



# FRESHERS WEEK 2015

## SRC Student Survey: Key Findings

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## Summary of Key Findings

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- The Freshers' Week online email survey was launched on 25<sup>th</sup> September 2015 and elicited an overall response rate of 27%. 31% of the total Freshers (undergraduates) population and 19% of new Postgraduates population completed the questionnaire.
- The majority of respondents were Undergraduates - 62% - with 38% classifying themselves as Postgraduate students. Two-fifths of respondents (40%) were Home Students (Scotland); a further 13% were from other parts of the UK; the rest (30%) classified as International students.
- Nearly half of the respondents (49%) were living in Halls of Residence. The majority of those under 18 years old were still living at home (49%).
- Overall, 82% of respondents had attended at least one Freshers' Week event. Those who had not attended were more likely to have had other commitments or were not in Glasgow at the time. However there was a perception amongst older / postgraduate students that they were not the main Freshers' Week audience.
- Digital sources of awareness were most commonly used for event information across the whole sample with nearly three-quarters of respondents (70%) using the Glasgow University Freshers' Week website as their main source. Facebook was a close second at 57% followed by word of mouth (55%).
- Just over half of respondents - 52% - had bought a Pass. There was a significantly lower level of purchase identified amongst Postgraduates (15%) compared to Undergraduates (70%). A lower level of interest was also identified across International Students (outside the EU) with only 23% purchasing a Pass.
- Online purchasing was the most popular method to buy a Pass (65%) although the proportion of students using the SRC Welcome Point rose with age as did the likelihood of buying a Pass at the event. International students were less likely to purchase online (47%).
- Overall satisfaction with the variety of Pass-Only events this year was high at 87% with International students rating them slightly higher at 88%. Only 3% of respondents were very dissatisfied with the variety of events.
- Cost was by far the most commonly cited reason for not purchasing a Pass (43%) although the open-ended text box offered for additional comments revealed that some international students were unaware of the Pass and Postgraduate / Mature students again commented that their perception was that these events were targeted at a younger audience.
- All aspects of the Pass purchasing process were rated extremely highly with 83% rating the range of locations for Pass collection as Very Good / Good.
- The Laser Party ft Scott Mills garnered the highest positive ratings of all Pass-Only events with 85%. At the other end of the scale the Around the World Party was perceived as Good or Very Good by less than half of attendees - 45%. Students perceived the most enjoyable event to be The Magic UV Foam Party.
- One third (33%) thought the Pass Excellent or Good value for money with a further third (35%) rating it 'OK'. Main reasons given for poor value for money perceptions focused on the variety

of events; number of events the Pass covered; and not attending as many events as originally planned.

- Just over half of respondents - 55% - would recommend purchasing a pass to next year's Freshers.
- The Sports Taster Sessions and the GUSA Sports Fayre received the highest positive ratings across all free events (86%) followed by Freshers' Fair at 82%. The GUU's Big All Day Games Event (BADGE) received the lowest rating at 58%.
- The majority of those attending any Freshers' Week free events visited Freshers' Fair - 90% - and Undergraduates were far more likely to attend than Postgraduate or International respondents. Those stands offering 'goodie bags' or free items were unsurprisingly the most popular with Greggs, Paperchase and Dominos mentioned most often. Furthermore nearly three-quarters of Freshers' Fair visitors signed up to a club or society whilst at the Fair.
- The Freshers' Address was perceived in a positive light by most of the 22% of respondents who attended, with the majority finding it Welcoming (70%), Interesting (69%) but Noisy (50%).
- Only 18% of Postgraduates had attended an event under the SRC Postgraduate Welcome Fortnight banner. Nearly two-thirds (62%) were unaware of the event. Those that had attended rated all events very highly with Celtic Music garnering the most positive rating of 84%

# 1 Background & Introduction

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Glasgow University Students' Representative Council (SRC) is an independent, student-led organisation, recognised as the representative body for students registered at The University of Glasgow.

The University's Freshers' Week is a week of events and entertainment to launch students into university life, run by all the student organisations on campus. This year it ran from the 14<sup>th</sup> - 18<sup>th</sup> September 2015.

The SRC has an important role to play in Freshers' Week - including organising, coordinating and managing the Freshers' Fair; campus tours; introductions to student activism; the student media and volunteering, in addition to arranging events for international, mature and postgraduate students.

Previously, as part of the overall evaluation of Freshers' Week, the SRC has conducted a Freshers' Week Survey (2011, 2012 and 2013) looking at a variety of Fresher Week factors. There was no survey in 2014. This year the SRC decided to reinstate the Freshers' Week Survey and commissioned the Researcher to develop a questionnaire (taking previous questionnaires into consideration) analyse the data and produce a key findings report.

It was agreed that the main aims of the survey would be to:

- Examine perceptions of Freshers' Week events and level of attendance
- Measure satisfaction with the Freshers' Week Pass system, value for money perceptions and purchasing process
- Explore reasons behind non-purchase
- Identify students' main sources of Freshers' Week information
- Gather demographic information (age, gender, student type & residence etc.)

The questionnaire was loosely structured into five sections as detailed below, and hence forms the main structure of the remainder of this report:

Section 2 - Research Methodology

Section 3 - Profile of Respondents

Section 4 - Freshers' Week Attendance & Sources of Awareness

Section 5 - Freshers' Week Pass

Section 6 - Freshers' Week Free Events

Section 7 - SRC Postgraduate Welcome Fortnight

Section 8 - Key Issues

This report summarises the key findings of the SRC Freshers' Survey 2015.

## 2 Survey Methodology

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As with previous Freshers' Week surveys an online research methodology was adopted. This is the most efficient and effective approach to reaching students due to the availability of a full sample list. In addition it is more convenient for respondents; they can fill in the survey in their own time, at their own pace and can formulate more considered answers.

The questionnaire was substantially redesigned from 2013 in collaboration with the SRC President and the Permanent Secretary. The changes allowed for a more thorough understanding of many of the Freshers' Week aspects and the prize draw incentive - to encourage participation - was increased to £200.

Due to the redesigned survey tool which involved both question wording and routing it has not been possible to make comparisons with the 2013 survey throughout the report. Therefore they have been made only in the analysis where questions have been replicated.

The survey was developed using Survey Monkey and sent out via a link embedded within an email to all 4516 Undergraduate Freshers' and 4433 new Postgraduate Students. A total survey population of 8949. The email was designed to elicit as high a response as possible given the 'email blindness' that can result from the plethora of emails received by students at this busy time. It opened on 25<sup>th</sup> September 2015. A reminder email was dispatched on 30<sup>th</sup> September with the survey finally closing on 3<sup>rd</sup> October 2015.

A final total of 2440 responses was received - a response rate of 27%. However 3 responses were deemed void due to eligibility issues. This left a final tally of 2437.

Please note that not all responses will add to 100% because of rounding. Due to routing which enabled respondents to skip some questions base numbers may differ. The questionnaire and data tables are attached in a separate appendix and can also be accessed online within the SRC's Survey Monkey account.

Data has been analysed using Survey Monkey and a full listing of open-ended responses received is also included as an appendix.

## 3 Profile of Respondents

### 3.1 Demographics

Overall 62% of the sample were Undergraduates and a further 38% of Postgraduates. This equated to 31% of all Undergraduate Freshers' and 19% of new Postgraduates. The figures indicate a similar level of interest to the 2013 survey which had a sample split of 63% and 37% respectively. Given the significant number of emails and online surveys this audience receives around this time - and the level of 'survey exhaustion' noted in previous reports this number of responses is refreshing.

Nearly two-thirds of respondents in the survey were female (*Figure 3.2*) again mirroring the previous 2013 survey with 2% (33 respondents) preferring not to state their gender or classifying themselves as 'other' (13 respondents). The age profile was also similar (*Figure 3.3*) with the majority (69%) being aged 18-23yrs.

There was a fairly even split of respondents across faculties with a third (33%) coming from Social Sciences, followed by Arts (22%); Science and Engineering (21%) and Medical, Veterinary & Life Sciences (20%). A small minority (3%) were not sure what College they belonged to at the time of the survey. Amongst those that were unsure 5% were from outside the EU and 3% were from Scotland (*although please note this is a small number of responses to the overall question - 71*).

Figure 3.2 Gender

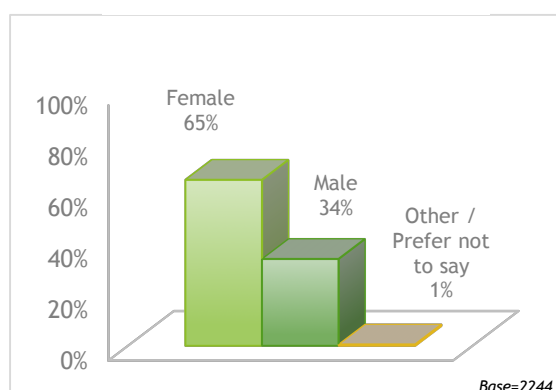
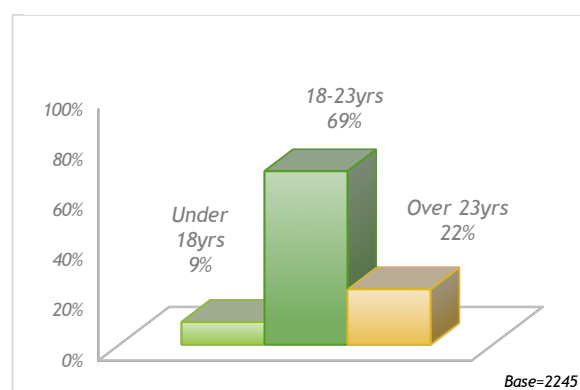


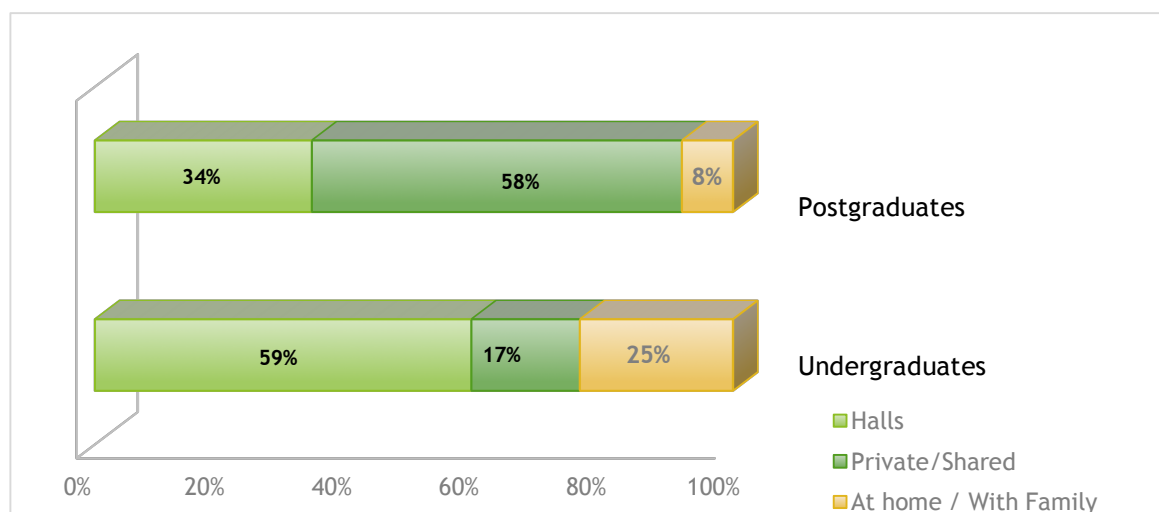
Figure 3.3 Age



### 3.2 Home Country & Term Time Living Arrangements

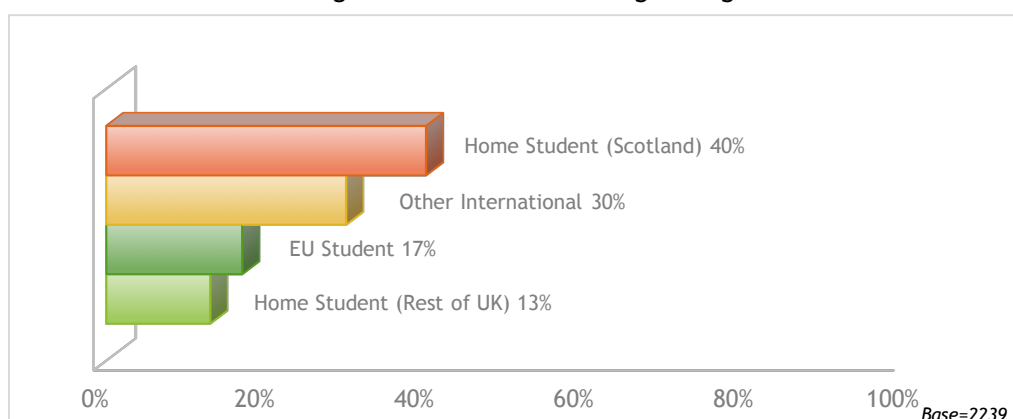
Two-fifths (40%) of students who completed the survey classified their Home Country as Scotland with nearly half (47%) stating that their country of origin was outside the UK. Those coming from outside the EU were overwhelmingly likely to be Postgraduate Students (70%):

Figure 3.1 Home Country



Nearly half of all respondents were living in Halls of Residence (49%). Furthermore - when crosstabulated by student type - this rose to 59% of Undergraduates whereas Postgraduates were more likely to be in Private Accommodation (58%). A further 8% of respondents lived in their own flat or Housing Association accommodation:

Figure 3.2 Term Time Living Arrangements



When examined by age two-thirds of those staying at home / with family were under 19yrs old. The table below shows the spread of accommodation across student demographics. As can be seen 45% of Scottish students were staying at home or with family whilst at University. Older students were more likely to be in Private / Shared Accommodation:



Table 3.1 Term Time Living Arrangements by Home Country and Age

STUDENT TYPE	HALLS	PRIVATE / SHARED	AT HOME /WITH FAMILY
Home Country			
Home Student (Scotland)	35%	20%	45%
Home Student (Rest of UK)	78%	21%	1%
EU Student (excl. UK)	54%	45%	1%
Other International Student	54%	45%	2%
Age			
Under 18yrs	43%	7%	49%
18-19yrs	66%	12%	21%
20-21yrs	57%	38%	5%
22-23yrs	36%	57%	7%
Over 23yrs	31%	50%	19%
All Respondents	49%	32%	19%

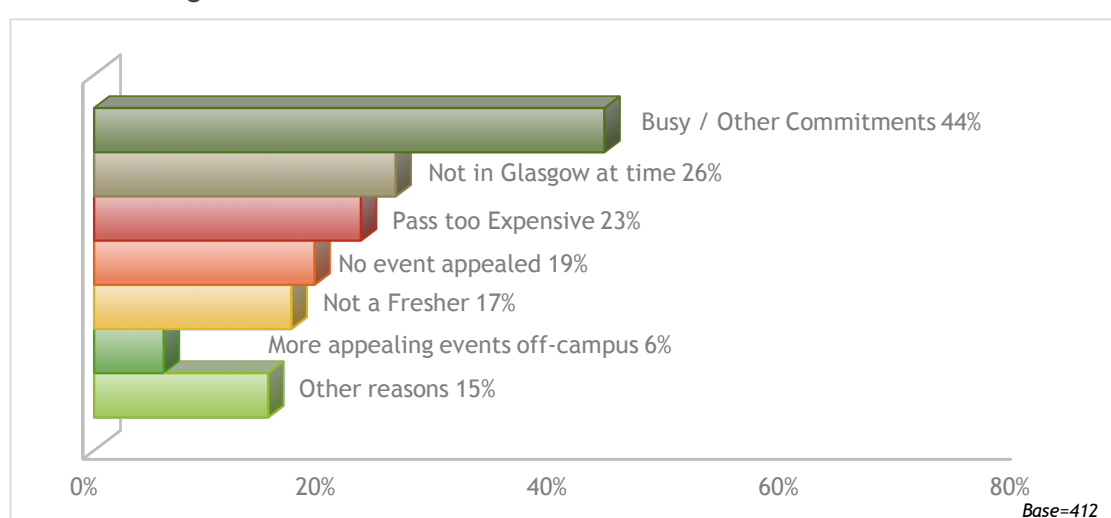
## 4 Freshers' Week Attendance & Source of Awareness

This section of the report considers the demographics of those who attended Freshers' Week, reasons behind non-attendance and the communication methods used to find out about Freshers' Week events.

### 4.1 Freshers' Week Attendance

The survey began by asking respondents if they attended any Freshers' Week events - either free or Pass-Only. Overall 82% of respondents in the survey had attended some type of Freshers' Week event. Amongst the minority who had not attended any events - a variety of reasons were given:

Figure 4.1 Reasons for Non-Attendance at Freshers' Week



As is illustrated above for the majority of non-attendees, other commitments or being busy was the main reason they could not enjoy any Freshers' Week event. A further quarter (*mainly international students*) stated that they were not in Glasgow during Freshers' Week this year.

For 23% the pass was too expensive which may indicate a perception amongst some that a Pass was necessary for all events. One student commented in the open-ended text box:

*"Couldn't attend single events as a weekly pass was needed...."*

Amongst 'Other' reasons, the most common cited was that they were a Post-Graduate and / or Mature Student and a perception that the event was '*not for them*'. There was also a sense that there was a lack of awareness of other events for postgraduates and mature students:

*"I am a mature student and did not feel that there were any events that were aimed at my age group..."*

*"Feels like Freshers' Week is for undergrads only..."*

*"Felt the events were too young for me..."*

*"Don't feel it's welcoming for mature students..."*

*"Didn't see many events specific to post grad mature students..."*

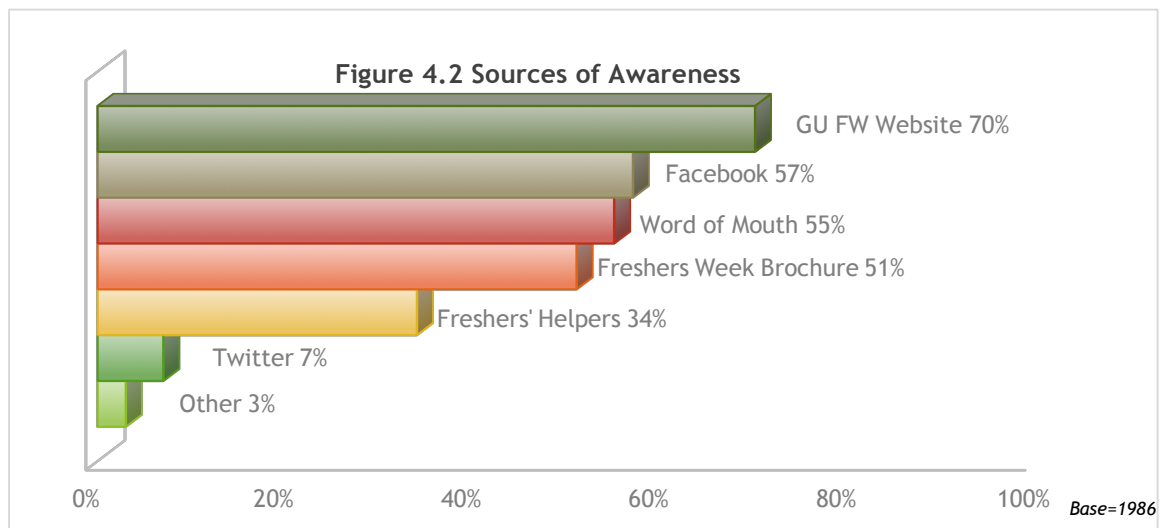
## 4.2 Sources of Awareness

Nearly three-quarters of respondents (70%) who attended Freshers' Week events used the Glasgow University Freshers' Week website to find out about events. Facebook (57%) was the next most popular information source closely followed by Word of Mouth (55%). In 2013 Welcome Packs were the most commonly considered source. This change of main source indicates that digital methods have become considerably more popular as a source of information, although the Freshers' Week Brochure was still used by 51% of respondents.

There was little difference across age groups with a slight increase in those using Facebook in the under 18yr category.

Amongst 'Other' sources of awareness mentioned were:

- Student Reception Desk
- SRC Meet & Greet
- Emails, Posters, Flyers & Leaflets
- GMU Lanyards
- Union Guides



When asked which one source of information they considered to be most useful, the Glasgow University Freshers' Week Website was cited by 43% of respondents. When examined by student type, age and gender of respondents' similar figures emerged indicating that these sources were the most popular across the whole survey sample:

Table 4.1 Most Useful Source of Information	
Glasgow University Freshers' Week Website	43%
Freshers' Week Event Guide Brochure	18%
Facebook	18%
Word of Mouth	10%
Freshers' Helpers	8%
Twitter	1%
None of the Above	1%
Other source most useful	1%
Base	1979

'Other' sources mentioned in the open-ended text box at the end of the question as the most useful sources mirrored those mentioned as one of the myriad sources above and included:

- SRC Meet & Greet
- Email
- QM/ GU Flyers, Website, FB
- Lanyards
- Posters & Booklets

There was no one significant 'Other' source of information cited by respondents.

## 5 Freshers' Week Pass

### 5.1 Profile of Pass Purchasers

Respondents who had attended Freshers' Week Events were then asked if they had purchased a Freshers' Week Pass.

Overall **52%** of respondents who attended Freshers' Week events had bought a Pass. This proportion is slightly higher than the 49% recorded in the 2013 survey however this is probably more a reflection of the respondent profile (high level of Undergraduates in sample) and an increased response rate rather than pass purchase behaviour itself.

The profile percentage of these respondents is detailed in Table 5.1 below with last year's figures in brackets where comparable figures were available. As in the previous survey, there is a significantly lower level of Pass purchase amongst Postgraduates and - related to this - older age groups. Furthermore those in Private / Shared Accommodation were less likely to buy a Pass which again correlates to the higher proportion of Postgraduates living in this accommodation type.

It is also interesting to note that although just over half (52%) of EU students bought a Pass but only 23% of International Students outside the EU did so, which may reflect a lower level of interest amongst International Students although further barriers cannot be assumed without further investigation.

Table 5.1 Profile of Pass Purchasers		
STUDENT TYPE	% PURCHASED PASS	BASE
Undergraduate	70% (73%)	1294
Postgraduate	15% (7%)	506
<b>Gender</b>		
Male	55% (52%)	621
Female	52% (48%)	1203
<b>Age</b>		
Under 18	75%	188
18 - 19yrs	81%	809
20 - 21yrs	41%	207
22-23yrs	18%	318
Over 23yrs	16%	327
<b>College</b>		
Arts	66% (62%)	449
Social Sciences	39% (31%)	368
Science & Engineering	62% (59%)	417
Medical, Veterinary & Life Sciences	56% (56%)	578
<b>Home Country</b>		
Home Student (Scotland)	64% (62%)	750
Home Student (Rest of UK)	82% (74%)	263

Table 5.1 Profile of Pass Purchasers		
STUDENT TYPE	% PURCHASED PASS	BASE
EU Student (excl. UK)	52% (54%)	335
Other International Student	23% (18%)	497
<b>Residence</b>		
Halls of Residence	68% (69%)	990
Private Accommodation	27% (20%)	510
At Home / With Family	52% (56%)	348
<b>All Respondents</b>	<b>52%</b>	<b>1973</b>

## 5.2 Purchase Method

Amongst those who had bought a Pass, the majority (65%) had chosen to buy it online with a further 25% purchasing it at the SRC Welcome Point. However some demographic differences in purchasing options were identified when the data was analysed.

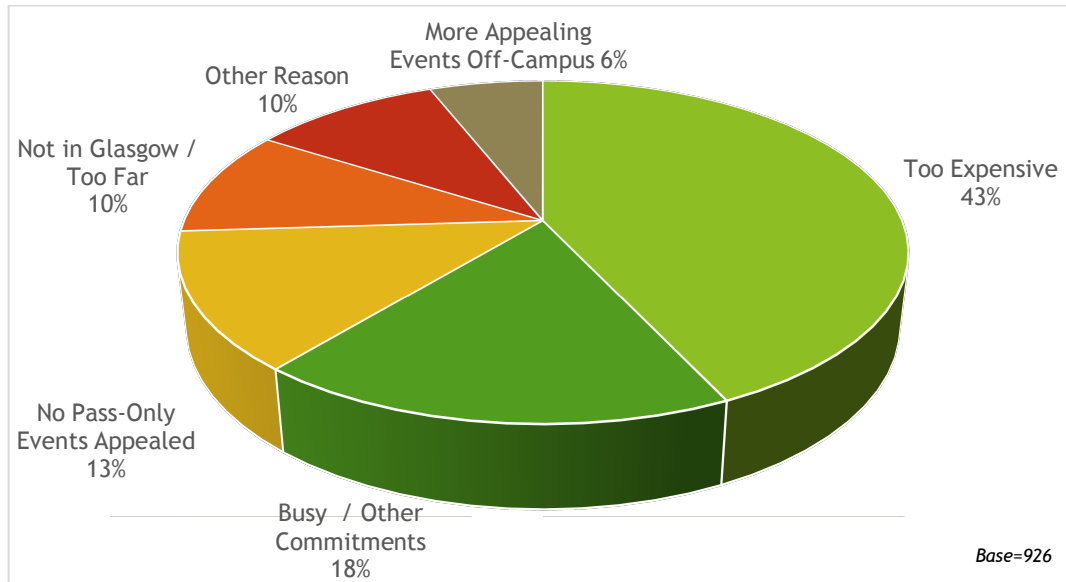
Although all student types were more likely to buy online, the proportion of students using the Welcome Point rose with age as did likelihood of buying a pass at the event / on the door. The proportion of students opting for the differing purchasing methods is detailed in the table below:

Table 5.2 Pass Purchase Methods				
STUDENT TYPE	ONLINE	SRC WELCOME POINT	BY POST	AT EVENT / ON DOOR
Undergraduate	68%	24%	3%	5%
Postgraduate	45%	29%	3%	22%
<b>Age</b>				
Under 18	66%	21%	6%	6%
18 - 19yrs	70%	24%	2%	4%
20 - 21yrs	58%	35%	1%	6%
22-23yrs	51%	22%	3%	24%
Over 23yrs	52%	29%	2%	17%
<b>Home Country</b>				
Home Student (Scotland)	72%	18%	4%	6%
Home Student (Rest of UK)	66%	28%	3%	4%
EU Student (excl. UK)	62%	33%	1%	5%
Other International Student	47%	34%	-	19%
<b>All Respondents</b>	<b>65%</b>	<b>25%</b>	<b>2%</b>	<b>17%</b>

## 5.3 Reason for Non-Purchase

As with the 2013 survey cost was the most commonly cited reason for not purchasing a Pass (43%). A further 18% of respondents stated that they were Busy / Other Commitments. The expense of Pass purchase was stated by 33% of respondents in 2013 indicating a higher level of dissatisfaction with Pass cost this year:

**Figure 5.1 Reason for Non-Purchase**



Although there was a variety of answers given under ‘Other’ for not purchasing, over one-fifth (22%) stated that they were unaware of the Freshers’ Pass. The majority of these students were International indicating some differences in communication methods employed by the SRC between UK and International students.

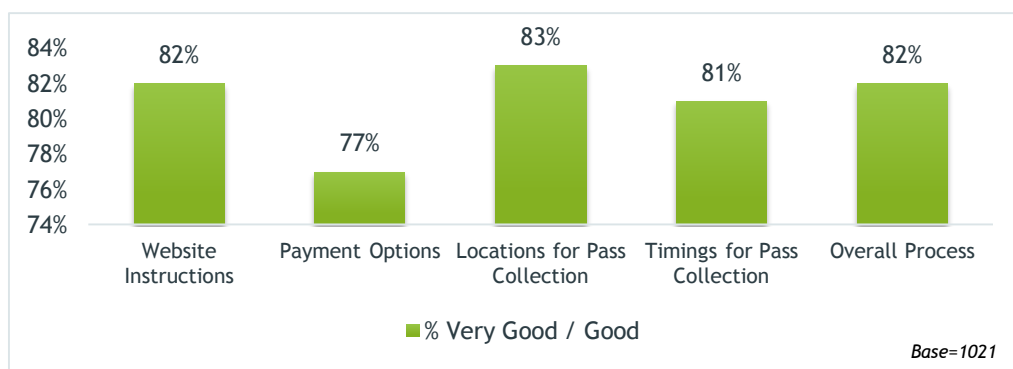
A further fifth (20%) claimed they did not buy a Pass because they were a Mature / Postgraduate Student and that the Freshers’ Week events were not aimed at them.

A few respondents cited unwillingness to commit to all events prior to Freshers’ Week commencing and an additional minority were only interested in a small number of specific events and consequently felt that the Pass was poor value for money in those instances.

## 5.4 Purchasing Process

All aspects of the Freshers’ Week Pass purchasing process were rated extremely highly with buyers rating payment options at a 77% satisfaction rating and the highest rating of 83% given for the range of locations available for collecting the Pass.

Figure 5.2 Pass Purchasing Process



## 5.5 Overall Ratings

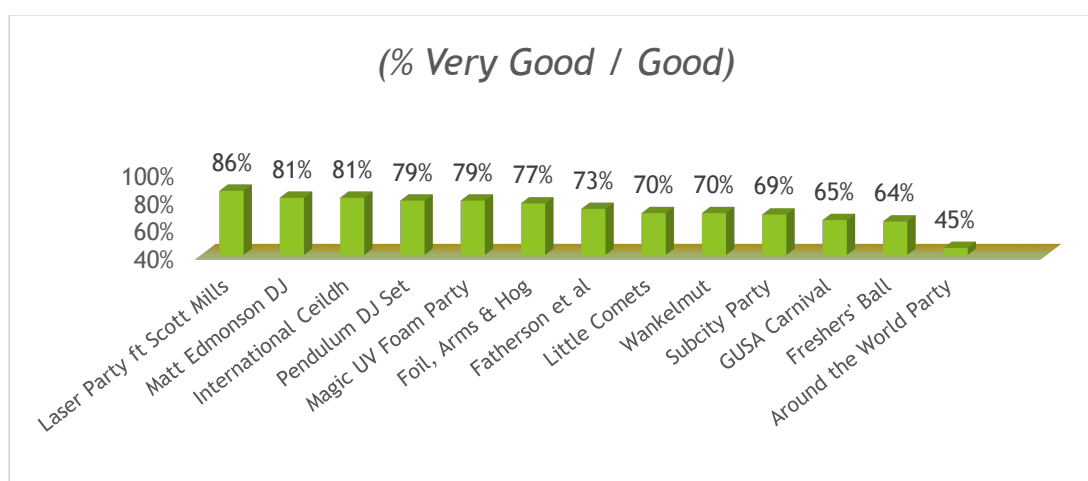
Respondents were then asked about which Pass-Only events they had attended from a pre-agreed list of Fresher events and further enquired how they would rate these events.

The Laser Party with Scott Mills was perceived as the best Pass Only event with 85% of those attending citing it as Very Good or Good. At the other end of the scale the Around the World Party was only perceived as Good / Very Good by less than half of the attendees (45%) of those who attended with a further 27% claiming it was 'OK'.

All other events listed achieved a positive rating of nearly 65% or above indicating a high level of satisfaction with the majority of Pass-Only events.

Negative ratings for all events were very small indeed with only the Around the World Party (28%), Freshers' Ball (13%) and GUSA Carnival Party (11%) rating 'Poor' although please note this is a small base size

Figure 5.3 Ratings of Freshers' Pass-Only Events



\*Please note that base sizes vary by event due to numbers attending



Students were then asked which of the Pass-Only events they enjoyed the most. Here we received a spread of responses with the Magic UV Foam Party picking up the most points for the most enjoyable event followed by the Laser Party ft Scott Mills.

**Table 5.3 Most Enjoyable Pass-Only Event**

Pass-Only Event	%
Magic UV Foam Party	19%
Laser Party ft Scott Mills	14%
Freshers' Ball	10%
Pendulum DJ Set	9%
Other Event Not on List	8%
Fatherson, Lafontaines & The Xcerts	6%
Matt Edmonson DJ Set	5%
GUSA Carnival Party	5%
Around the World Party	4%
Foil, Arms and Hog	4%
Did not attend any of these events	4%
International Ceilidh	3%
Wankelmut	3%
None of above	2%
Little Comets	2%
Subcity Party	1%
<b>Total</b>	<b>1,013</b>

‘Other’ events mentioned included the following:

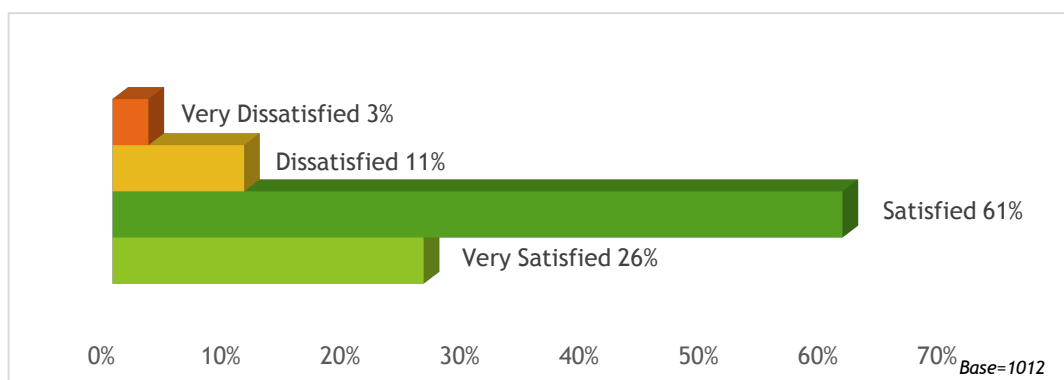
- Headphone Disco (*37 responses*)
- White T-Shirt Party (*19 responses*)
- Greg James (*10 responses*)
- Colourfest (*6 responses*)

## 5.6 Overall Satisfaction with Fresher Pass-Only Events

Overall satisfaction with the variety of Fresher Pass-Only events on offer this year was also high at 87% and this high level of satisfaction was seen across all student types (age, home country, gender).

Interestingly satisfaction amongst International Students (all students outside the UK) was slightly higher than the overall figure with 88% of International Students (both within and outside the EU) satisfied with the events. Overall only 3% of respondents stated that they had been ‘Very Dissatisfied’ with the variety of Freshers’ Pass-Only events.

Figure 5.4 Overall Satisfaction with Fresher Pass-Only Events



As can be seen from Figure 5.4 above only 14% of respondents overall were dissatisfied with the variety of Freshers' Pass-Only events. Reasons given for dissatisfaction were rather wide and varied but with only 135 respondents dissatisfied these responses cannot be taken with any statistical significance. We asked those dissatisfied to explain the reasons behind their negative assessment. We have given a flavour of the responses below:

The majority of responses fell into 5 broad categories:

- **Lack of Event Variety:** Amongst those who were dissatisfied the majority of comments were around the variety of events available in the evening under the 'Pass' which they felt was rather narrow and focused on clubbing nights and repetitive musical genres;
- **Value for Money:** Linked to above many felt that given the events they attended cost per event was high compared to city centre clubs;
- **Lack of Atmosphere / Low Numbers:** Respondents were unhappy that some Pass-Only events lacked atmosphere due to low numbers or size of venue;
- **Heavily Alcohol-Focused:** For a minority there was a sense that the majority of events were aimed at those who consumed alcohol;
- **Communication:** There was a minority of comments around communication misunderstandings. For example a few respondents appeared to have been told that there would be free drinks / t-shirts at some events which never materialised.

## 5.7 Value for Money

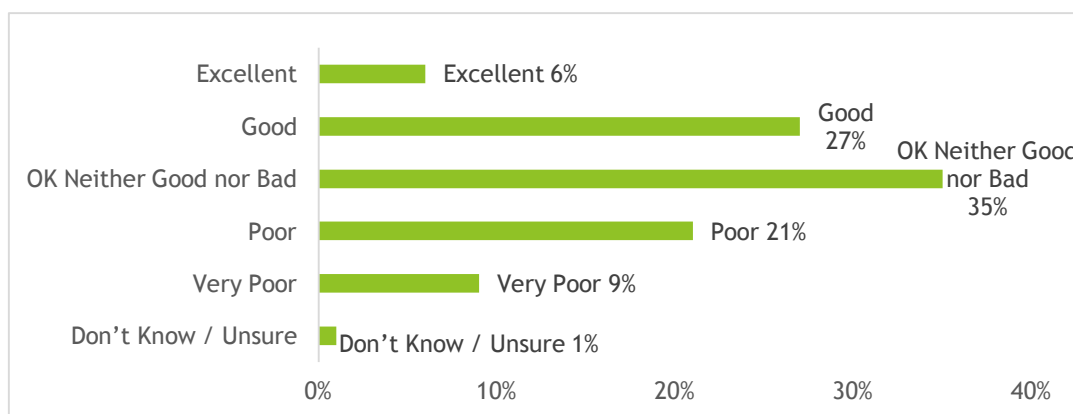
Students who had purchased a Pass were then asked if they thought the Pass value for money.

Overall a third thought it was either Good (27%) or Excellent (6%) value. This is drop of 17% on the 2013 figure of 50% although in 2013 respondents were only asked a dichotomous Yes/No question so the comparison is only made for indicator purposes and should not be assumed to be statistically significant.

Just over a third (35%) thought it was 'OK - neither good nor bad value for money'. A further 21% thought it poor or very poor (9%) value for money. There was very little differences in value for money perceptions across all demographic categories.

Base=1009

**Figure 5.5 Pass Value for Money Perceptions**



Base=1009

Respondents who had rated the Pass as Poor or Very Poor value for money were asked about their reasons for this conclusion. Most of their replies mirrored answers given for dissatisfaction with Freshers' Pass-Only event variety above. Cost was further identified as being a repeat issue in their evaluation as either they had not attended enough events to make it worth the cost or they were confused as to Pass event coverage.

Although a similar question was asked in the 2013 Freshers' Survey, the wording changed slightly this year, more options were offered and respondents could tick multiple responses thus making direct comparison with 2013 difficult. However in 2013 similar patterns emerged around reasons for poor value for money perceptions - not needing a Pass for some events; being unable to attend as many events as they would like; and weekend events were not covered by the Pass. This indicates students concerns around value for money of the Pass have not subsided:

**Table 5.4 Reasons For Poor Value for Money Rating**

	% Proportion
Did not attend as many events as originally intended	59%
Pass did not cover weekend events	56%
Daytime events did not need pass	52%
Lack of event variety	36%
Other more appealing events / options off-campus	31%
Other	24%
Base	324*

\*Please note smaller base size

Other responses to poor value for money perceptions again centred on the issue of the variety and number of events included in the price of the pass. An example of some of the comments are replicated below:

*"Myself and flat mates found ourselves only going out on several nights since we had bought the pass and wanted to get our money's worth. Not because we wanted to go to the events. There just weren't enough really good events to justify the price."*

*"All of the pass-only events I attended started much later than the time they were scheduled at. I missed large parts of these events as I had to get the last train home at*

11:30. Had I known that all of the daytime events did not require a pass I would not have bothered buying one!”

“Very hard to justify, especially for a student event! 9GBP per night IF you went Mon-Fri”

“Some events you still had to pay to get in even though you had a pass. E.g. Scott Mills at GUU”

“Pass was extremely expensive, yet some events needed both a pass and a door fee, and on the whole, the events just weren’t that outstanding.”

## 5.8 Purchase Recommendation

Amongst all students who purchased a Pass, just over half of them - 55% - would recommend purchase to next years’ Freshers. This figures rises to 60% when looking at Scottish students but only 43% of EU students (excl. UK) would recommend purchase next year.

Figure 5.6 Would You Recommend Pass Purchase?

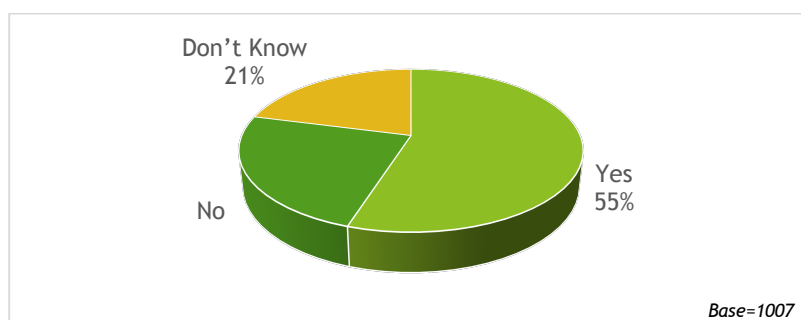


Table 5.5 Would Recommend Pass Purchase

STUDENT TYPE	% WOULD RECOMMEND	BASE
Undergraduate	54%	907
Postgraduate	57%	79
<b>Gender</b>		
Male	59%	343
Female	52%	635
<b>Age</b>		
Under 18	54%	141
18 - 19yrs	56%	654
20 - 21yrs	40%	85
22-23yrs	56%	59
Over 23yrs	50%	52
<b>Home Country</b>		
Home Student (Scotland)	60%	483
Home Student (Rest of UK)	52%	215

Table 5.5 Would Recommend Pass Purchase		
STUDENT TYPE	% WOULD RECOMMEND	BASE
EU Student (excl. UK)	43%	176
Other International Student	52%	116
All Respondents	55%	1007

*\*Please note some small base sizes within sub-groups*

## 6 Freshers' Week Free Events

This next section looks at Freshers' Week events that did not require Pass purchase.

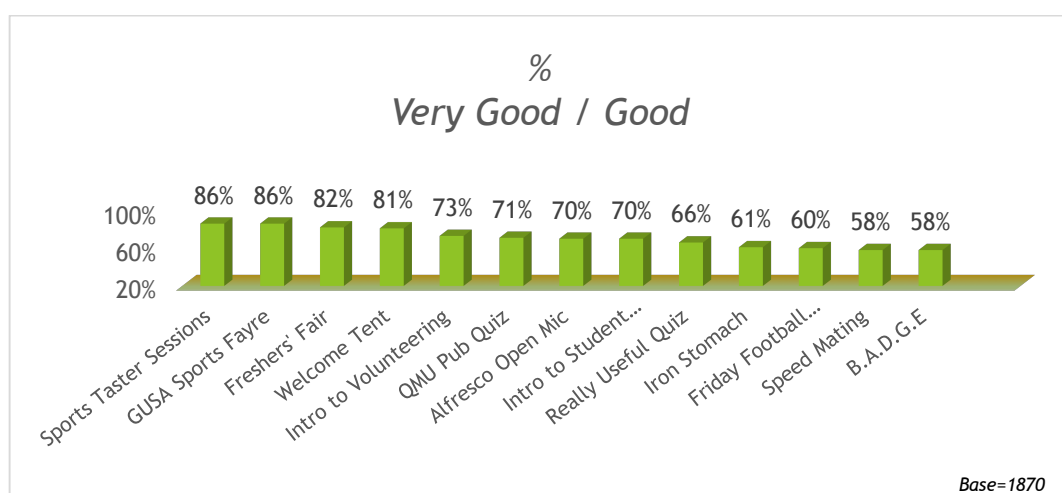
### 6.1 Overall Ratings

Overall 77% of survey respondents had experienced at least one Freshers' Week free event. Respondents were questioned about which of these free events they attended and asked to give a rating to each one.

Both the Sports Taster Sessions and the GUSA Sports Fayre received the highest positive ratings with 86% rating them either Good or Very Good. This was followed by the Freshers' Fair at 82%. This is an increase from the 76% rating the Freshers' Fair was given in 2013 indicating a higher level of satisfaction with this popular event. Unfortunately no other comparisons can be made with the 2013 survey around events due to differing response prompts across the two years.

The GUU's Big All Day Games Event (BADGE) received the lowest rating from the list of events with 58%. When analysed by student demographics there was no significant differences in event ratings.

Figure 6.1 Ratings of Freshers' Week Free Events



### 6.2 Freshers' Fair Attendance

When Freshers' Fair was looked at in isolation some differences emerged. At an overall level 70% of respondents attended the Freshers' Fair. Moreover the majority of those attending any Freshers' Week free events visited the Freshers' Fair - 90%. The profile of Freshers' Fair attendees is detailed in the table below and clearly shows that amongst respondents Undergraduates were far more likely to visit Freshers' Fair than Postgraduates with 87% of the former and only 60% of the latter being recorded as attending. This correlates to age with only 53% of the Over 23y year olds compared to 92% of 18-19yr olds visiting. Furthermore it would appear that International Students from outwith the EU were also less likely to visit with only 60% doing so compared to 78% of Home Students:

Table 6.1 Profile of Freshers' Fair Attendees	
STUDENT TYPE	Proportion of Respondents who attended
Undergraduate	87%
Postgraduate	60%
<b>Gender</b>	
Male	72%
Female	76%
<b>Age</b>	
Under 18	87%
18 - 19yrs	92%
20 - 21yrs	74%
22-23yrs	60%
Over 23yrs	53%
<b>Home Country</b>	
Home Student (Scotland)	78%
Home Student (Rest of UK)	88%
EU Student (excl. UK)	80%
Other International Student	60%
<b>Overall Attendance</b>	<b>90%</b>

### 6.3 Favourite Freshers' Fair Stand

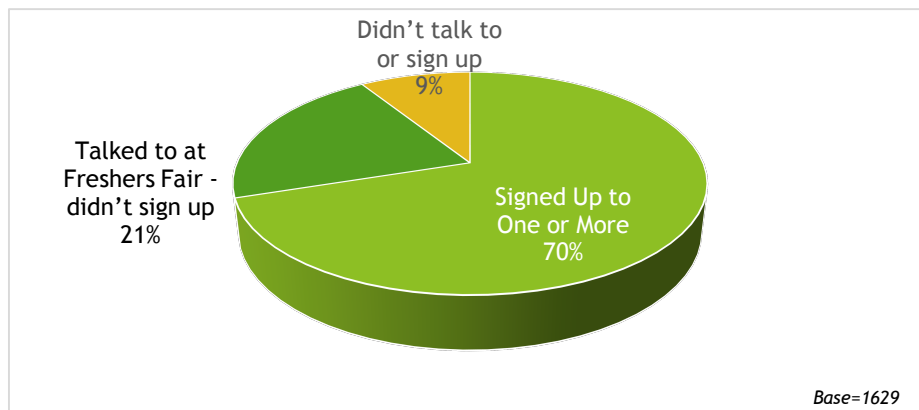
Amongst all those that attended the Freshers' Fair, 24% cited a Favourite stand. This was an open-ended response and a myriad of answers were given (Appendix). Those that were mentioned most often tended to be those stands which offered free 'goodie bags':

- Greggs
- Paperchase
- Dominos
- Chiquitos
- The Whiskey Society
- Subcity Radio / Music Stand
- Pole Dancing Society
- The Cheese Society
- Sports stands
- GU Vegan Society
- Amnesty International

### 6.4 University Clubs and Societies Engagement

Respondents were asked if they talked to and / or signed up to any University Clubs or Societies that had a stand at the Freshers' Fair. Overall 70% signed up to one or more Club or Society at Freshers' Fair. A further fifth spoke to a Club or Society but did not signing up.

**Figure 6.2 University Clubs Societies Sign Up**



When analysed by student type differences were observed in level of take up within gender, age, student type and country of origin. Specifically young UK undergraduates were more likely to sign up than International (outside the EU) students:

Table 6.2 Profile of Respondents Who Signed Up With Clubs /Societies at Freshers' Fair		
STUDENT TYPE	% Signed Up	Base
Undergraduate	78%	1210
Postgraduate	48%	413
<b>Gender</b>		
Male	62%	543
Female	72%	1059
<b>Age</b>		
Under 18	76%	173
18 - 19yrs	81%	772
20 - 21yrs	68%	180
22-23yrs	58%	237
Over 23yrs	48%	257
<b>Home Country</b>		
Home Student (Scotland)	71%	680
Home Student (Rest of UK)	85%	248
EU Student (excl. UK)	73%	304
Other International Student	59%	384
Overall	70%	1629

## 6.5 Perceptions of Freshers' Address

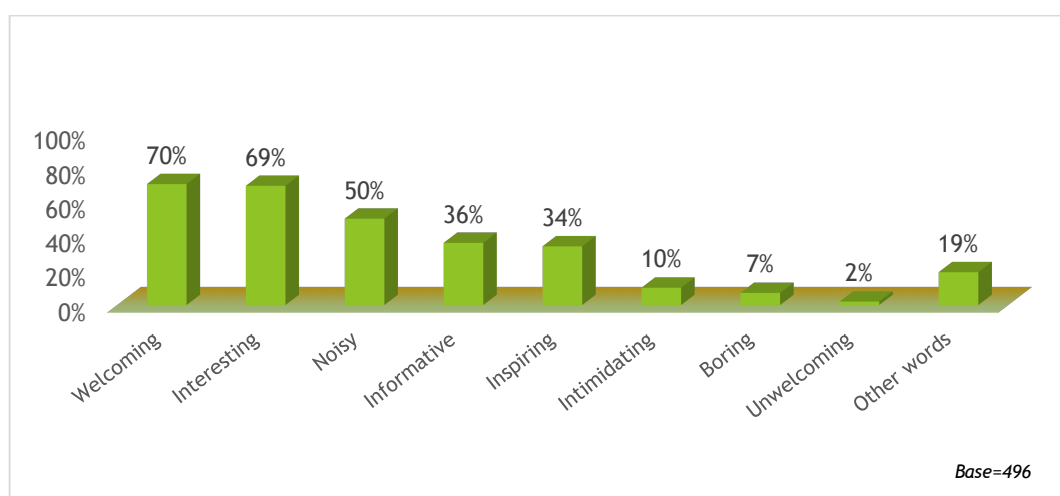
Just over a fifth of respondent attended the Freshers' Address (22%) with Undergraduates more likely to attend (26%). International Students (outside the EU) were the least likely to attend with only 19%:



Table 6.3 Profile of Freshers' Address Attendees		
STUDENT TYPE	% of Respondents Who Attended	Base
Undergraduate	26%	1398
Postgraduate	16%	825
<b>Gender</b>		
Male	23%	754
Female	21%	1427
<b>Age</b>		
Under 18	28%	200
18 - 19yrs	28%	843
20 - 21yrs	20%	254
22-23yrs	16%	433
Over 23yrs	16%	485
<b>Home Country</b>		
Home Student (Scotland)	23%	887
Home Student (Rest of UK)	22%	287
EU Student (excl. UK)	25%	372
Other International Student	19%	663
Overall	22%	2231

The majority only had positive comments to make about their Freshers' Address experience with 70% believing it a '*Welcoming*' and 69% seeing it as '*Interesting*'. However 50% also found it '*Noisy*' with another 10% finding the experience '*Intimidating*'. There was no differences across student demographics.

Figure 6.3 Freshers' Address Experience



A plethora of other words were used to describe the event - with a fairly even balance of positive and negative comments noted. Positive words focused on the excitement and

atmosphere of the occasion whereas negative comments tended to be around the noise and chanting - which - although thought to be unexpected and fun at first - became tedious and many felt that it went on too long. A selection of both types of comments are detailed in the table below:

Table 6.4 Example of 'Other' Comments About Freshers' Address	
POSTIVE	NEGATIVE
<i>"bizarre...but worth seeing once..."</i>	<i>"Chanting gets boring very quickly"</i>
<i>"Unexpected" "Unique2</i>	<i>"Disliked how the unions interrupted.."</i>
<i>"Funny" "Hilarious" "Exhilarating"</i>	<i>"tiresome"</i>
<i>"Good intro to the Unions"</i>	<i>"Chanting was way too much"</i>
<i>"Amazing" "Majestic" "Impressive"</i>	<i>"tedious ...chanting interrupted...constantly"</i>
<i>"Motivational" "Exciting" "Brilliant"</i>	<i>"Maybe reduce the shouting a bit."</i>
<i>"Great atmosphere" "Awesome"</i>	<i>"Annoying, frustrating, long"</i>
<i>"Useful"</i>	<i>"chanting overpowered the speakers"</i>
<i>"hilarious"</i>	<i>"too much and very immature"</i>
<i>"Amusing"</i>	<i>"A bit too long..."</i>
<i>"Overwhelming but in a good way.."</i>	<i>"..Interesting but after first hour of chanting.."</i>
<i>"Well organised...nice atmosphere"</i>	<i>"....dragged on too long"</i>
Overall	93 'Other' Responses

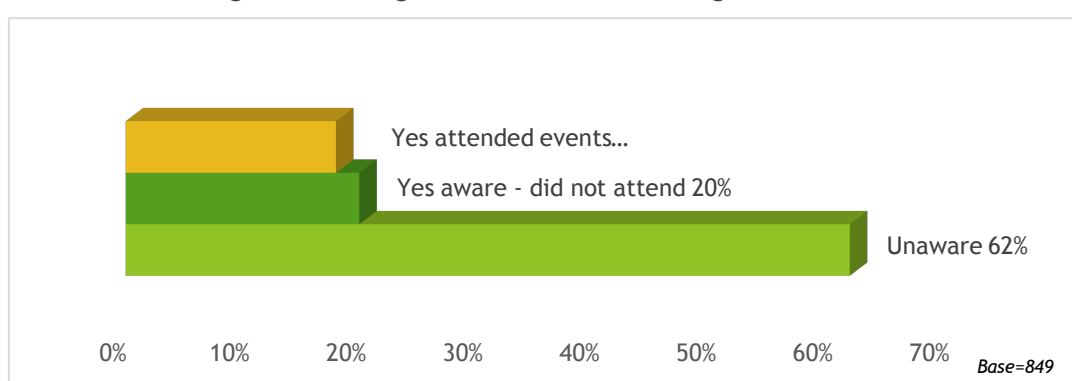
## 7 SRC Postgraduate Welcome Fortnight

### 7.1 Awareness

Postgraduate students made up 34% of the total sample and they also had their own portfolio of events in addition to Freshers' Week - the SRC Postgraduate Welcome Fortnight. They were therefore asked two additional questions around awareness and attendance at their own Postgraduate Welcome Fortnight events.

Overall only 18% of respondents had attended an event. However the majority (62%) were unaware of the Postgraduate Welcome Fortnight indicating an issue with communications targeted at this group.

Figure 7.1 Postgraduate Welcome Fortnight Awareness



Very little differences were noted when analysed by the demographic profile of respondents with only a slightly higher likelihood of international students attending Postgraduate Welcome Fortnight events. However figures must be taken with caution in some cases due to small base sizes.

Table 7.1 Profile of SRC Postgraduate Welcome Fortnight Attendees / Non-Attendees			
STUDENT TYPE	% of Respondents Who Attended	% Unaware of Events	Base
<b>Gender</b>			
Male	18%	64%	304
Female	18%	61%	527
<b>Home Country</b>			
Home Student (Scotland)	15%	65%	194
Home Student (Rest of UK)	18%	67%	49
EU Student (excl. UK)	20%	64%	123
Other International Student	19%	60%	473
<b>Term Time Residence</b>			
Halls of Residence	16%	66%	283
Private / Shared Accommodation	20%	57%	487
At home / with family	8%	78%	72
<b>Overall</b>	<b>18%</b>	<b>62%</b>	<b>839*</b>

\*Please note bases differ due to respondent skipping

## 7.2 Events Attended

Amongst those that attended a specific SRC Postgraduate Welcome Fortnight event the majority were viewed in a positive light with the Celtic Music event garnering the most positive ratings at 84%:

Table 7.2 Ratings of Events Attended		
STUDENT TYPE	% Very Good / Good	Base
Celtic Music	84%	82
Whiskey Tasting	78%	78
Oktoberfest	77%	83
Cinema Sunday	75%	75
Pub Quiz	72%	97
Research Bake-off	72%	64
Philanthrobeats DJ Takeover	72%	67
Brightclub Comedy	68%	71
Brewdog Beer Tasting	68%	89
Overall	%	153*

*\*Please note small base size*

## 8 Impact of Incentive

To encourage participation, all students were asked to leave their email address to be entered in a prize draw to win £200. A total of 2107 respondents gave their email details - 88% of the total sample.

In addition, the survey asked respondents if they would like to be considered for future research - including focus groups - for which a cash incentive may also be paid - and a total of 953 respondents gave their email address to be included in further research.

Finally nearly a third of students (30%) who completed the survey would like to receive a copy of the survey findings.

## 9 Key Issues

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These results show that Freshers' Week continues to have a high level of attendance and is a positive experience for the majority of students who attend events across most demographic indicators. Issues that have arisen during the analysis are - on the whole - only prevalent amongst a minority of students.

Although digital sources of Freshers' Week event information have become much more popular this year, given the remaining popularity of the Brochure the SRC should ensure that a broad range of digital and print media sources are still available next year rather than sacrifice print for virtual channels of communication. .

The drop in Pass purchase appears to be related - in the main - to value for money perceptions. Rather it is not the quality of the majority of events that is in dispute but the sense that it equates to a high cost per event. In particular there is a sense that the Pass price is high compared to the number of events students actually attend plus the added issue around some events still requiring an additional entrance fee.

Thought needs to be given to how these perceptions can be addressed and alternative pricing strategies may need to be offered. For e.g. consideration may be given to more visible communications around buying tickets at the event (subject to availability and a higher price). This may offset drop in pass purchase and overcome reticence to buy when unsure how many events they are likely to attend.

There was a minority who questioned the variety of events but on the whole the 'big hitters' were hugely popular and events which bring in such acts will continue to make the Pass worthwhile - as long as there are enough such events to justify the cost.

There is still a strong sense amongst mature students and postgraduates that Freshers' Week is not targeted at their particular group. Although the SRC Postgraduate Welcome Fortnight should address such concerns, for the majority - due to the low awareness of this programme of events - students still feel left out of the overall Freshers' experience. This may be overcome by rebranding the Postgraduate Welcome Fortnight to reduce possible perceptions that it is for international students and repackaging events across a one week calendar rather than a fortnight - a Postgraduate Freshers' Week in effect. This may be more appealing for these groups.

Free events were also mostly viewed in a positive light and 'freebies' greatly appreciated. It is clear from the comments that such stands are hugely popular and draw students to other stands that may struggle to attract attention without such 'big brands'. Consideration should therefore be given to increasing the number of brands that exhibit at Freshers' Fair. Again however there is still a level of disinterest amongst Postgraduate and International students in the Fair and reasons behind this should be explored in more detail than can be investigated during an online survey.