Background
The October 2003 Aggie R-r-ring survey on marketing was initiated in order to collect benchmarking information about the communication, programming, and program scheduling preferences of Texas A&M students.

Contact was attempted with 1214 students. A third (32%), or 385 students, agreed to participate in the survey.

Results
How often do you use the following sources to learn about campus events?
   Top Five Responses:
   1. Friends
   2. Battalion ads
   3. Word of Mouth
   4. Battalion articles
   5. Neo email messages

On what days do you read The Battalion?
   Mondays (75%) and Wednesday (71%) were the top days for students to read The Battalion

On what days do you read the Eagle?
   82% of students do not read the Eagle.

Which of the following methods do you use to communicate with your friends about upcoming campus events?
   89% of students prefer to communicate with their friends face-to-face about events.

Please select your favorite types of music.
   Top Five Responses:
   1. Alternative/Modern Rock
   2. Country
   3. Rock
   4. Pop/Top 40
   5. Classic Rock

Please select which types of music you would pay to hear in a concert setting.
   Top Five Responses:
   1. Country
   2. Alternative/Modern Rock and Rock (tie)
   4. Pop/Top 40
   5. Classic Rock and Christian (tie)

What radio stations do you listen to during a typical week?
   Top Five Responses:
   1. Candy 95
   2. Aggie 96
   3. Mix 104.7
   4. The X 103.9
   5. KTTX 106.1

What time of day do you listen to the radio?
   The most common times for students to listen to the radio are between 2pm and 6pm (58%) and 6pm and midnight (56%)

On which days of the week would you most likely attend a lunchtime campus program?
   29% of students would attend a lunchtime program on Tuesday while 37% would not attend a lunchtime campus program

On which days of the week would you least likely attend a lunchtime campus program?
   34% of students would not attend a lunchtime program on Friday.

On what evenings are you available to attend campus events after 7pm?
   53% of students said they were available both Tuesday & Thursday evenings after 7pm.

If a web-based campus calendar were developed for all events, would you use it?
   80% of students would use a web-based campus calendar

Have you ever purchased tickets to an event through the MSC Box Office, on the first floor of Rudder Tower?
   70% of students said they had purchased tickets through the MSC Box Office.

Prepared on: November 17, 2003
For a complete report, please visit the Student Life Studies web page.