

ORP Survey of Equipment Rental Uses, February 22, 2011

Respondent Goal: 100+

Total Respondents: 74

The purpose of the February 22 President's Day Weekend survey was to better understand the University Outdoor Program's average customer base and their feelings regarding price, value, ease of access, and equipment availability. The survey, using jump-logic and consisting of between 18-20 questions, took on average 3-5 minutes to complete and made use of the University Evaluation Center's iPod touch program. Constructed by Student Voice and uploaded onto an easily navigated touch screen interface, each survey updated live to the Outdoor Program's Student Voice account. From this account the Outdoor Program is able to view results, compare responses, and run statistics to better evaluate and understand the data.

The Outdoor Program chose to run the survey following President's day weekend due to the high volume of traffic seen. Approximately 145 contracts were returned on the 22nd, allowing the ORP to reach out to as many respondents as possible. Our goal of 100 respondents for the day was not unreasonable, but only 74% of goal was reached due to unforeseen issues such as customer time restraints and customer solutions issues. We believe the survey's were provided to at least 100 customers, but it is apparent not all surveys were completed in full.

We are very satisfied with the overall experience, and are looking forward to more opportunities to make use of the iPod touch system. The survey interface is extremely easy to use, can be updated if necessary, and provides useful and measureable real-time data. This being said, there are a few improvements we hope to make in the future.

1. Our goal was to produce an effective survey with approximately 20 questions, taking respondents between 3-5 minutes to complete. This time frame, although rather short, seemed to be slightly annoying to some customers in a rush. In talking with respondents, it appears a better time frame may be in the 2-3 minute range, with perhaps 10-15 questions rather than 20.
2. Question 7 – *"How many times have you used the Outdoor Program services?"* lacked the response, First Time. We think this would be an important addition to further surveys as it would provide a means of measuring new customers versus return customers.
3. Question – *"What type of equipment have you rented from the ORP?"* lacked a snowshoe option. We had originally meant for this option to be included and will be sure to add it onto the next survey.
4. Upon review of the On Campus vs. Off Campus question, a follow up question regarding class status would have been a nice addition as well. From this, we would have been able to deduct on campus students with first time freshmen versus returning sophomores, juniors and seniors.

Observations

1. Following an established trend, more than half of all respondents were male, at 58% male versus 42% female. Of these respondents, 80% were currently affiliated with the University as students, faculty, and staff, while about 15% were not affiliated and 5% were comprised of returning alumnus.
2. One surprisingly low percentage for me was the amount of respondents living off campus, at nearly 73%. I had originally thought the ORP service provided rentals to mainly on campus residents, but in fact trends from this survey and others seem to display the opposite. Perhaps it would be wise for the ORP to run healthier advertisements within the Heritage Center to attract more dorm dwelling students.
3. Question 4, Regarding marketing for the Outdoor Rec Program revealed that 73% of all respondents heard about the ORP through word of mouth, while the remaining 27% answered to either Facebook, brochure, or drive-by marketing. I feel it may be fairly important to future success for the Outdoor Program to further it's marketing ads through Facebook. With extremely versatile, pin-pointed ad placement, Facebook may be able to secure many more cusomters through the University of Utah Facebook network.
4. Questions 14-18, regarding customer service, ease of use, quality, and value were all very well received. Respondents answered heavily in the *excellent* and *very good* categories, with only a few respondents displaying issues with our services. We are very pleased with these results as it shows that customers are continually happy with the service we offer, the prices we offer, and the quality of equipment available.