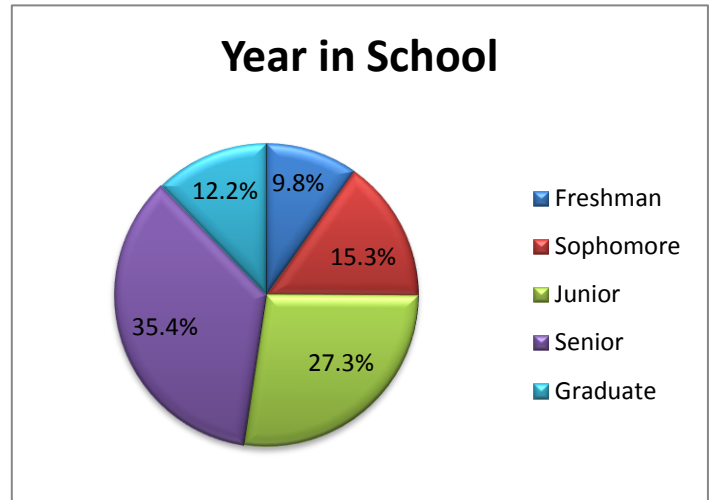
## Ranking of Artists/Bands



**Year in School of Respondents**

(See Chart – Year in School)

- Freshman ---- 9.8%
- Sophomore ---- 15.3%
- Junior ---- 27.3%
- Senior ---- 35.4%
- Graduate ---- 12.2%



**Age of Respondents**

- Age Range ---- 18 years to 55 years
- Mean ---- 21.56 years
- Median ---- 21 years

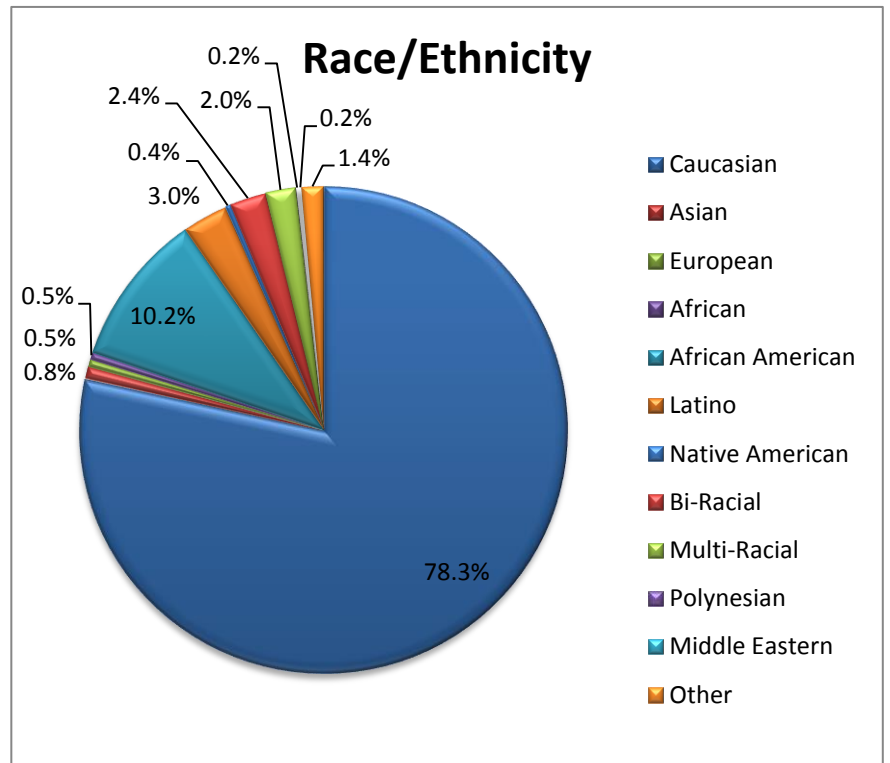
**Gender of Respondents**

- Male ---- 24.5%
- Female ---- 65.5%
- Transgender ---- .6%

**Race/Ethnicity of Respondents**

(See Chart – Race/Ethnicity)

- Caucasian ---- 78.3%
- Asian ---- .8%
- European ---- .5%
- African ---- .5%
- African American -- 10.2%
- Latino ---- 3%
- Native American -- .4%
- Bi-Racial ---- 2.4%
- Multi-Racial ---- 2%
- Polynesian ---- .2%
- Middle Eastern ---- .2%
- Other ---- 1.4%



## Open Ended Comments for University Board

### Specific Requests for Artists/Bands:

- Chance the Rapper (8)
- Diplo (5)
- Timeflies (4)
- Brett Eldredge (3)
- Mac Miller (3)
- Phillip Phillips (3)
- Sam Hunt (3)
- Thompson Square (3)
- August Alsina (2)
- Cole Swindell (2)
- Dubstep (2)
- Kid Cudi (2)
- Martin Garrixx (2)
- Pentatonix (2)
- Walk the Moon (2)
- Adele (1)
- Aesop Rock (1)
- All American Rejects (1)
- Arctic Monkeys (1)
- Ariana Grande (1)
- Atmosphere (1)
- Awolnation (1)
- B.o.B. (1)
- Bastille (1)
- Black Keys (1)
- Bo Burnam (1)
- Cage the Elephant (1)
- Chase Rice (1)
- Childish Gambino (1)
- Daughtry (1)
- Deuce (1)
- Die Antwood (1)
- Drake (1)
- Earl Sweatshirt (1)
- Ed Sheeran (1)
- Elle Varner (1)
- Eminem (1)
- Fitz and the Tantrums (1)
- Flight Fifty (1)
- Florence and the Machine (1)
- Flying Lotus (1)
- Garth Brooks (1)
- Glitch Mob (1)
- Gordon Lightfoot (1)
- Gramatik (1)
- Grieves (1)
- Grimes (1)
- Hollywood Undead (1)
- Iggy (1)
- Imagine Dragons (1)
- Iron & Wine (1)
- Johnny Depp (1)
- Justin Timberlake (1)
- Kenny Chesney (1)
- Koo Koo Kanga Roo (1)
- Lana Del Ray (1)
- Lauryn Hill (1)
- Luke Bryan (1)
- M.I.A. (1)
- Magic Man (1)
- Marty Party (1)
- MimOsa (1)
- MKTO (1)
- Montreal (1)
- Morgan Freeman (1)
- Neon Trees (1)
- Nicki Minaj (1)
- Nit Grit (1)
- Paramore (1)
- Pure Star Movement (1)
- R2bees (1)
- Rjd2 (1)
- Sage Francis (1)
- Sarkodie (1)
- Sza (1)
- Thirty Seconds to Mars (1)
- Trent Tomlinson (1)
- Tune-Yards (1)
- Vampire Weekend (1)
- Vinyl Theater (1)
- Watsky (1)
- Young the Giant (1)



## Open Ended Comments for University Board - Continued

### Specific Requests for Genres:

- Country (12)
- Rock (8)
- Rap (6)
- EDM (5)
- Pop (4)
- Alternative (4)
- Electronic (3)
- Punk (2)
- Hip-Hop (2)
- Classic Rock (2)
- R&B (1)
- Indie (1)
- Hipster (1)
- Contemporary (1)
- Classical (1)
- Bluegrass (1)

### Selection:

- Choose artist who wins vote on UB Survey (1)
- Bring someone good (30)
- Don't make it just for girls (1)
- Get international artists (1)
- Have a quality opening performer from Eastern (1)
- Don't know any artists listed (8)
- Have multiple performers from multiple genres (3)
- No has-beens (1)
- Someone of color (2)
- Keep us informed through Panthermail (1)
- Artist should be fairly clean (1)
- Artist should be reliable (1)
- Artist should play full set (1)

### Suggestions:

- Look into YouTube artists (1)
- No Country (6)
- Make it a safe atmosphere (1)
- If you bring mediocre performers you'll get mediocre crowds (2)

### Marketing/Advertisement:

- Advertise better (2)
- Give away merchandise (2)
- Offer a meet and greet

## Open Ended Comments for University Board - Continued

### Scheduling:

- Don't book for a weekend when there is a 3 day weekend or another university has a major event going on (1)
- Don't book the concert on Easter weekend.
- Friday evenings would be best for all students; evening courses often keep grad students and some commuters from attending events
- Make it a Friday or Saturday (1)

### Ticket Prices:

- Cheaper tickets (1)
- Keep tickets under \$30 (1)
- Make it affordable (1)
- If you raise the price of tickets for a good performer you'd attract students from other schools (1)

### Venue:

- Outdoor Concert at O'Brien (4)
- Doudna (1)
- Need to improve seating arrangements (1)

### Other:

- I look forward to a great concert! (2)
- Thank you for all that you do! (1)
- You are doing a great job! (!)
- I appreciate that when I do surveys there is an option to win a prize, thank you. (1)
- Letting students be ushers is a great idea! (1)
- When giving choices, don't put artists or bands that are for sure going to be out of the price range. (1)
- You can't stop the metal!
- You're not going to be able to please everyone so don't worry about all the negative comments you see on sites like Chuckvegas. (1)
- Why is my race important to a concert? Unless you are reflecting a bias and somewhat racist system it shouldn't matter.(1)