A Marketing Research Report to Determine On Campus Entertainment Options That Could Better Serve The Students of Franklin Pierce University

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Introduction

• The purpose of this study is to determine alternative entertainment options for students that would better serve the Franklin Pierce University community which live on campus.

• Given the fact that the cable distribution system is limited to a recommended number of 50 channels, this system needs to constantly be monitored in order to provide the best options.
Problem Statement

Research is necessary to determine if there is a demand for more cable television channel options for Franklin Pierce University students living on-campus, in Rindge, NH.
Research Objectives

(1) Determine the cost of adding channels to the University’s cable package.

(2) Identify the channels students would want to add.

(3) Compare Franklin Pierce University’s cable package, provider, and cost with surrounding colleges and universities.

(4) Investigate if demographic student profiles correlate with channel preferences and costs.
The FP community currently has less than 44 working channels including out of date channels.

The Keene State cable channel package has 80 channels that students are able to choose from.

The Fitchburg State cable package includes 115 channels, they also provide an online TV schedule.

Saint Anslem has a total of 81 channels that the students can watch.
Colby-Sawyer utilize the expanding world of technology and offer students the chance to use a Comcast Cable box, which the students pay for.

Nielsen Media Research study stated college students’ viewing habits are very different from the traditional 18-24 year old age bracket, college students tend to watch a lot more television after 11PM than the traditional 18-24 year old.

Students today base much of the decision of where to attend college on the level of technology available on campus.
Methodology

Problem Identification
- As a small campus, students are looking for more options for entertainment while on campus. With a choice of just under 50 channels on campus, students at Franklin Pierce do not have nearly as many cable options as surrounding institutions have on campus.

Development of Survey
- cover all of the problem areas that the school’s cable options have currently presented.
- Developed to answer the questions that IT, Jim Earl and the researchers felt would best help the future options for cable that is offered
Methodology Continued

Definition of Population

- The college at Rindge consists of 1,391 undergraduate students
  - *1,162 are students living on campus*

Sample Size

- 160/1,162 students living on campus
  - *40 people of each class standing*
    - 20 females & 20 males from the freshman, sophomore, junior and senior classes
Methodology Continued

Data Collection Method

- The researchers used the non-probability convenience method.
- The researchers also used a quota sampling method based on gender and class standing.
- The research team handed out surveys to students in the residence halls (Mount Washington, Edgewood, New Hampshire, Northwoods and Lakeview), classrooms, and bubble during the middle of November 2010.
Methodology Continued

Assumptions

- The research team assumes that the respondents will answer all of the questions with honesty.
- Respondents at some point have watched Franklin Pierces Cable channels.

Limitations

- Time
- Small Sample Size
RESULTS OF OUR SURVEY
Question 1: How many hours a week do you watch television while on campus?
Question 2: What time of day do you watch TV most often?

- Morning: 35%
- Afternoon: 12%
- Evening: 49%
- Late Night: 4%
Question 3: What is your favorite TV channel?

- ESPN: 49
- Discovery: 8
- Spike: 1
- Lifetime: 4
- MTV: 13
- MSNBC: 1
- TBS: 4
- FOX: 6
- ABC Family: 3
- Encore: 3
- Comedy Central: 9
- Bravo: 2
- E: 5
- FX: 4
- SyFy: 2
Question 3 (cont.): What is your favorite TV channel?
Question 4:
Would you like to see a TV guide channel offered?
Question 5: I am currently happy with the Cable TV entertainment options.

Mean = 2.53
Standard Deviation = 1.027
Question 5: I would like more Cable TV options.

Mean = 4.51
Standard Deviation = .809
Question 6: What type of TV programs are you interested in?

- Comedy: 120
- Sports: 104
- Food: 47
- History: 51
- Educational TV: 23
- News: 38
- Reality TV: 59
- Cartoons: 41
- Action: 67
Question 7:
Please check 6 TV channels you would like to see offered.

- ABC Family: 110
- Food Network: 85
- Fit TV: 28
- G4 Tech TV: 22
- Animal Planet: 87
- Travel Channel: 60
- AMC: 68
- Lifetime Movie Network: 76
- Documentary Channel: 19
- FOX Movie Channel: 120
- National Geographic: 70
- CBS College Sports: 76
Question 8: What is your gender?

- Male: 80
- Female: 80
Question 9: What is your current class standing?

- Freshman: 40
- Sophomore: 40
- Junior: 40
- Senior: 40
Question 10: Where do you live on campus?
Cross Tabulation #1: Females and TV Program Interests

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>23</td>
</tr>
<tr>
<td>Sports</td>
<td>43</td>
</tr>
<tr>
<td>Food</td>
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<td>History</td>
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<td>News</td>
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<td>Reality TV</td>
<td>40</td>
</tr>
<tr>
<td>Cartoons</td>
<td>58</td>
</tr>
<tr>
<td>Action</td>
<td>57</td>
</tr>
</tbody>
</table>
Cross Tabulation #2: Class Standing and Hours of TV Watched a Week

- **Blue = Freshman**
- **Red = Sophomores**
- **Green = Juniors**
- **Purple = Seniors**
Cross Tabulation 3&4:

Gender and ABC Family

Gender and Animal Planet
Cross Tabulation 5&6:

Gender and Food Network

- Male: 38
- Female: 47

Gender and Lifetime Movie Network

- Male: 15
- Female: 61
**Cross Tabulation 7&8:**

Gender and FOX Movie Channel

- Male: 59
- Female: 61

Gender and CBS College Sports

- Male: 54
- Female: 22
Discussion

- According to a study used in the literature review, college students between the ages of 18-24 were more likely to watch television after 11pm.
  
  *This contradicted our study, as we found that out of the sample size of students that our team surveyed, 35.6% watch television late at night.*

- According to the Neilson survey, college students said that they watch 30+ hours of television per week.
  
  *This is drastically different from our results, as we found out that only 5.6% of students surveyed watch over 26+ hours of television.*

*Our survey found that the highest percentage of time spent watching television, at 31.2% of students, was between 0-5 hours per week.*
According to a survey conducted by “Careers & Colleges”, Comedy Central was one of the most popular television stations among the students surveyed.

*Our results support this study, as we found that 75% of the students surveyed enjoyed watching comedic programming.

According to a survey conducted by “Careers & Colleges”, ESPN was regarded as one of the more popular stations as well.

*Our results support this study as well, as we found that 65% of the students surveyed enjoyed watching sports programming.
Conclusions

• It is clear that students are unhappy with the on campus cable entertainment provided.

• Simple solutions can be put in place in order to better the Franklin Pierce University on campus cable television options.

• Students would like to see the following offered: ABC Family, Food Network, Animal Planet, Lifetime Movie Network, Fox Movie Channel, and CBS College Sports.

• There would be no additional charge to add the six new channels.
Recommendations

(1) The IT department/Franklin Pierce University should hire a qualified individual to oversee the on campus entertainment options for students.

* This would ensure that as channels change, updates will be made in a timely manner.

(2) An online TV Guide, that covers all of the channels offered, should be put in place.

(3) ABC Family, Food Network, Animal Planet, Lifetime Movie Network, Fox Movie Channel, and CBS College Sports should all be added to the Franklin Pierce University Cable TV options.
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Thank you for coming to our presentation!!!

Any questions, comments or suggestions?