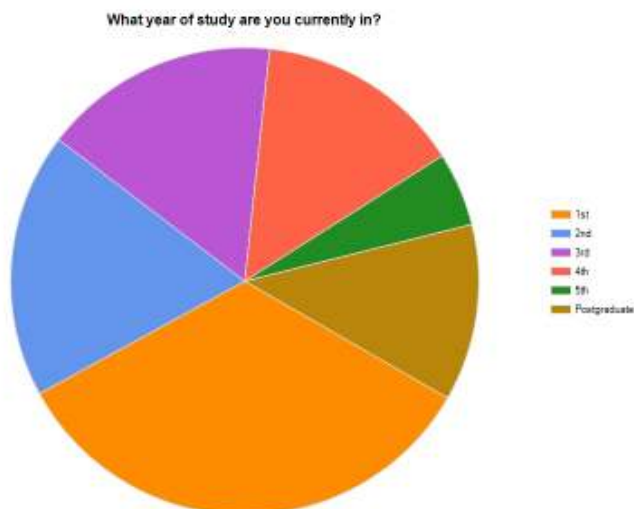


## Market Research Results March 2011

With a small response of just under 100 people there was a fairly even gender split of 55% female to 45% male respondents and over a 1/3 of those surveyed were in their 1<sup>st</sup> year.



60% of 1<sup>st</sup> year respondents most identified with “Re-Freshers Week” as the name for our Semester 2 campaign with an overall 42% thinking the same. Our current “Work Hard Play Hard” came a close second with 36% of the votes and proved more popular with those respondents in 2<sup>nd</sup> year upwards.

Almost 86% are aware of our new Facebook page.

61% said they would prefer to read the Impact Report detailing our 2010 successes online.

Over 90% were unaware of our [memberfeedback@theunion.strath.ac.uk](mailto:memberfeedback@theunion.strath.ac.uk) email.

Over 40% were aware of the “I Am” campaign and over 70% think that ideas like this increase feelings of community spirit & involvement.

Almost  $\frac{3}{4}$  (73.8%) of those surveyed said they planned to vote in the upcoming Exec elections.

Over 90% of respondents think that we are achieving in our mission “to empower you to shape, enhance and enjoy your Strathclyde experience” to either ‘some’ (59.5%) or a ‘great extent’ (31%).

We asked those (9.5%) who thought we weren’t achieving our aim ‘to any extent’ what we could do that we don’t already do to change their mind. This is what they had to say:

- Have a stronger presence on campus not just within the union building.
- More publicity of what you actually do on a week to week basis
- More activity in Jordanhill. It's like we don't exist!!! Token visits throughout the year are not enough. It just makes lack of involvement seem even worse. It's pretty pathetic when people wanting our votes stick up posters as I'm pretty sure half of Jordanhill don't care for people who don't seem to care for us.
- send more emails or print leaflets or post on fb to actually let people know what going on, and what's planned
- It would probably be best if Student Union officials get in touch through room to room visits promoting the events rather than just popping in on classes during election time. That way, students would be more aware of the union and its events and its officers.
- Make the decision making structure easier to understand. Publish clearly minutes from forums and exec meetings, provide a better means than question time for the exec to actually be held to account.

Over  $\frac{3}{4}$  of respondents haven’t had to make use of our Advice, Support & Knowledge service ASK but know where we are if they do!

People’s ideas on services we don’t offer but should include:

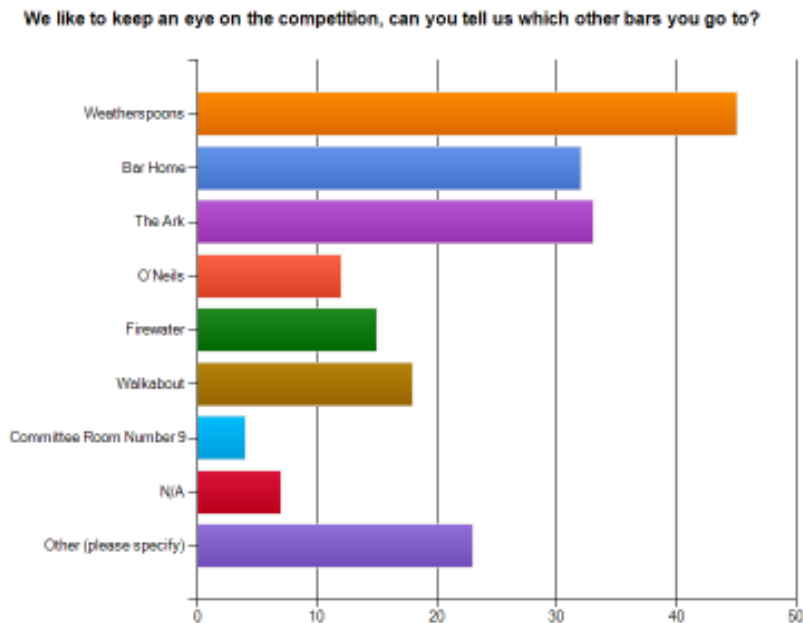
- Games Nights & bouncy castles
- A free bus service including weekends to Byres road
- A suggestion box for students to give feedback to elected officers
- More training for the stewards
- Good coffee
- Be open on weekends
- A central society committee to focus on clubs & societies more than sports

## Market Research Results March 2011 continued...

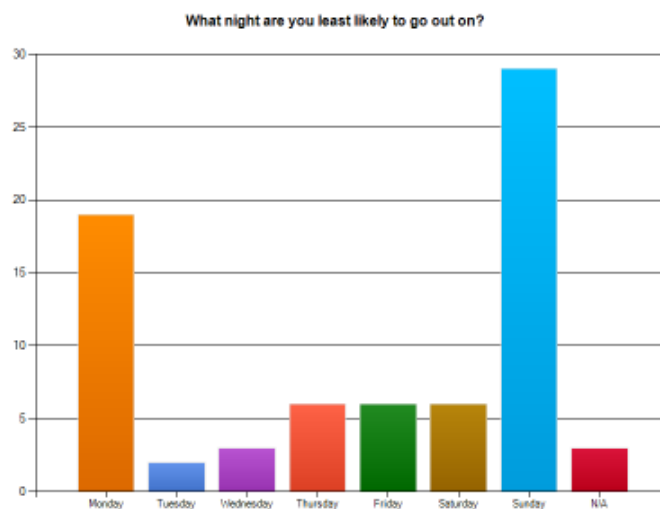
Finally we asked some questions about socialising and found that almost 83% think that the Barony bar could do with a bit of a make-over or at least a lick of paint! Whilst over half (54.9%) of those surveyed said they would use the Barony more if there was hot food available there.

Almost 60% would consider coming to a club night at the Union if the venue was changed to be more like those in town.

The bar respondents were most likely to go to other than the Union was Wetherspoons (57%) with The Ark and Bar Home coming a close second (41.8) and third (40.5%) and over 90% stated the reason for their choice was a good atmosphere.



Before a night at a club most (41.9%) tend to drink in flat/house before going to a pub and start drinking between 7-9pm (over 55%) and the least likely night to go out on is a Sunday (over 39%) due to uni or study commitments the next day (41%).



For full results simply follow this link:

[http://www.surveymonkey.com/sr.aspx?sm=CAVje0Od6LHICcgDsD9Sop1K2mPU4Mhk6IjFGZmElbl\\_3d](http://www.surveymonkey.com/sr.aspx?sm=CAVje0Od6LHICcgDsD9Sop1K2mPU4Mhk6IjFGZmElbl_3d)  
or contact [jgrant@theunion.strath.ac.uk](mailto:jgrant@theunion.strath.ac.uk)