

USSA Market Research Dec 2010

Demographics

1343 completed the survey with an even split between male & female respondents (51% & 49% respectively) aged mainly (50%) between 17-20 years old living at home (48%).

Forums

Nearly 90% of those who filled in the survey hadn't attended any of the forums we ran over Semester 1; the main reason being that they weren't aware of them (63.5%) or they couldn't make the time/date (21.5%).

75% of those that did attend felt that the chairing, content, length, times and food available was either of a satisfactory or very satisfactory standard.

Communication

The President's "What's On at the Union" email continues to be a useful tool for communication with over half (54%) of respondents finding them either 'useful' or 'very useful' (12.6%).

Involvement

Over 85% of respondents think that taking part in extra-curricular activities such as those that the Union provides will help their overall employability.

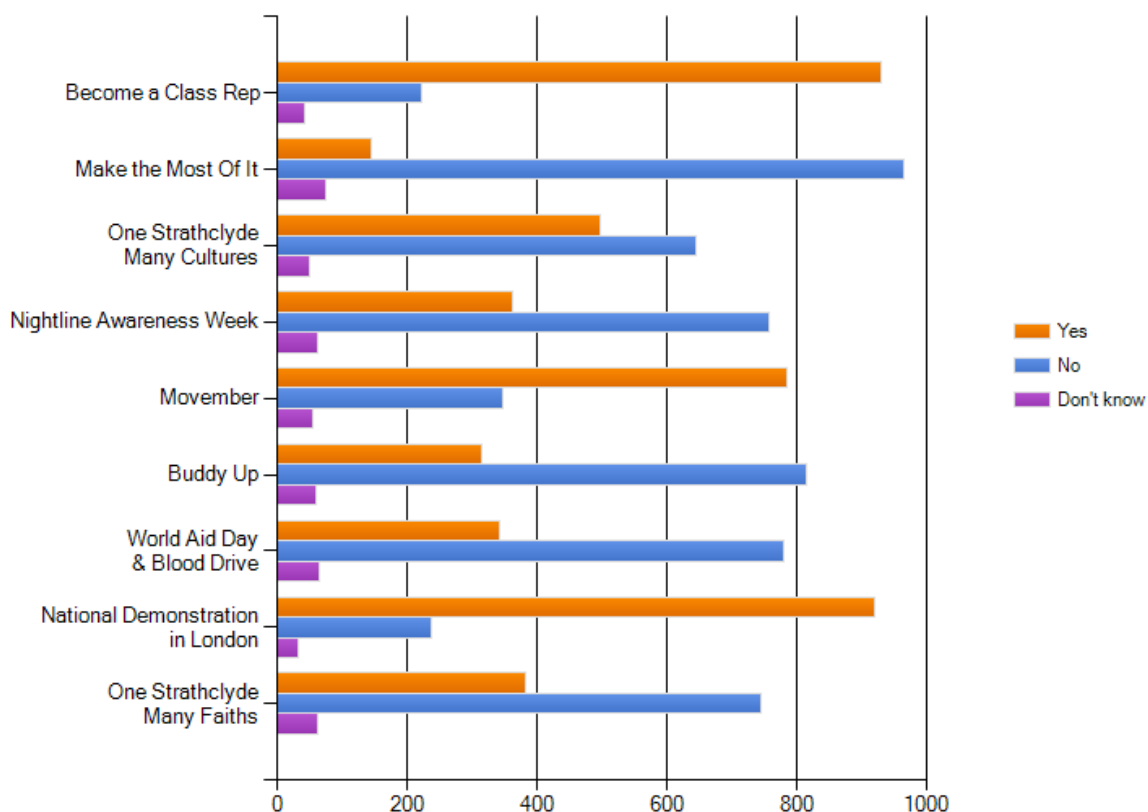
Many respondents took the time to write open ended responses to some of our questions, for example to what they thought the Union could be offering to help future prospects that we didn't currently. These have been made available to the Executive and could well help shape or form the future direction of new Union services.

Campaigns

Awareness of campaigns varied quite dramatically and this info will be used to help shape future campaign strategies. See chart 1.

Chart 1

During Semester 1 the Union ran the following campaigns. Were you aware of them?



On a positive note, respondents overwhelmingly believed we were focussing on relevant and/or worthwhile campaigns.

Class Rep	80%
Make the Most	69%
One Strathclyde Many Cultures	79%
Nightline Awareness	75%
Movember	72%
Buddy Up	73%
World AIDS day/ Blood Drive	86%
National Demo	75%
One Strathclyde Many Faiths	75%

Services

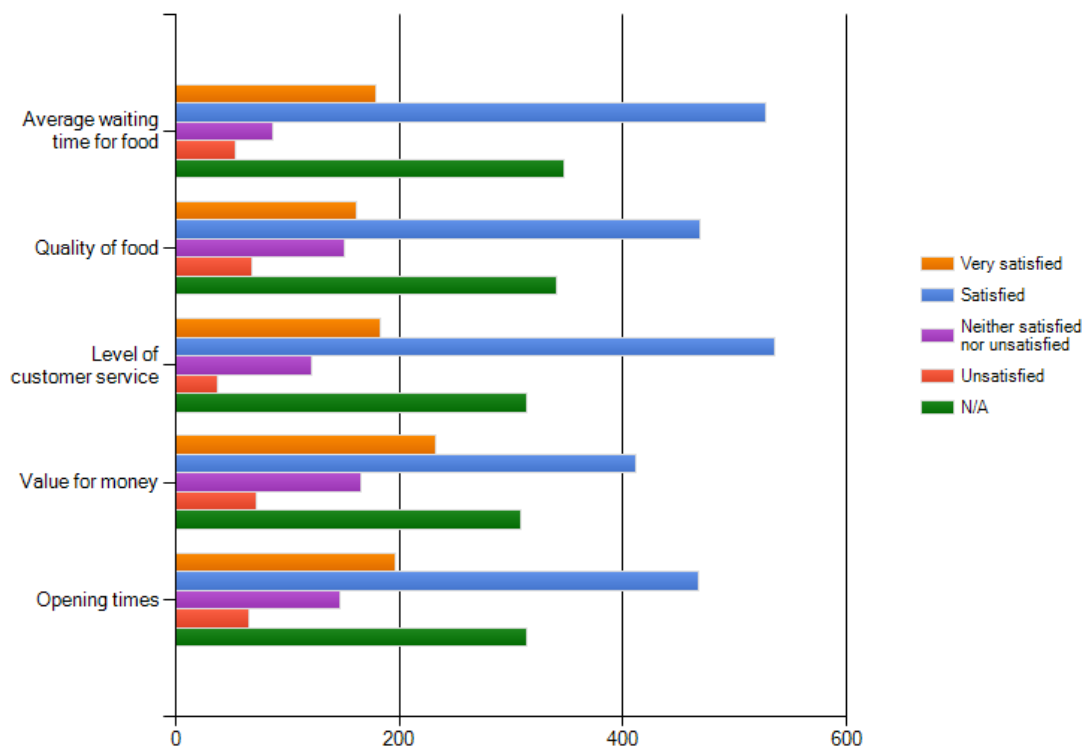
The Scene:

Offering food & drinks in a relaxed atmosphere, The Scene continues to do well with 60% of respondents either 'satisfied' or 'very satisfied' with customer service levels and the majority indicating they were happy with waiting times (59%), quality of food (53%), value for money (54%) and opening times (56%).

With quite high numbers of respondents appearing not to use the Scene at all in S1 (26-29% answering N/A) advertising will continue to be a focus in driving new users to Level 4. See chart 2.

Chart 2

If you have used the Scene in the last semester, how would you rate the following?



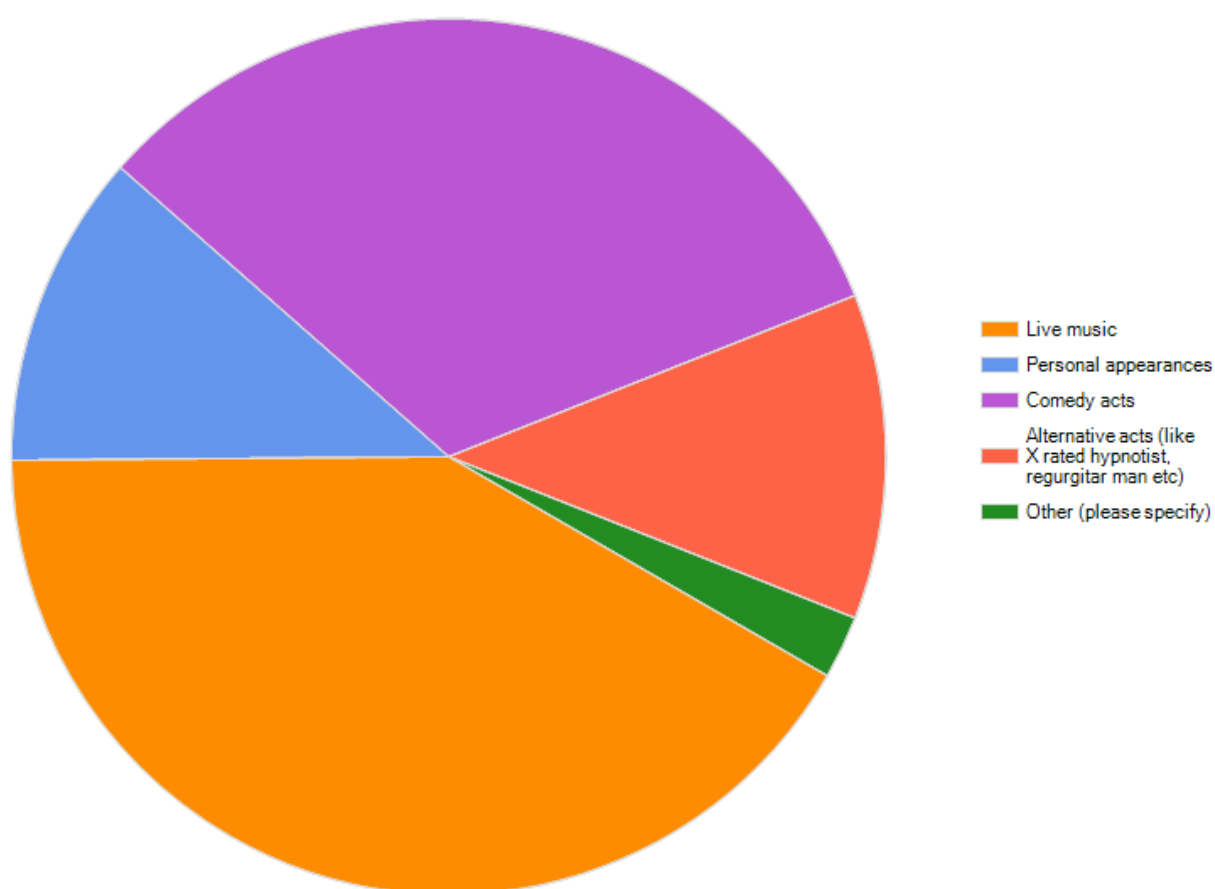
Services continued

Entertainment:

As in previous research 'live music' is the most popular request for entertainment at the Union. With several gigs already booked in for S2 hopefully the numbers attending will reflect this. See chart 3.

Chart 3

What type of acts would you like to see in the Union in the future?



Elections

Ending on a very positive note, when questioned about the forthcoming Union Elections 2011 (14th & 15th March – vote) almost 3% said they were considering standing and almost 70% plan to vote which makes us very happy!

We value your feedback; for further info or to comment on the recent survey results please contact: jgrant@theunion.strath.ac.uk