

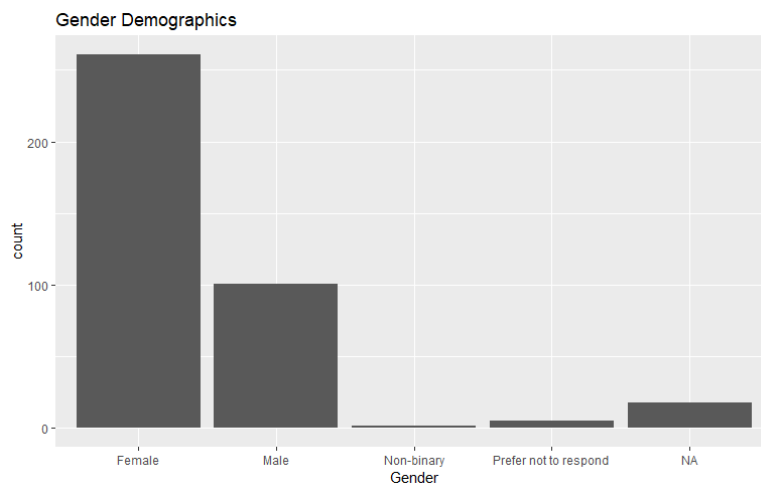
SAB Fall 2018 Survey Analysis

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A survey was sent out to Truman students during the fall 2018 semester about the SAB. There were 387 total responses. Some questions had fewer as some people did not complete the survey. Answers to free response questions are listed on a separate document.

Demographics

Four Demographics questions were asked. They were about gender, ethnicity, international students, and school year. Women made up 71% of respondents, men made up 27%, non-binary was 0.5% and prefer not to respond was 1%.

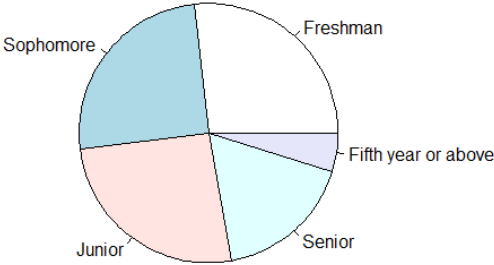


By ethnicity, respondents were 89% white, with the largest other groups being Asian, African American, and multiracial.

Caucasian	Asian	African American	Multiracial	Prefer not to respond	Latinx	Middle Eastern	Pacific Islander
328	12	8	8	7	3	2	1

Only 4 of the students were international students, which is 1%. This is lower than the percent of the student body that are international students.

Freshmen, sophomores and juniors each made up about 25% of the respondents. Seniors and 5th year and above made up the last 25%.



SAB Events

For the questions asking people how much they desire to attend various events, the average result fell between 3 and 4 for all events. 3 meant neutral while 5 meant 'I would very much enjoy this event'. The most popular, with average scores of around 4, were the final blowout and the

holiday lights. The least popular was the family day event. The other events were all in the middle, around 3.5. Freshman and sophomores were generally more positive in their ratings than juniors, seniors, and 5th years. The scores were about 0.4 higher. This effect is statistically significant given our sample size. This was particularly true for the homecoming event, the holiday lights, and the final blowout. I wouldn't read too much into the exact results for each year and event, but the general trend is probably true.

Average rating for events by school year

Events	Average Score	Average Score Freshman	Sophomores	Juniors	Seniors	5 th year+
Annual Speaker	3.3	3.2	3.3	3.2	3.6	3.3
Back to School Bash	3.3	3.6	3.5	3.1	2.9	2.9
Family Day Event	3.0	3.2	3.3	2.9	2.6	2.9
Pumpkin Carving	3.6	3.7	3.7	3.5	3.6	2.9
Holiday Lights	3.9	4.3	4.1	3.6	3.6	3.7
Homecoming Event	3.3	3.7	3.6	2.9	3.3	3.3
The Final Blowout	3.9	4.2	4.2	3.6	3.8	3.9

Identity

12% of people responded that they did not feel that the SAB welcomed their identity. That is 45 out of 329. In terms of gender, they were 49% male, 42% female, and 7% prefer not to say. This is a fairly significant overrepresentation of males and prefer not to say, which make up 27% and

1.4% of respondents respectively. Individual free responses are on the other document.

Opinions of SAB

On the questions about people's opinions of SAB the average results were between 3.5 and 4. On accessibility, the average rating was 3.9. On diversity, it was 3.8. On use of student money and likeability it was 3.7.

Advertising

Two questions were asked regarding SAB advertisements: which people see most often, and which most often persuaded them to come to an event. In terms of what people see, posters were the most common, followed by outdoor signs and chalk. The things that most often persuaded people to come to events were word of mouth and posters. Comparing how often people saw things to what persuaded people to come, the most successful is word of mouth. Though I think this might be because of how the questions regarding which advertisements people see is wording. It implies that you are hearing from the SAB, which wouldn't count your friends. After that the most successful was social media, with about 80% of people who see the SAB on their social media finding it persuasive. The least successful is chalk.

Advertisements	Seen (%)	Persuaded (%)
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Posters	86	57
Outdoor Signs	56	23
Chalk	56	18
Word of Mouth	43	63
SAB social media	39	30
Email	34	20
Pub Tables	6	3

Social Media

A question was asked regarding which social media platforms students use. Facebook and Instagram are used by about 50% students. Snapchat and Twitter are used by about 15% of students.