

Freshers' Week 2011 Survey Results

Thanks to all of you who filled in our recent survey, we had a return of almost 2.5% of the full time student population.

Demographics of those filling out the survey were broadly similar to FW10 survey, with approx. 54% female v 45% male respondents of whom the majority (45%) were in 1st year and living at home whilst studying (45%).

The Welcome Pack containing info such as the Freshers' Week Guide, the Student Guide and Exec Letter was found by almost three quarters (72%) to be "useful" whilst the number who didn't receive it via post or International Welcome had dropped from over 20% to 17.7%.

Over 80% of respondents had attended at least one Freshers' Week event and as with FW10 results, the most popular evening event was 12hr Tuesday and the most popular daytime event was the Freshers' Fair.

Happily respondents found our communication of events either "quite" or "very useful" and in all cases positive responses were up year on year:

Communication Method	2010 %	2011 %
Union Welcome Team	59.9	64.7
Freshers' Week Guide	81.6	85.1
Union posters/flyers	77.4	81.5
Website(www.strathstudents.com)	53	70.5
FB(www.facebook.com/strathclydeunion)	65.9	77

In person at the Freshers' Fair remains the most popular way to join groups, clubs or societies (almost 40%) compared to online registration which accounted for just over 8% this year (down slightly on 2010 at 9.2%).

We asked respondents their thoughts on the value for money of the Freshers' Pass (£38) and 33.9% thought they offered "good value for money" up very slightly from 33.7% the previous year; whilst those who felt they didn't represent good value for money dropped from 34.1% in 2010 to 30.7% in 2011. Conversely when asked the same about the Gold Card (£58) which can be used throughout Freshers' Week and Semester 1 those who felt it was good value fell from 32.5% to 31% and those who thought it wasn't increased from 33.5% in 2010 to 35.6% this year. However on a positive note we have taken this on board and have extended the Gold Card offers to the end of Semester 2, just showing that YOUR feedback really can make a difference!

Finally the number of respondents saying they had read a hard copy of our Student Guide 2011 remained the same as last year (54%) whilst a big jump in those reading the e-version online (from 26.7% to 46.4%) was reflected in the massive increase of online views which were recorded this year compared to last year (1494 in 2010 v 15,807 to date in 2011).