



Survey Findings Report:

Events Survey

September 28th, 2016

laurierstudentpoll.ca

facebook.com/LaurierStudentPoll

Director: Fani Hsieh

Market Research Manager: Harrison Neill Morabito

Analytics and Insights Specialist: Jess Chorney

Abstract

This survey sought to find out how students hear about events that take place on campus and how to best market to the right target audience. The survey questions were designed with suggestions from Wilfrid Laurier University Students' Union Marketing Communications. The most effective method of reaching students is through Facebook and the first two months of fall and winter semester are the best time to hold events.

Methodology

On September 28th, we surveyed 252 students (N=252) in person throughout the Waterloo Laurier campus. Our sample consisted of students in first year 69 (27%), second year 56 (22%), third year 68 (27%), fourth year 52 (21%) and fifth year or higher 6 (2%). The breakdown by faculty was 98 (39%) Arts students, 88 (35%) Science students, 3 (1%) Human and Social Sciences students, 60 (24%) Lazaridis School of Business and Economics students, 1 (0.4%) Liberal Arts student and 1 (0.4%) Waterloo Lutheran Seminary student.

The results are for research purposes only and are employed as a best attempt to represent the different ways students follows events on campus.

FINDINGS

When asked how they hear about events on campus, the most popular mediums in descending order of frequency are Facebook, Posters, MyLaurier Email, Word of Mouth, In Class Presentations, Professors then MyLearningSpace. Students indicated that they would like to find events through Facebook, MyLaurier Email, Posters, Word of Mouth, In Class Presentations, MyLearningSpace, and Professors. In other words, if you're looking to advertise an event, you *must use Facebook, Posters, and MyLaurier Email*.

September, October, January and February are the best months to hold events as they are when students will most likely attend.

Respondents indicated they only want to be reminded of the event once a week; as opposed to daily or only once.

How far in advance you should advertise events will depend on your target audience. It will vary between 1 week and 2 weeks in advance.

***How* students hear about events**

Faculty	Year of Study				
	1 st year	2 nd year	3 rd year	4 th year	5 th year or higher
Arts	MyLaurier Email Facebook Posters	Facebook Posters In Class	MyLaurier Email Facebook Word of Mouth	Facebook Posters Word of Mouth	Facebook Posters
Science	Facebook MyLaurier Email MyLearningSpace	Facebook Posters MyLaurier Email	Facebook MyLaurier Email Posters	Facebook Posters In Class/ Word of Mouth	MyLaurier Email Word of Mouth
Human and Social Sciences	Facebook Professors Posters	Posters/ Professors/ In class/ Word of Mouth	MyLaurier Email		
Lazaridis SBE	Word of Mouth MyLaurier Email MyLearningSpace/ Professors	Facebook Word of Mouth In Class	Facebook Posters Word of Mouth	MyLaurier Email Facebook Word of Mouth	Facebook
Liberal Arts			MyLaurier Email/ Facebook/ Posters		
Waterloo Lutheran Seminary	Word of Mouth				

The table cells that were left blank mean there were no respondents that fell under that specific demographic. The answers with a backslash "/" mean it is tied to the answer on the following line.

MyLaurier email (19.21%) is the most popular way first year students and students in fifth year or higher (50%) in general hear about events. The rest of the year of studies- second, third, and fourth- all indicated Facebook is the most effective way they hear about events with 20.26%, 25.13%, and 20.57% respectively.

How students would *like to* hear about events on campus

Faculty	Year of Study				
	1 st year	2 nd year	3 rd year	4 th year	5 th year or higher
Arts	MyLaurier Email/ Professors Posters/ In Class	Facebook Posters Other Social Media	MyLaurier Email Facebook Posters/ Word of Mouth	Facebook MyLaurier Email Word of Mouth	Facebook
Science	MyLaurier Email Word of Mouth Facebook	Facebook MyLaurier Email/ Posters/ Word of Mouth	Facebook MyLaurier Email Word of Mouth	Facebook MyLaurier Email Posters/ In Class	MyLaurier Email/ Facebook Posters/ Professors
Human and Social Sciences	Facebook Other Social Media Posters	MyLaurier Email/ Facebook/ Twitter	MyLearningSpace		
Lazaridis SBE	MyLaurier Email Word of Mouth MyLearningSpace	Facebook Word of Mouth MyLaurier Email/ In Class	MyLaurier Email/ Facebook/ Posters	MyLaurier Email Facebook Word of Mouth	Facebook/ Posters/ Word of Mouth
Liberal Arts			MyLaurier Email/ Facebook/ Posters		
Waterloo Lutheran Seminary	MyLaurier Email				

The table cells that were left blank mean there were no respondents that fell under that specific demographic. The answers with a backslash “/” mean it is tied to the answer on the following line.

The ways students hear about events are fairly consistent with how they want to hear about events. In descending order of popularity, students hear about events through Facebook, MyLaurier Email, Posters, Word of Mouth, In Class, and Professors.

Best months for events

Percent (%)	1 st year	2 nd year	3 rd year	4 th year	5 th year	Arts	Science	Humanities	Laz	Liberal	WLS
September	23	21	25	23	30	22	24	50	23	33	14
October	22	15	19	12	15	16	19	17	18	0	14
November	4	10	6	6	5	6	5	0	9	0	14
December	1	5	3	9	5	5	5	17	3	0	0
January	18	16	21	18	15	19	17	17	17	33	14
February	15	15	13	13	15	13	16	0	15	33	14
March	8	9	6	6	5	9	5	0	7	0	14
April	6	5	3	5	5	6	4	0	4	0	14
May	1	1	1	2	5	1	1	0	1	0	0
June	1	1	1	2	0	1	1	0	1	0	0
July	1	0	2	2	0	1	1	0	1	0	0
August	1	1	2	3	0	1	3	0	1	0	0

September, October, January and February are consistently ranked as the month students are most likely to attend events across years of study and faculty. This is presumably due to a perception of a lighter course load in the beginning of each semester, hence more time to attend events.

How *frequent* would students like to be reminded of events

The vast majority of students, between year of study and faculty, responded they want to be reminded of events once a week. The only exceptions are second year Arts students, second year Human and Social Sciences, third year Science,

third year Lazaridis SBE, fourth year Arts, and all fifth year students. This is partially due to a very small sample size where individuals speak for their specific year and program and would be difficult to infer accurate representation.

How far in advance students would like to hear about events

Faculty	Year of Study				
	1 st year	2 nd year	3 rd year	4 th year	5 th year or higher
Arts	1 week	1 week	1 week	1 week	1 week
Science	2 weeks	2 weeks	1 week	1 week	1 week
Human and Social Sciences	1 week	2 weeks	1 week		
Lazaridis SBE	2 weeks	2 weeks	2 weeks	2 weeks	1 day in advance
Liberal Arts			2 weeks		
Waterloo Lutheran Seminary	2 weeks				

Students are divided between hearing about events one versus two weeks in advance. As a whole, 54% of the sample indicated they prefer a notice one week in advance, 39% prefer two weeks. In terms of year of study as a whole, only first years prefer two weeks instead of one week.

Interestingly, Arts, Science, and Humanities and Social Sciences selected one week in advance while Lazaridis School of Business, Liberal Arts and Waterloo Lutheran Seminary selected two weeks.

Full List of Events Students are Interested in

The items with no numbers under mentions are unique individual responses that are only mentioned *once*. The total number of events is 520 so every sum of response is relative to 520.

<i>Item</i>	<i>Mentions</i>		<i>Item</i>	<i>Mentions</i>	
Alumni (Food, Social, Networking)	3	1%	Free Food	9	2%
Anything			Free Services		
Anything but "Networking"			Free Stuff	9	2%
Anything History Related	2	0%	Fudge Sales		
Anything with Food and Photobooth			Fundraisers		
Anything with Social Justice, DEO			Games	8	2%
Art/Design			Guest Speakers	12	2%
Athletics	8	2%	Karaoke		
Bake Sale	60	12%	Mental Health		
Board Games			Mock Exams (Kinesiology)		
Business Networking	36	7%	Mock Exams (Law)	8	2%
Business	4	1%	Mock Exams (Math)	4	1%
Career Fairs	8	2%	Mock Exams	21	4%
Career Info Night			Movies	5	1%
Careers/Jobs			Music Events	3	1%
Challenges			Networking	29	6%
Charity Bake Sales	13	3%	Networking (Kinesiology)		
Charity Events	11	2%	Networking (Comm. Studies)		
Charity Focused Events			Networking (Science)	2	0%
Charity Galas			Parties	3	1%
Charity Sales			Professors	10	2%
Charity	8	2%	Promoting Diversity		
Club Events in Concourse			Sandwich Sales		
Competition	3	1%	Science Related Events	6	1%
Cultural Related Events			Showcases Literature/Art		
Dances	52	10%	Social*		
Dinner	46	9%	Speaking Engagements	34	7%
Dinner/Dance	12	2%	Sports	9	2%
Dogs	15	3%	Start-up	3	1%
Education			Stress Busters		
Entrepreneurship			Study Session		
Events supporting clubs on campus			Study Tips		
Exam Reviews			Sustainability		
First year leadership programs			TED Talk	4	1%
Food (AYCE Buffet)			T-Shirt Sales	2	0%
Food	16	3%	Volunteering		
Formal	2	0%	Workshops	3	1%

*"Meet and greet socials, opportunity to try something new like fake fencing fight, socials primarily focused on icebreaking with your faculty peers"