

# Crimson Nights 2010-2011

**Description:** See uploaded document for changes. Please give access to Whit Hollis, Michelle Brown, Jeremy Wilkerson, and Heather McElroy.

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Q1 How did you hear about this event? (Check all that apply)

InfoRed [Code = 1]

Facebook [Code = 2]

Posters/flyers [Code = 3]

Word of mouth [Code = 4]

Other [Code = 5]

Required answers: 1 Allowed answers: 5

Q2 How familiar are you with UPC (Union Programming Council)?

Extremely familiar [Code = 5]

Very familiar [Code = 4]

Moderately familiar [Code = 3]

Not very familiar [Code = 2]

Not at all familiar [Code = 1]

Required answers: 1 Allowed answers: 1

Q3 Why did you come to Crimson Nights? (Check all that apply)

To dance [Code = 1]

Activities [Code = 2]

Get together with friends [Code = 3]

Other (please specify) [Code = 4] [TextBox - Popup]

Required answers: 1 Allowed answers: 4

Q4 What would you have done had you not come to this event tonight? (Check all that apply)

Partied with friends [Code = 1]

Studied [Code = 2]

Gone out to a club or a bar [Code = 3]

Stayed at home [Code = 4]

Other (please specify) [Code = 5] [TextBox - Popup]

Required answers: 1 Allowed answers: 5

Q5 Have you been to a Crimson Nights before?

No [Code = 1]

Yes, once before [Code = 2]

Yes, multiple times [Code = 3]

Yes, every single one [Code = 4]

Required answers: 1 Allowed answers: 1

Q6 How would you grade this Crimson Nights?

A [Code = 1]

B [Code = 2]

C [Code = 3]

D [Code = 4]

Required answers: 1 Allowed answers: 1

Q7 Do you appreciate the fact that Crimson Nights is a non-alcoholic event?

Yes [Code = 1]

No [Code = 2]

No preference [Code = 3]

Required answers: 1 Allowed answers: 1

Q8 On what aspect of Crimson Nights would you like to see more emphasis?

The dance [Code = 1]

Activities [Code = 2]

Performers/shows [Code = 3]

Required answers: 1 Allowed answers: 1

Q9 Do you have any suggestions for future themes or activities at Crimson Nights?

Yes (please explain) [Code = 1] [TextBox]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q10 What is your academic classification?

Freshman [Code = 1]

Sophomore [Code = 2]

Junior [Code = 3]

Senior [Code = 4]

Graduate student [Code = 5]

Other [Code = 6]

Required answers: 1 Allowed answers: 1

Q11 Are you a student at the University of Utah?

Yes (Go To Page 2) [Code = 1]

No (Go To Page 3) [Code = 2]

Required answers: 1 Allowed answers: 1

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Q12 Would you like to get involved with an event like this?

Yes (please provide your e-mail address) [Code = 1] [TextBox - Popup]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q13 Do you live on campus?

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

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Q14 In what range is your age?

17 or younger [Code = 1]

18 - 20 [Code = 2]

21 - 23 [Code = 3]

24 or older [Code = 4]

Required answers: 0 Allowed answers: 1

Q15 What is your gender?

Male [Code = 1]

Female [Code = 2]

Transgender [Code = 3]

Other [Code = 4]

Required answers: 0 Allowed answers: 1

Q16 What is your race/ethnicity? (Check all that apply)

African/African American/Black [Code = 1]

Asian/Asian American [Code = 2]

Caucasian/White [Code = 3]

Latino or Latina [Code = 4]

Native American/American Indian/Alaska Native [Code = 5]

Pacific Islander [Code = 6]

Other [Code = 7]

Multiracial [Code = 8]

Required answers: 0 Allowed answers: 8

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Q17 Prior to learning about this event had you heard of The Black Pumpkin Affair?

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q18 Prior to learning about this event had you heard of Crimson Nights?

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

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