

2017-2018 GatorNights Report

July 30, 2018

Date of study: August 25, 2017 – June 15, 2018 (Fall 2017 – Summer A 2018)

Purpose: To analyze attendance and demographic information for GatorNights attendees and to obtain feedback on students’ experiences.

Methodology

- **Swipe data:** Every student who attends GatorNights is required to swipe a Gator1 ID Card, allowing for collection of a wide range of information about all of the attendees.
- **Satisfaction survey:** Each week, 20% of students who attended GatorNights were randomly selected and were sent an online survey via email. Once a student received an email, they would not be sent another email survey the remainder of the semester.
 - **Responses:** 645 responses of 3,521 students emailed (18.3%)

Swipe Data

There were **10,273** unique visitors throughout the 2017-2018 academic year. It is important to note that the Big Orange Event, hosted by the Reitz Programming Board (RPB) on March 23, 2018, has been placed in Appendix A and removed from the information below as it is not a GatorNights event.

1. Attendance

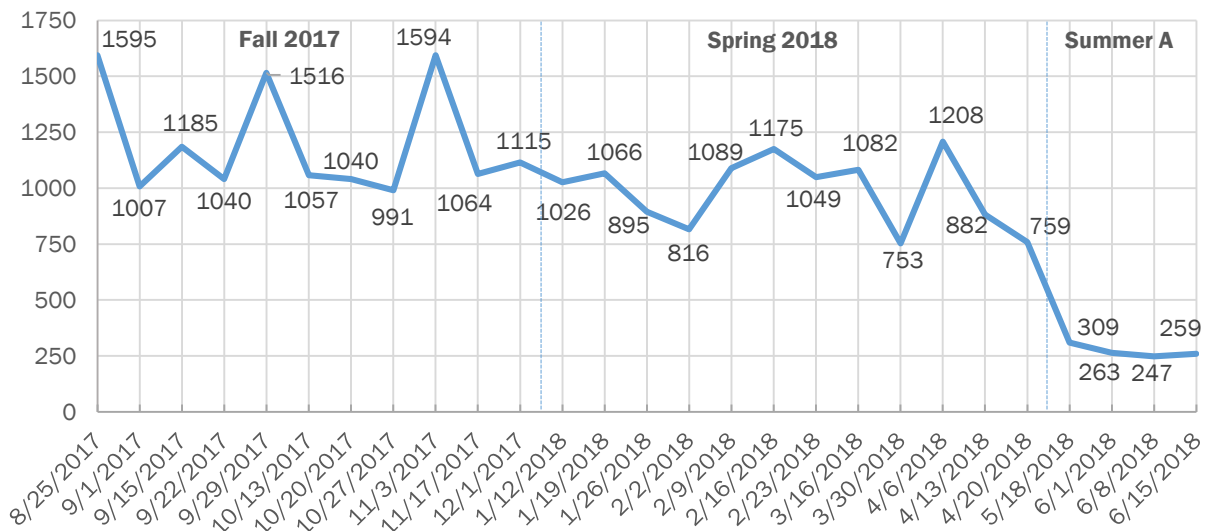


Figure 1.1: Number of students who attended GatorNights each week that it was held.

A. Overall Statistics

CATEGORY	2015-2016	2016-2017	2017-2018	CHANGE
Participations	23,889*	28,338	27,403	-3% ↓
Unique visitors	10,527	11,198	10,273	-8% ↓
Avg. weekly attendance	886	1,068	979	-8% ↓
Avg. first-timer rate (Spring)	29.4%	27.1%	24.7%	-2.4% ↓

Figure 1.2: Overall statistics from this year compared to previous years. The *Change* column compares 2017-2018 to 2016-2017. *2015-2016 does not include data from Summer A.

B. Frequency of Attendance

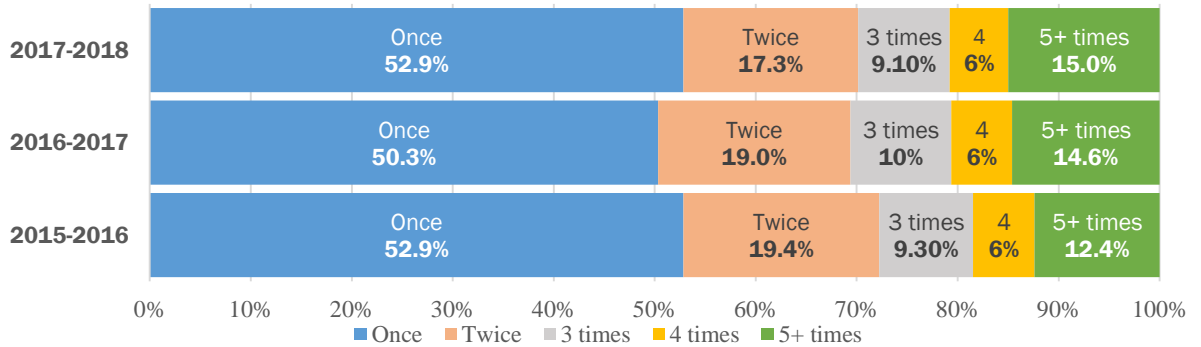


Figure 1.3: Proportions of unique attendees in each year by how many times each person attended. For example, the upper-left block indicates that 52.9% of students who attended GatorNights in the 2017-2018 year attended once.

C. First-Timer Rates and Loyal Attendee Rates

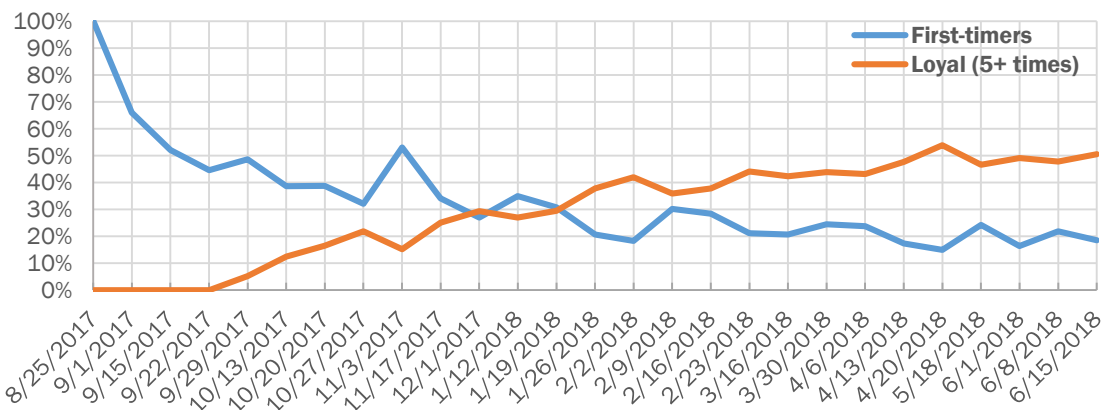


Figure 1.4: Proportions of each week's attendees who had not yet been to GatorNights in 2017-2018 (blue) and who had come at least 5 times in 2017-2018 (orange).

D. Most Likely to Return

A generalized linear model was built to predict the probability of a student attending GatorNights at least twice based on multiple factors. Below are the top five indicators of returning:



Figure 1.5: Probabilities of attending GatorNights more than once, by demographic.

2. Demographics

CATEGORY	BREAKDOWN	AVERAGE ATTENDANCE	ATTENDED 2+ TIMES	ATTENDED 5+ TIMES
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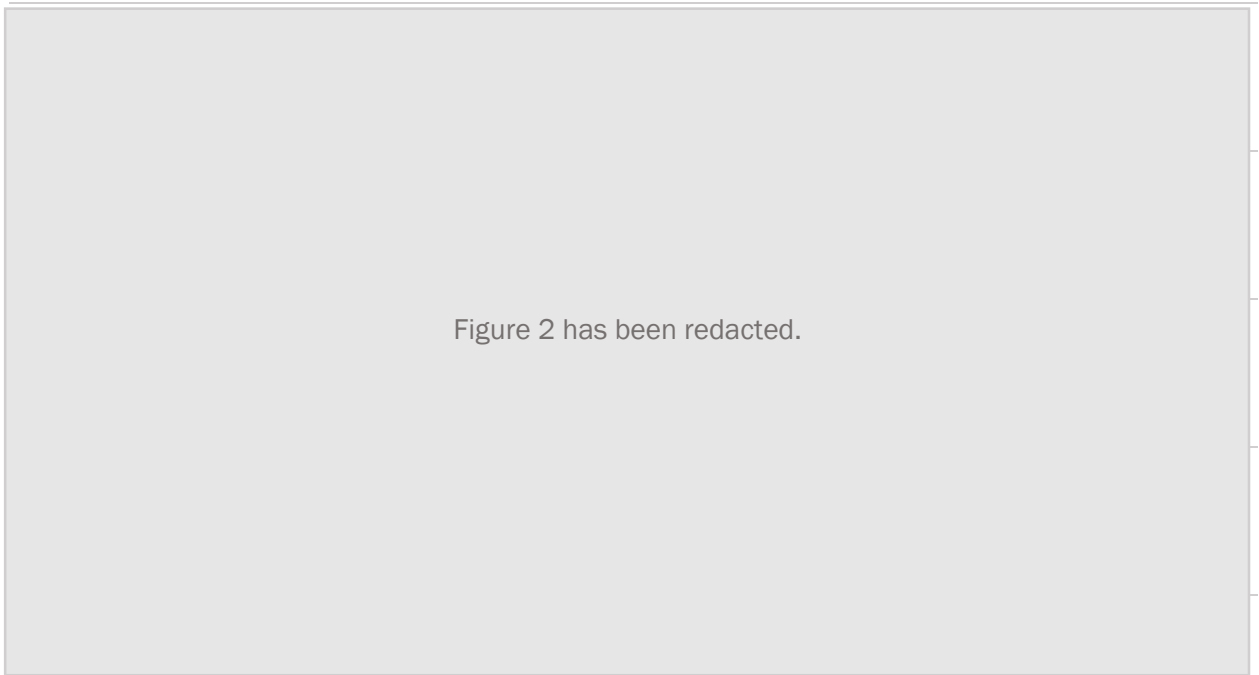


Figure 2: Demographic breakdowns and attendance information. *Average Attendance* is the average number of times students of that demographic group attended GatorNights in 2017-2018. *Attended 2+ Times* and *Attended 5+ Times* each have the percentage of students of that demographic group who attended that number of times or more. The asterisks indicate statistical significance. They correspond to the p-value of ANOVA tests run to compare the two groups in each cell such that more asterisks indicate greater statistical significance (* = .05, ** = .01, *** < .01). Cells with no asterisks on either level indicate that the two levels are not significantly different.

Survey Data

3. Participation in Activities

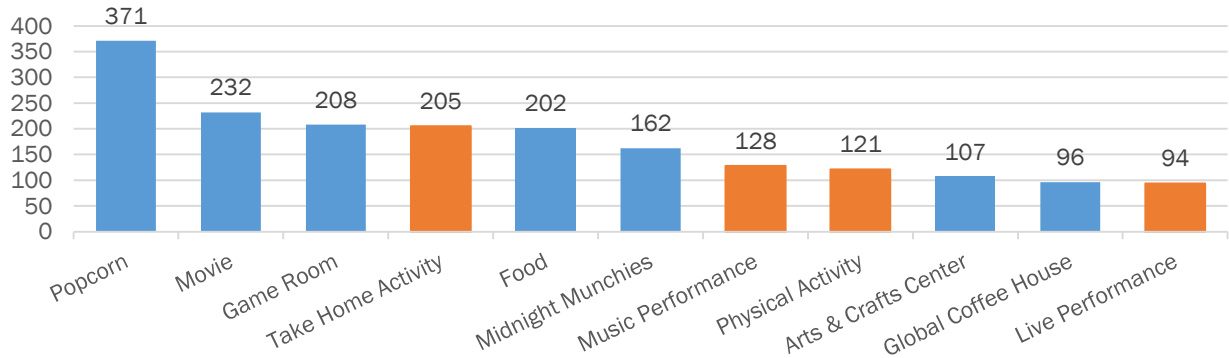


Figure 3: Number of survey respondents who reported participating in each type of activity. Activities with blue bars are weekly activities. Activities with orange bars may not happen every week. *Take-Home Activity:* e.g. stuffed animal, photo booth, airbrush tattoo. *Live Performance:* e.g. comedian, magician, hypnotist (anything other than music). *Physical Activity:* e.g. capture the flag, sticky wall, trampoline, carnival ride.

4. Satisfaction Ratings for Each Activity

Survey respondents were asked to rate their experience for three to six aspects of each activity they attended. Averages for each activity are below. A Satisfaction Score was also calculated for each activity as an overall metric of satisfaction that aggregates all the data.

ACTIVITY	EXCELLENT	GOOD	AVERAGE	POOR	TERRIBLE	SCORE
Staff	62.4 %	29.9 %	5.7 %	0.6 %	0.1 %	88.5
Live Performance	50.1	38.3	10.6	0.7	0.0	84.5
Movie	50.5	37.0	9.9	2.1	0.4	83.8
Popcorn	45.5	39.8	12.5	1.9	0.3	82.0
Arts & Crafts	49.6	32.3	11.5	3.5	2.3	80.9
Physical Activity	46.0	34.6	16.5	2.3	0.6	80.7
Music Performance	40.6	42.3	15.4	1.5	0.2	80.4
Take Home Activity	41.9	37.3	12.3	5.3	3.2	77.4
Midnight Munchies	36.7	40.1	17.4	4.5	1.3	76.7
Food	35.1	40.4	18.7	4.4	0.8	76.1
Global Coffee House	34.2	40.4	19.9	3.8	0.3	76.1
Game Room	34.7	29.2	19.5	9.7	6.7	68.9

Figure 4: Percentage of participants who selected each rating for each activity. The Score column is a weighted rating system. The percentages from the five ratings were multiplied by 0.5, 0.25, 0, -0.25, and -0.5, respectively, and the sum for each category was added to 50 to get its score. The scores could range from 0 to 100. A score of 50 means everyone answered average, 100 means excellent, and 0 means terrible.

5. Most Common Comments for Each Activity

At the end of the survey, respondents were asked if they have any additional feedback. A full summary of comments is in Appendix B. Below are the most common comments for each area:

Activities	Dance parties were “super fun” (3).
Coffee House	Extend hours (2).
Food	Provide more food (6).
Game Room	Wait times are too long (6).
Movie	Show more popular movies such as comedy or Sci-Fi rather than horror movies (3).
Painting	Had a “fantastic” experience (2).
Popcorn	Popcorn was too salty (3).
Overall	Had a great experience (13).

6. How did you hear about GatorNights?

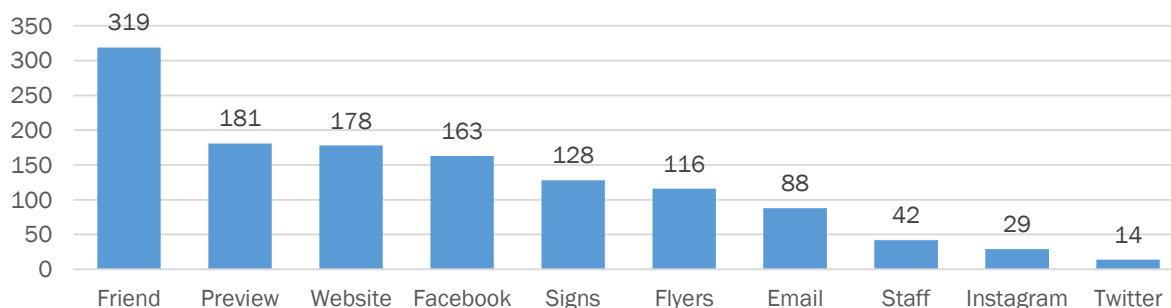
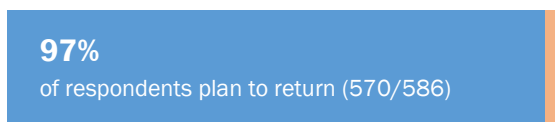


Figure 6: Number of students who reported hearing about GatorNights from each source.

7. Retention

Respondents were asked if they plan to return to GatorNights. If they answered no, they were asked to select their reason or reasons for not returning and explain specific details.



The qualitative comments mostly mirrored Figure 7. Reasons relating to the “None of the above” option:

- Graduating (2)
- Unavailable Friday nights (2)

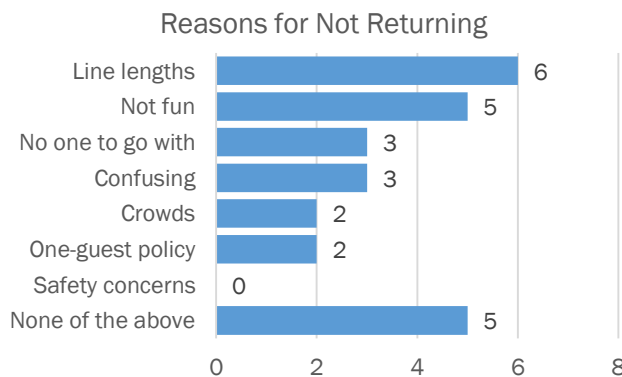


Figure 7: Number of students who selected each reason for not planning to return.