



**ULSTUDENTS'UNION**  
**[www.lincolnsu.com](http://www.lincolnsu.com)**

**University of Lincoln  
Students' Union Survey**

**Analysis of Results**

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## 1.0 Introduction

The purpose of the survey was to establish what the overall perception students had of the Students' Union, and to pin-point exactly where we were failing to effectively reach and cater for our members.

## 2.0 Methodology

Due to the time of year that we wanted to conduct the survey, it was agreed that the quickest and most effective means of distributing the survey was to make it available solely online. The survey was hosted by Free Online Surveys, and ran for a three week period from Monday 23<sup>rd</sup> April until the end of term, closing on Monday 14<sup>th</sup> May.

As an incentive, students completing the survey were entered into a prize draw, giving them the chance to win a cash prize of £200, or a runner up prize of £50. Users had the option of leaving a contact name and address to enter the prize draw, and this information was held separately from the survey results and later destroyed.

Cookies were enabled to help prevent the same user from completing the survey more than once, although we recognise that some users may have completed the survey on their personal computers as well as computers within the university.

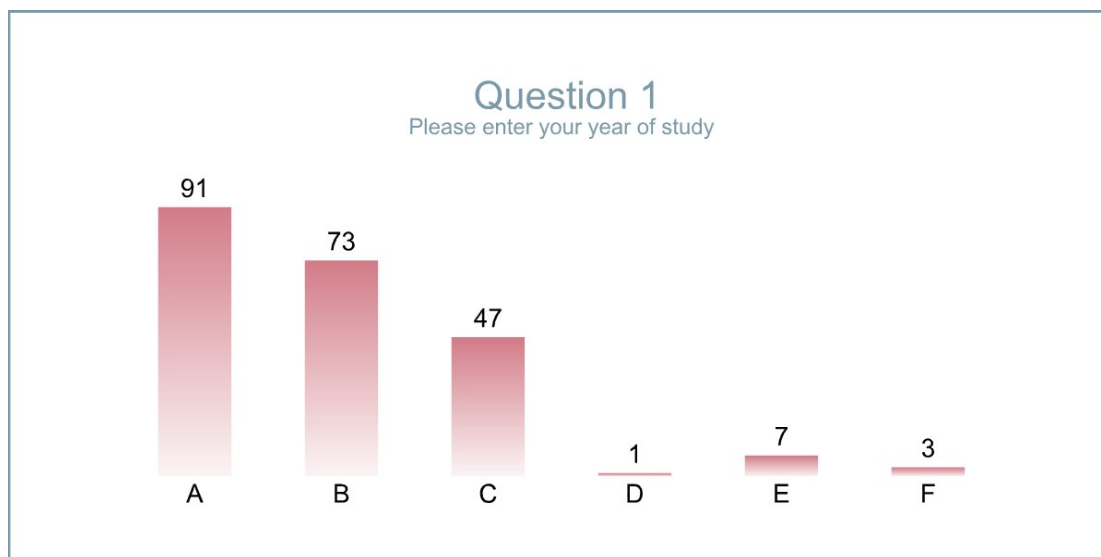
The survey was promoted using traditional methods, placing posters in key locations within university buildings including Hull and other campuses. Details were added to the SU website, and all registered users of the site were contacted via email with a link to the survey. An alert message was also added to the university portal system to all students. We also took advantage of alternative methods of communication by placing details on the Lincoln SU pages on Facebook and Myspace.

In total 223 responses were received. Based on a student population of around 9,000, according to Slovin's formula this has provided us with a 93% confidence level.

# 3.0 Survey Finding

## 3.1 Demographics

**Question 1**  
Please enter your year of study.

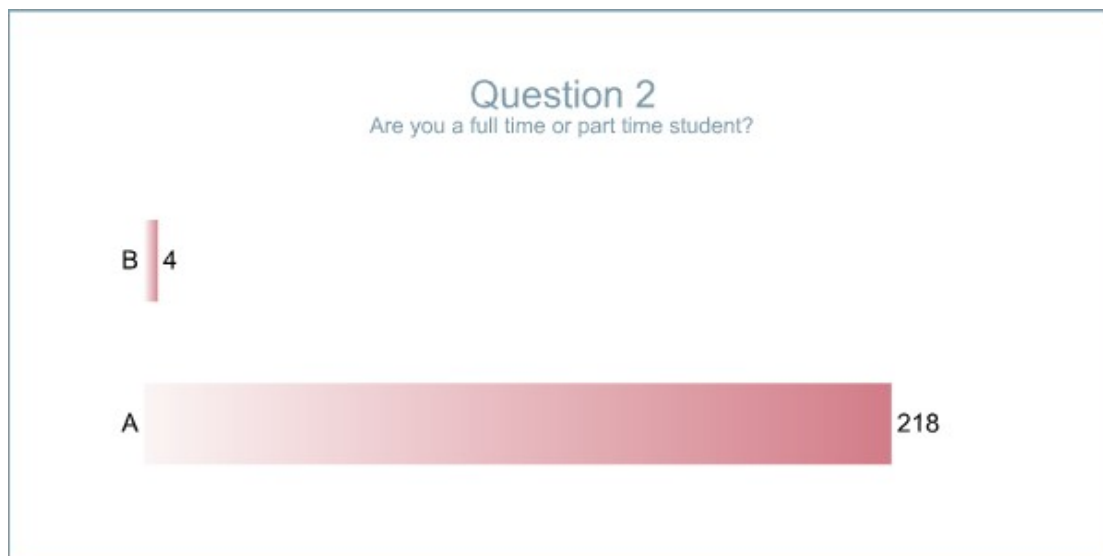


- A) First Year
- B) Second Year
- C) Third Year
- D) Fourth Year
- E) Post Grad
- F) Other
  - One year foundation course
  - Repeat of first year
  - Alumni

The table below compares the number of students for each year group that completed the survey, to the actual number of students at the university it is worth noting that a lower response rate from third year students could have been influenced by the fact the survey was conducted during the exam period.

Year of Study – Survey Results	Year of Study – Actual Percentage
41% first year	40% first year
33% second year	25% second year
21% third year	25% third year
5% Post Graduate	10% Post Graduate

**Question 2**  
**Are you a full time or part time student?**



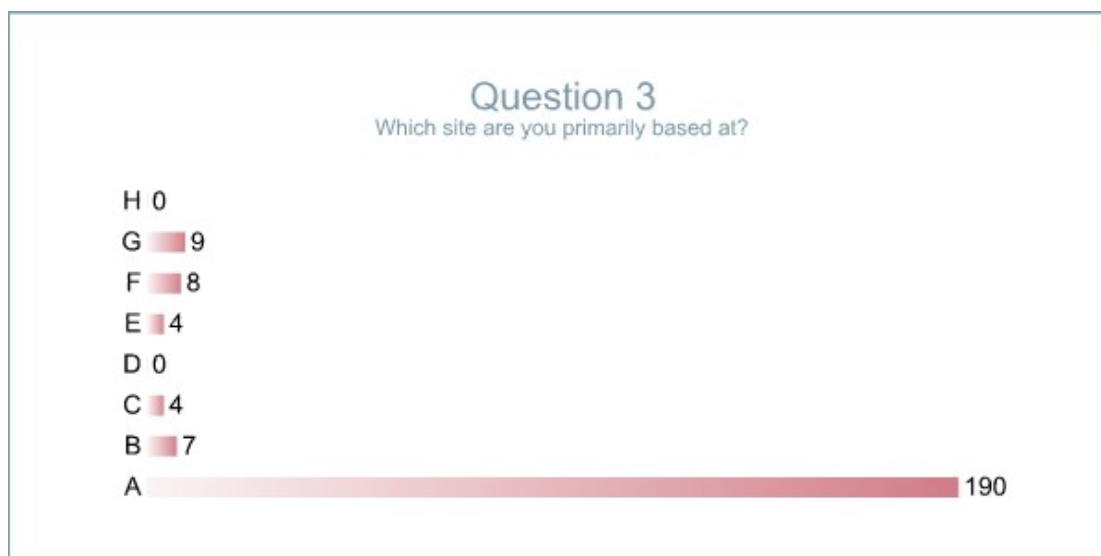
- A) Full Time
- B) Part Time

There is a significant difference between the survey results and the actual figures from the university, as illustrated below.

Full Time or Part Time – Survey Results	Full Time or Part Time – Actual
98% Full Time 2% Part Time	73% Full Time 27% Part Time

This indicates that our present strategies could be failing to reach many part time students. According to figures provided by the university, 86% of Under Graduate and Post Graduate students that are part time, are over the age of 25. Perhaps this also indicates that we are failing to reach students in this group.

**Question 3**  
**Which site are you primarily based at?**



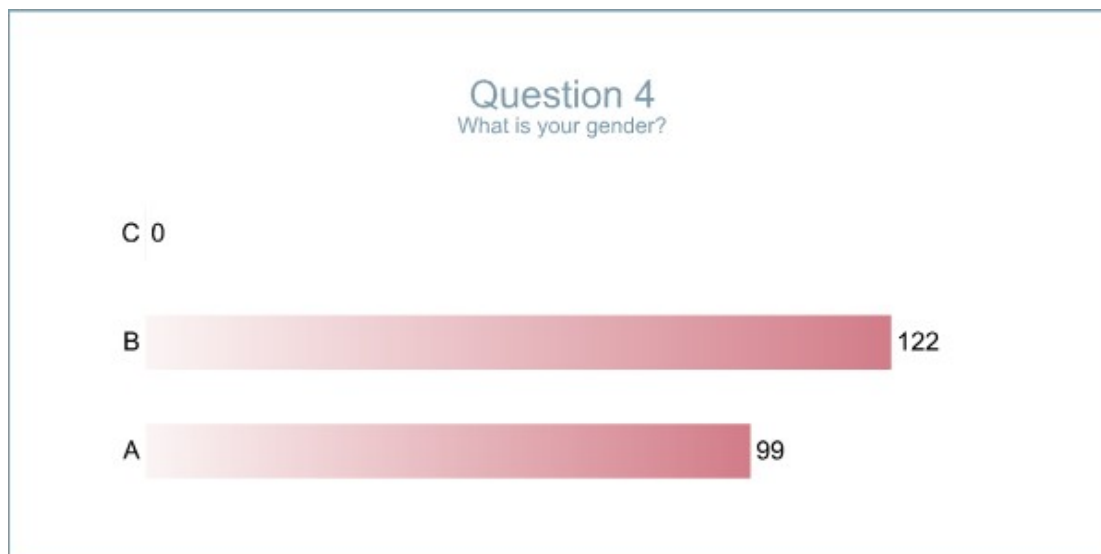
- A) Brayford Pool
- B) Hull
- C) Chad Varah House
- D) Christs Hospital Terrace
- E) Greestone
- F) Thomas Parker House
- G) Riseholme College
- H) Holbeach Campus

As expected, the majority of respondents were based in Lincoln, at the Brayford campus. The low number of responses from Hull would indicate a failure to communicate effectively with Hull based students.

Campus – Survey Results	Campus – Actual
93% *Lincoln	88% *Lincoln
4% Riseholme	2% Riseholme
3% Hull	7% Hull
0% Holbeach	1% Holbeach
0% Other	2% Other

In comparison to actual figures from the University, the higher percentage of responses from Lincoln based students suggests we are biased towards Lincoln students.

\*Please note that the university considers Brayford and Cathedral Campuses as Lincoln.

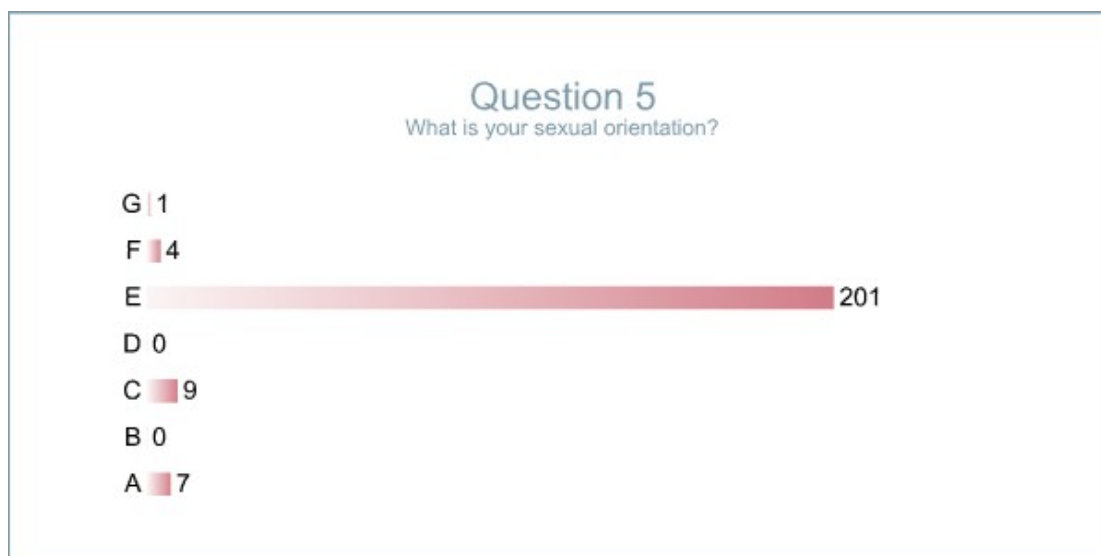
**Question 4**  
**What is your gender?**

- A) Male**  
**B) Female**  
**C) Do not wish to specify**

Results from this question correlate to ratio of students enrolled at the University, with a higher percentage of students being female.

Male/Female – Survey Results	Male/Female – Actual
45% Male 55% Female	45% Male 55% Female

**Question 5**  
**What is your sexual orientation?**



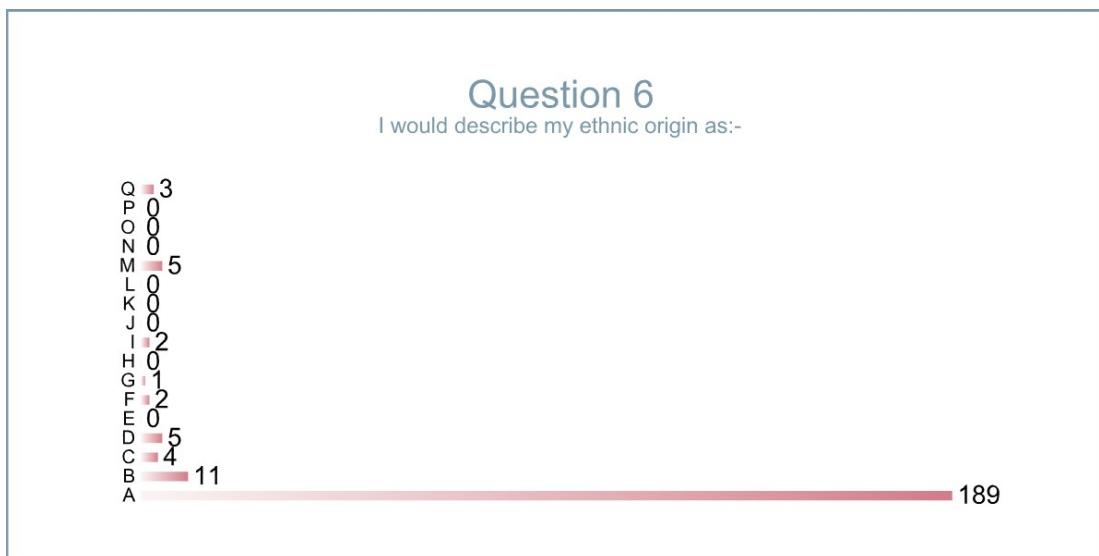
- A) Gay**  
**B) Lesbian**  
**C) Bisexual**  
**D) Transgender**  
**E) Straight**  
**F) Do not wish to specify**  
**G) Other**  
- unknown

- 91% of respondents consider themselves to be straight.
- 4% consider themselves to be bisexual
- 3% consider themselves to be gay
- 2% didn't not wish to specify, or ticked 'other'.

The university does not collect any information on sexual orientation, so we have no information to compare this to.

**Question 6**

**I would describe my ethnic origin as:-**

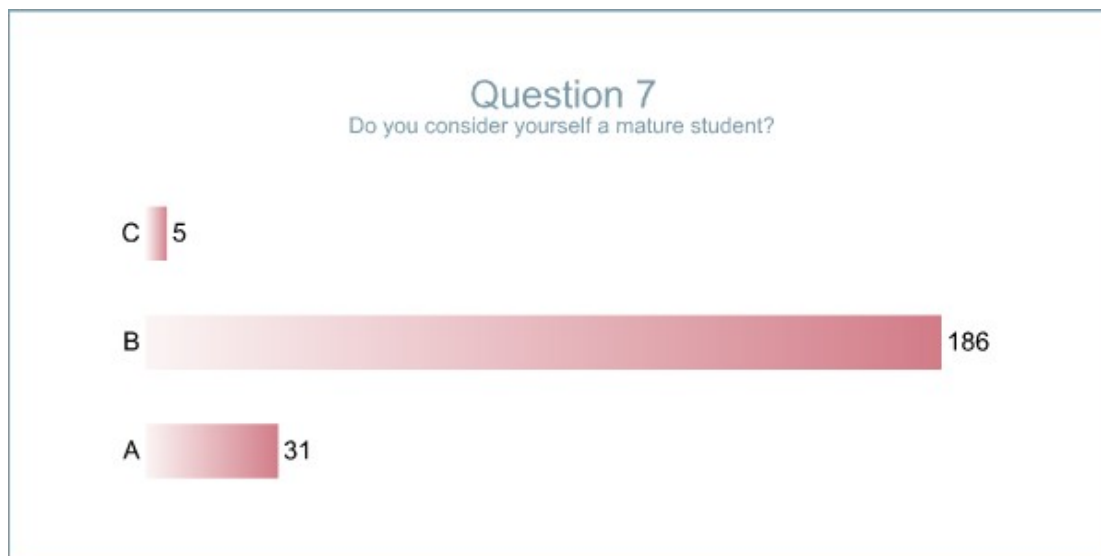


- A) White – British
- B) Other White Background
- C) Black or Black British - Caribbean
- D) Black or Black British - African
- E) Other Black Background
- F) Asian or Asian British – Indian
- G) Asian or Asian British – Bangladeshi
- H) Asian or Asian British – Pakistani
- I) Chinese
- J) Other Asian Background
- K) Mixed – White and Asian
- L) Mixed – White and Black African
- M) Mixed – White and Black Caribbean
- N) Other Mixed Background
- O) Other Ethnic Background
- P) Not Known
- Q) Do not wish to specify

Ethnic Origin – Survey Results	Ethnic Origin – Actual
85% White British	84% White British
5% Other White	4% Other White
2% Black or Black British – African	2% Black or Black British – Africa
2% Mixed – White and Black Caribbean	0% Mixed – White and Black Caribbean
2% Black or Black British – Caribbean	1% Black or Black British – Caribbean
1% Asian or Asian British – Indian	1% Asian or Asian British – Indian
1% Chinese	1% Chinese
1% Asian or Asian British - Bangladeshi	0% Asian or Asian British – Bangladeshi
0% Other Black Background	0% Other Black Background
0% Asian or Asian British – Pakistani	0% Asian or Asian British – Pakistani
0% Other Asian Background	0% Other Asian Background
0% Mixed White and Asian	0% Mixed White and Asian
0% Mixed White and Black African	0% Mixed White and Black African
0% Other Mixed Background	1% Other Mixed Background
0% Other Ethnic Background	0% Other Ethnic Background
0% Not Known	3% Not Known
1% Do not wish to specify	2% Do not wish to specify

The results for ethnic background correlate with the overall populations in the University which encouragingly indicates good penetration of the S.U message across most of the major groups. Although some overall percentages are so low as not to register with the survey.

**Question 7**  
**Do you consider yourself a mature student?**

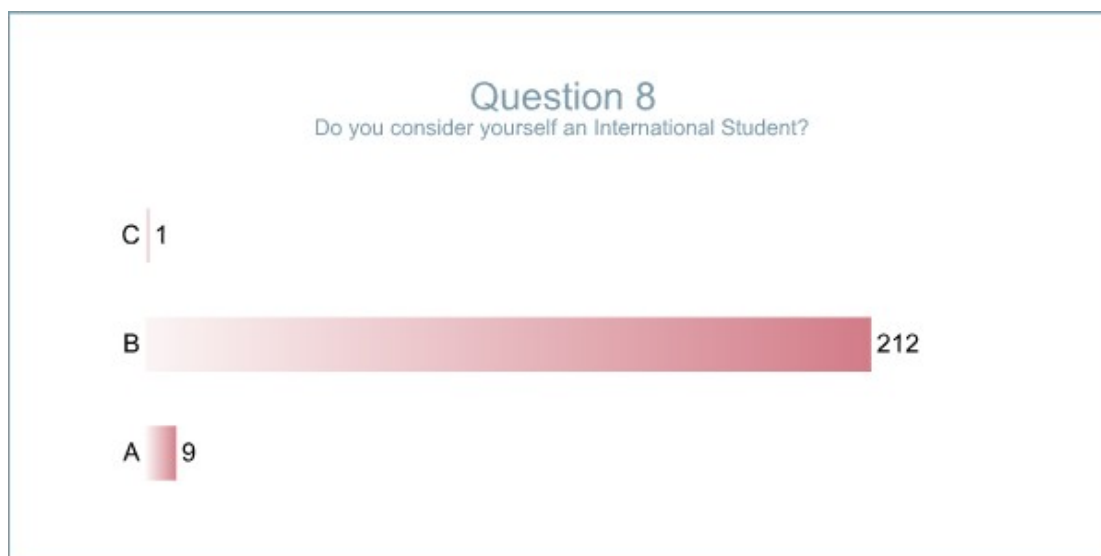


- A) Yes
- B) No
- C) Do not wish to specify

Mature Students – Survey Results	Mature Students – Actual
83% considered <b>not</b> to be mature student 14% consider to be mature student 3% did not wish to specify	57% Age 18-21 10% Age 22-24 33% Over 25

If we assume respondents that considered themselves to be a mature student are over the age of 25, comparison to the figures obtained from the university suggest we are failing to reach a high proportion of mature students.

33% of university students are over the age of 25, whilst just 14% of our respondents considered themselves to be a mature student.

**Question 8****Do you consider yourself an International Student?**

A) Yes

B) No

C) Do not wish to specify

International Students – Survey Results	International Students – Actual
95% Not International Student 4% International Student	89% students from the UK 11% students outside the UK

Compared to actual figures from the university, our results are not massively different but recognise we could do better.

## Summary

Overall an encouraging match to the wider university population, but we must be aware of a failing to receive responses in some key areas. These include:-

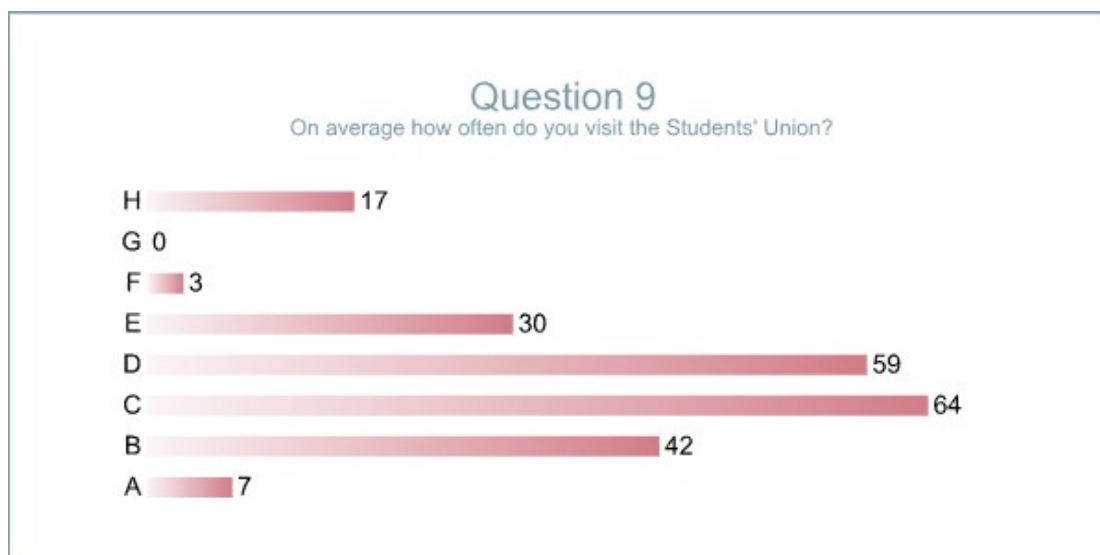
- Hull
- Part time
- International
- Mature students

If we are to truly measure our effectiveness we must ensure responses from these groups are encouraged in forthcoming years. The very lack of responses could indicate a failure to provide services and communicate effectively with these groups.

## 3.2 Perceptions of the Students' Union

### Question 9

How often do you visit the Students' Union?



A) Daily

B) 2-3 Times a Week

C) 1-2 Times a Week

D) Once a Month

E) Never

F) Dont know were it is

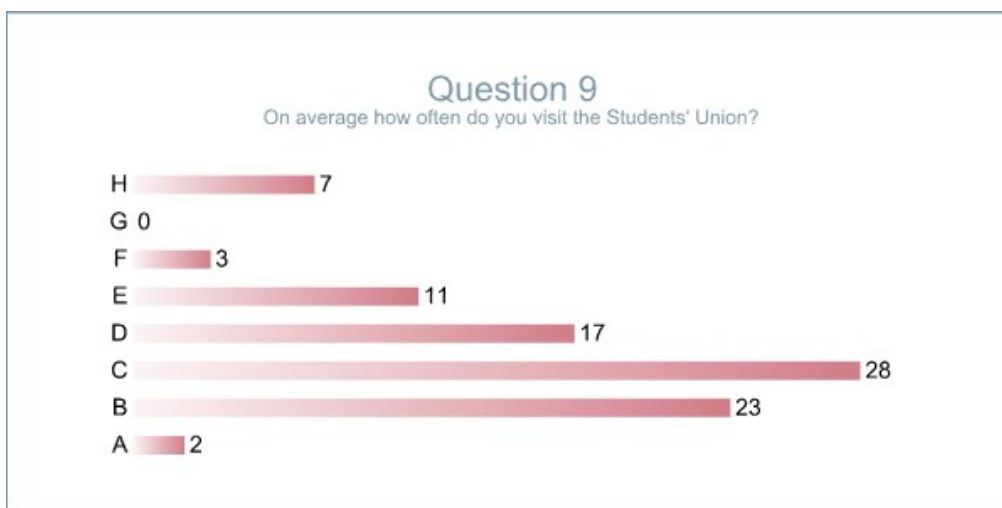
G) Dont know what it is

H) Other

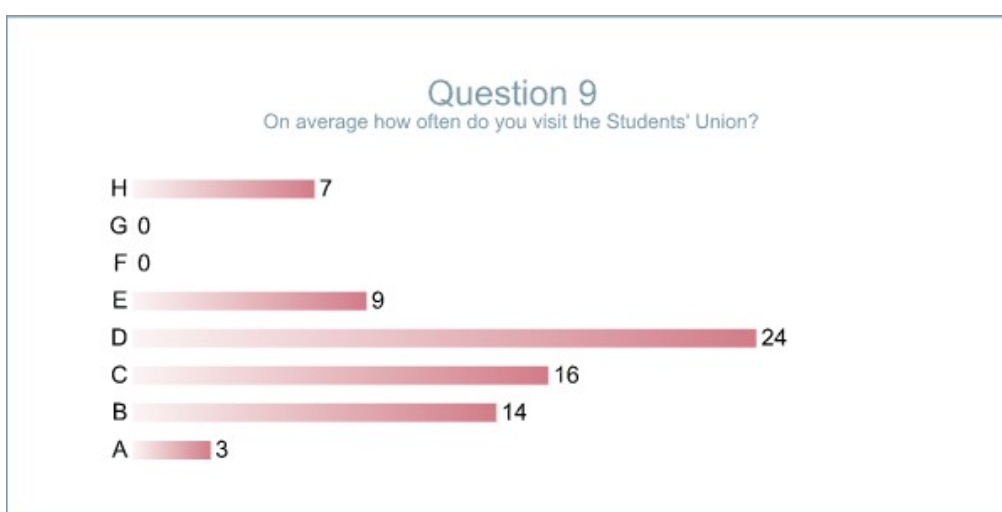
- I was vice president, education and Welfare 05-06
- Rarely
- rarely only for enquiries
- sometime but not alot
- Ocassions when needed,
- once
- When i need to
- don't really need to
- When neccesary
- occasionally
- Been banned
- Visit the R-bar regularly, Brayford less often
- 2 or 3 times a month
- Have only just transferred so haven't been there yet
- once every 2 months
- about every 3 months
- about every 2 weeks or less

It is difficult to draw firm conclusions from this response, as based on responses for later questions in 3.2, it is apparent that students do not have a clear idea of what the Students' Union is. Some consider coming for a night out at the Engine Shed as visiting the SU.

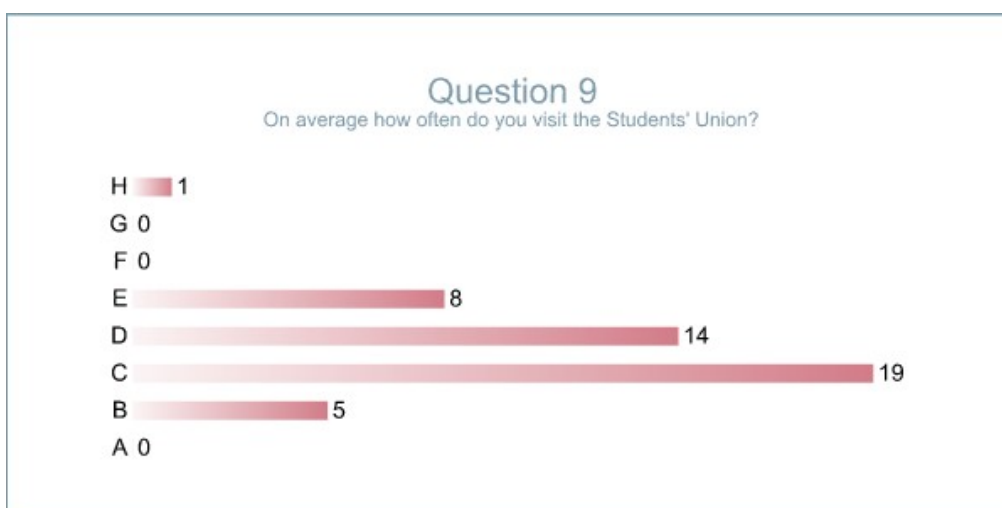
The vast majority of respondents visit 1-2 times a week, whist many visit at least once a month. Reassuringly, no one claimed to not know what the Students' Union was.



**Year One Students**

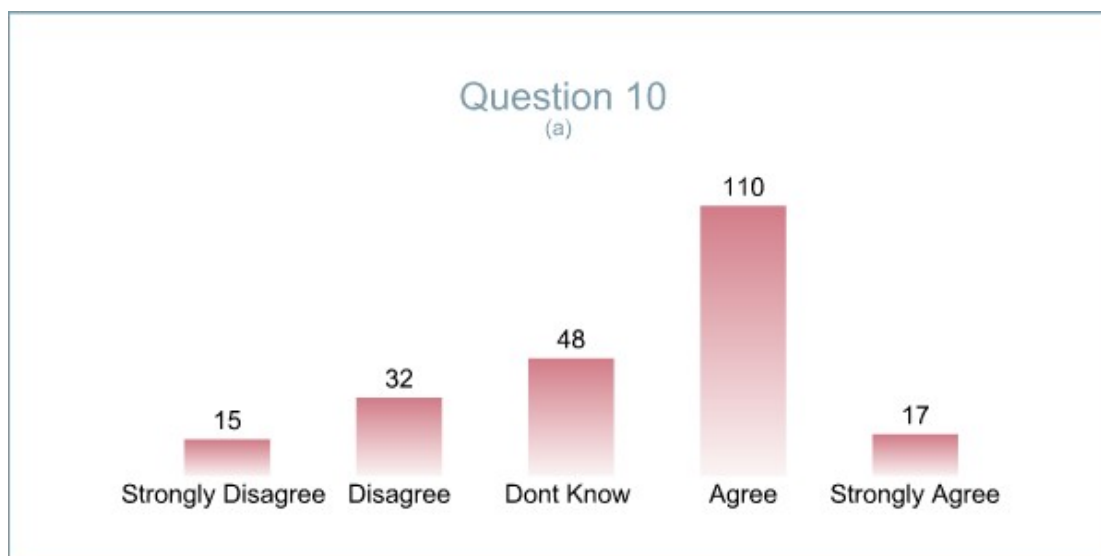


**Year Two Students**



**Year Three Students**

Breaking down responses into individual year groups, it is interesting to note that second years students visit the SU less frequently than first and third years. Also, a larger number of first year students visit the SU 1-2 times a week, than second or third year students.

**Question 10****I know what services the Students' Union currently offers?**

Whilst it is encouraging to see the majority of respondents claiming to know what services the Students' Union provides, there is still a large proportion that do not:-

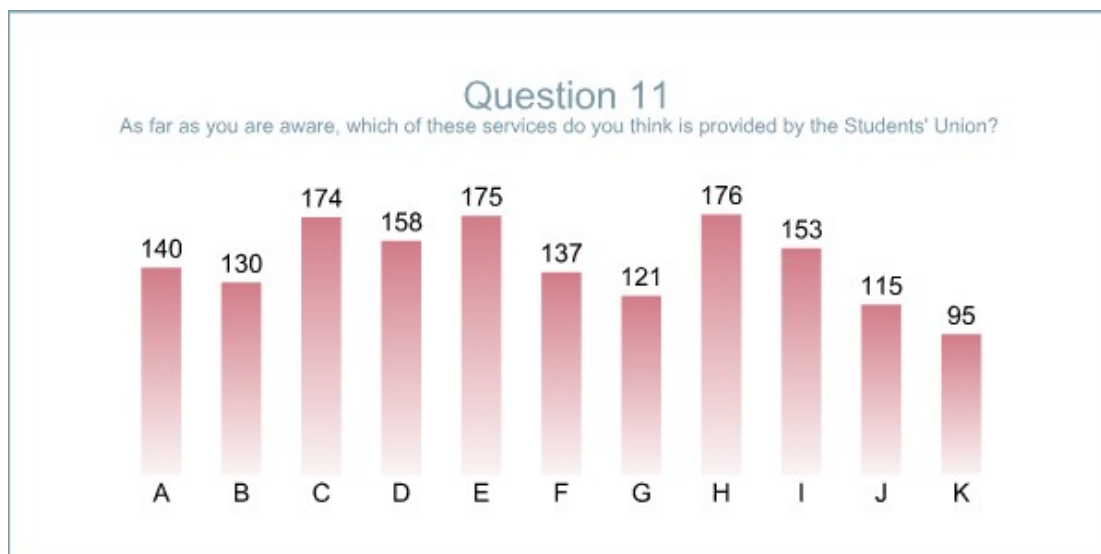
21% Disagree  
22% Don't Know  
57% Agree

Examination of further responses to questions about actual services the SU provides indicates that there is a difference between what students think we provide, and what we actually provide.

We need to address this issue, and ensure we more effectively communicate what services we actually provide.

**Question 11**

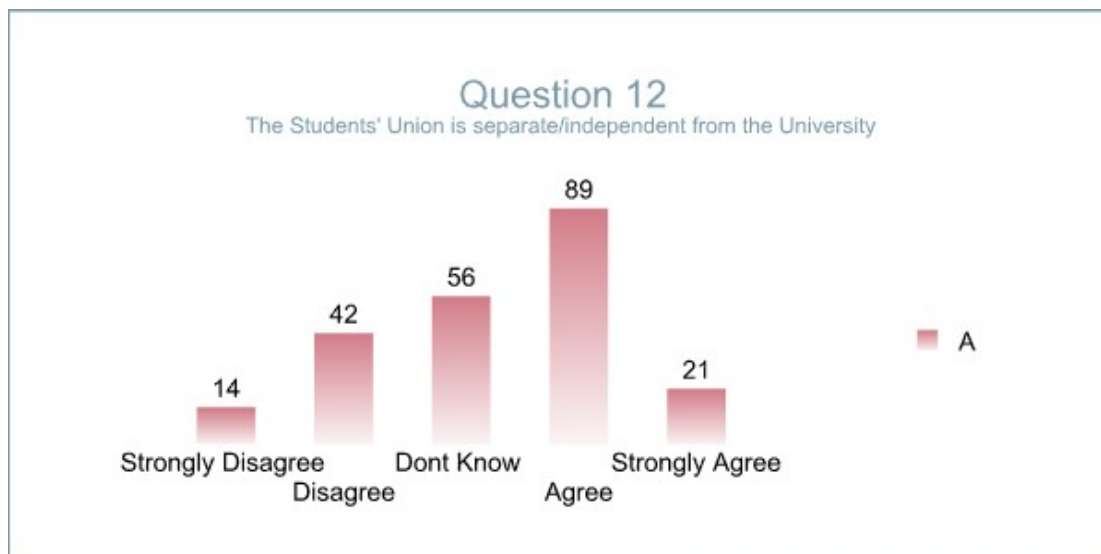
As far as you are aware, which of these services do you think is provided by the Students' Union?



- A) Bars
- B) Shops
- C) Entertainment
- D) Sports
- E) Welfare Information
- F) Education Support
- G) Volunteering Activities
- H) Representation (Student Council / Committees)
- I) Charity Fundraising
- J) Opportunities to Participate
- K) Part Time Employment Opportunities

Placing these services in rank order, it is encouraging to see that Representation and Welfare is at the top of the list, suggesting that people are aware of committees and student council.

A high number of respondents believed we provide entertainment and bars, more so than Education Support. This is perhaps indicative of the overall perception of what a students' union is here for.

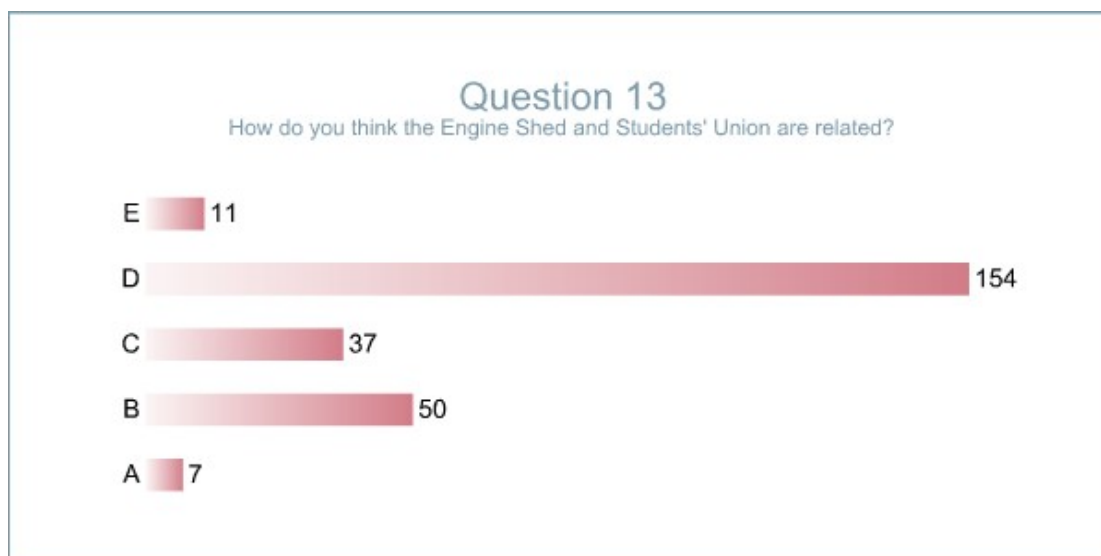
**Question 12****The Students' Union is separate/independent from the University**

Almost a split response to this question, with 51% of respondents not aware or unsure that the Students' Union is independent from the university.

Again, this perception needs to be changed and make more students aware of what we are and what we do.

**Question 13**

How do you think the Engine Shed and the Students' Union are related?



**A) They are the same**

**B) The Students Union runs the Engine Shed**

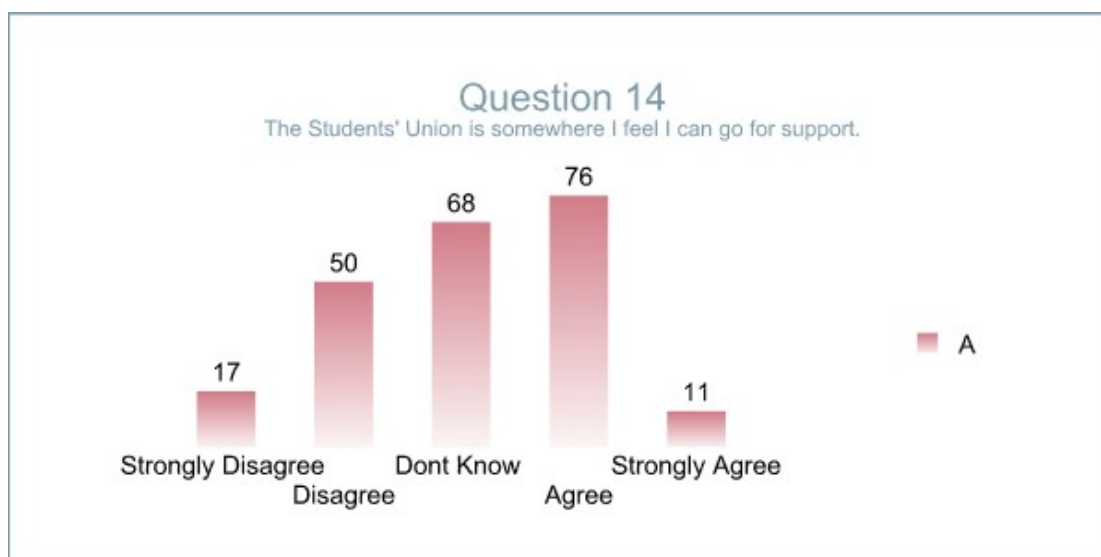
**C) They are both run by the University**

**D) The Students Union office is based in the Engine Shed building**

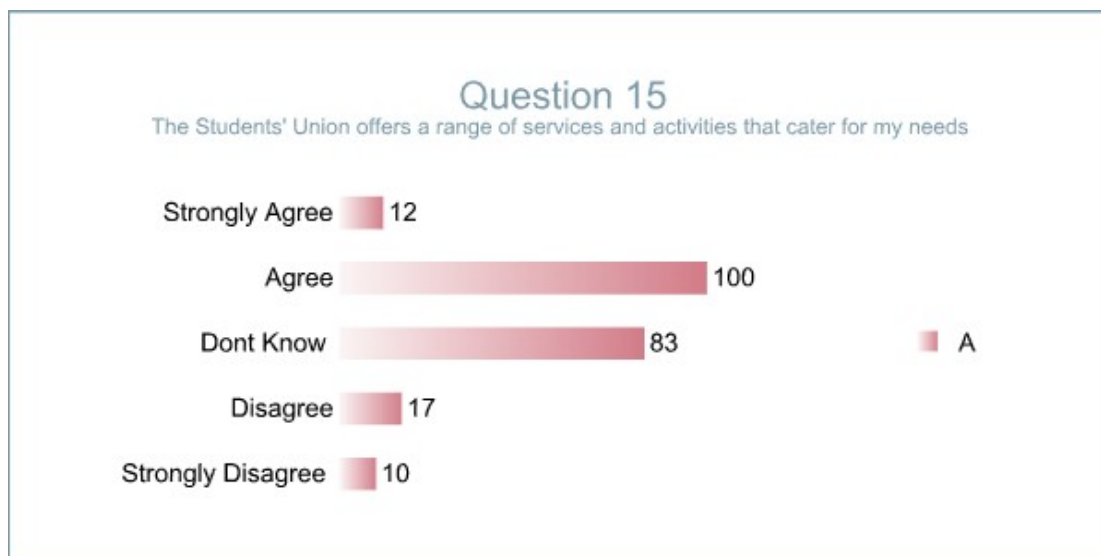
**E) Other**

- The SU did not have the skills or resources at the time of completion, so the university had to take the reins-take them back guys!!! get tough and more organised!!
- According to the news on the homepage the SU and the Uni run it.
- Have not heard of Engine Shed
- I dont know I am in Hull
- SU involvement in Engine Shed not yet 100%
- The uni built the engine shed, the SU couldn't get control and so the uni have turned the engine shed into a rip-off indie hellhole in yet another attempt to scrounge money off us coz top-up fees werent enough..apparently.
- None, the SU does nothing as far as i am aware.
- the uni and union co-operate together to utilise the facilities
- university runs engine shed
- But the Student's Union will soon own the engineshed.
- Don't know

The majority of respondents are aware of the physical relationship, however as we have explored previously their perception of services does not always reflect this view.

**Question 14****The Students' Union is somewhere I feel I can go for support.**

Alarming, a huge percentage of respondents either disagreed with this statement, or simply did not know. 30% of respondents didn't know, 30% of disagreed, and 40% agreed. One of the SU's key aims is to offer support for students, and this response is therefore a major failing and urgently needs addressing. Initiatives such as the SOAP centre and continuing work with student service will hopefully improve these results for the next survey.

**Question 15****The Students' Union offers a range of services and activities that cater for my needs**

Again, the response is somewhat mixed with a large proportion still unsure. We again need to make the student populace more aware of what we offer and ensure its relevance to them.

**Question 16**

**If you feel that the Students' Union does not cater for your needs, how could this be improved?**

**See appendix for full list of responses.**

The key criticism, based on this qualitative response is that the Students' Union fails to communicate effectively with students and members. Not only do we need to communicate what we do, what events/campaigns we are running on a more regular basis, but we need to feed information back from students. It needs to be a two way process, and encourage more students to get involved. We need better consultation and participation. The Sabbs need more of a presence on campus, and need to be more approachable.

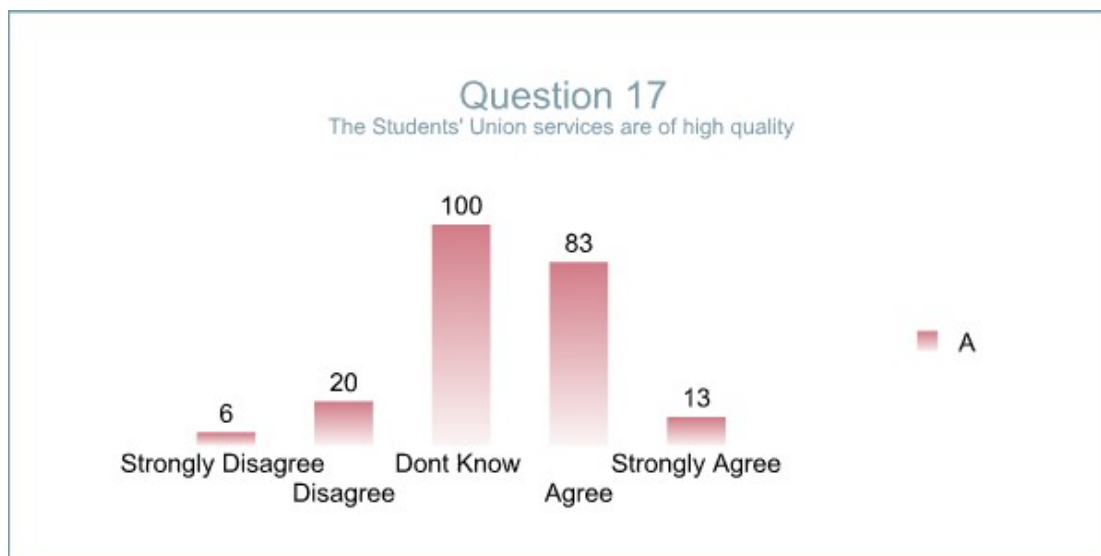
Suggestions to improve communications include more publicity around campuses, raised awareness of the website and make use of email to send out messages. We also need to ensure information is communicated regularly throughout the year, not just during freshers and elections.

Another key criticism is lack of an SU presence on other campuses – notably the lack of a full time officer in Hull next year, and lack of posters and events held promoting events. We seem to be too biased towards Brayford campus, and has been suggested that we discriminate against certain groups.

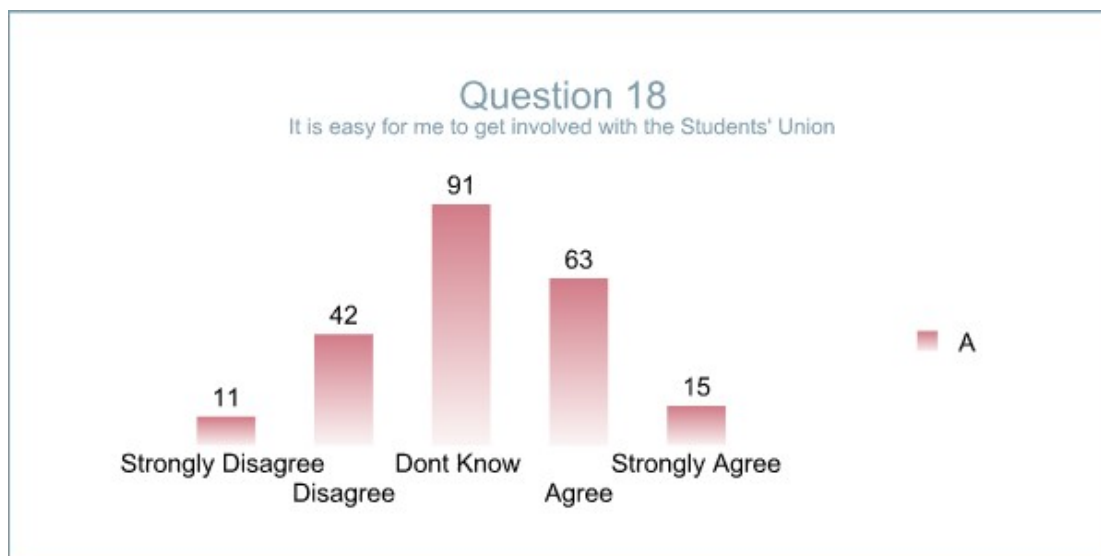
Other notable comments with regards to the Athletic Union include suggestions for new clubs and societies, and that there is too much emphasis on sports – we need to work with students to develop other clubs/societies that are non-competitive, and course related.

Several comments were made about pricing of food and alcoholic beverages in the Engine Shed and Tower Bars, as well as general comments about the building suggesting it is not as inviting as it could be. Also one or two criticisms about the bands that have performed in the Engine Shed, many suggesting these should be more varied.

**Question 17**  
**The Students' Union services are of high quality**



Again, a worryingly high proportion of respondents didn't know, indicating a failure to communicate what we offer and what we do effectively to our membership. Encouragingly a small percent disagree, however we must aim to improve the understanding of our services and ensure an even lower percentage of customers disagree that are services are of a high quality.

**Question 18****It is easy for me to get involved with the Students' Union**

The vast majority of respondents did not know whether it was easy to get involved with the Students' Union. We therefore need to review how we are getting our messages out. We need to look at how we can be more open and inviting in order to encourage more volunteers to get involved with the SU.

**Question 19**

**If you feel it is difficult to get involved with the Students' Union, how could this be improved?**

**See appendix for full list of responses.**

The key criticism here again is communication – the majority of respondents claiming they did not know how to get involved with the Students' Union, and suggested that the SU needs to get the message out more effectively.

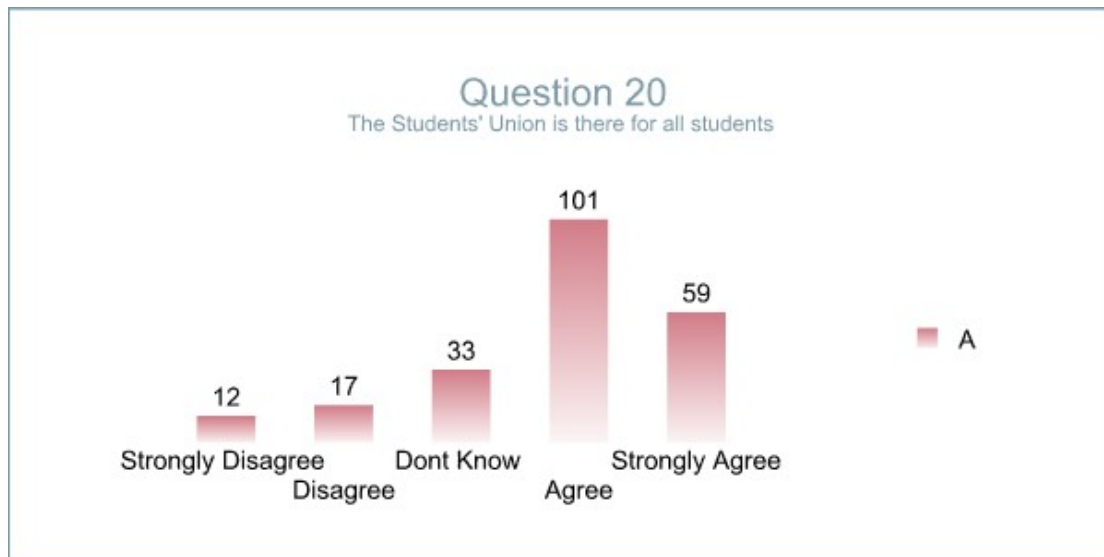
Again, communication needs to be a two way process, with some respondents suggesting that the SU fails to consult its members and find out what they want.

There were a number of comments about the lack of promotions about SU roles, particularly during elections. This would appear to be true, due to the low number of applicants for certain roles, and no applicants for some SU and AU part time roles.

Accessibility and Approachability was also an issue – many respondents felt that the physical location of the office within the building discouraged people from visiting, with some not sure where to go. It was also felt that the SU team needed a stronger presence on campus, and needed to be seen interacting with students.

Finally, a number of comments about the lack of an SU presence on Hull, Riseholme and other campuses.

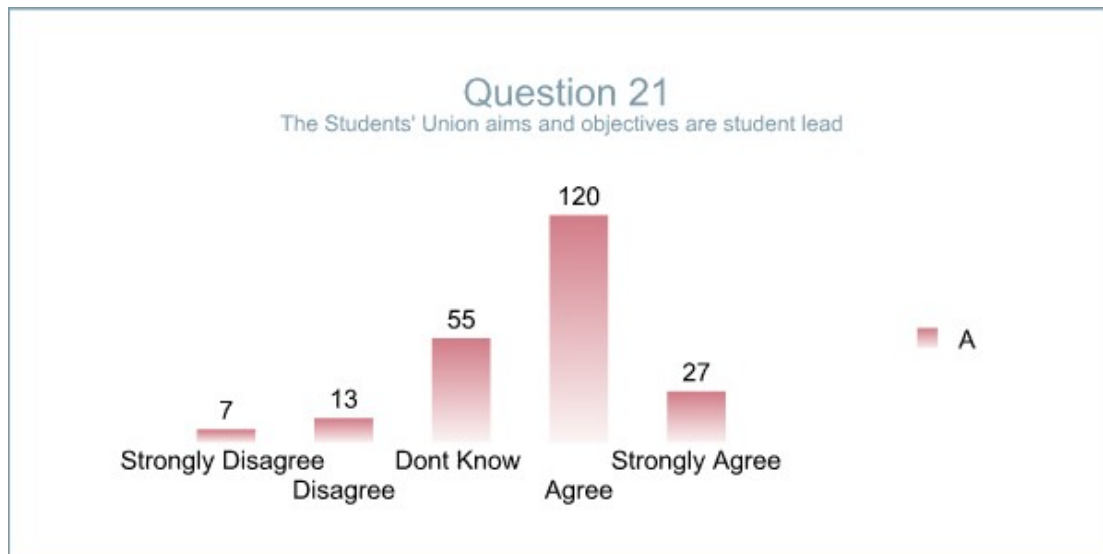
**Question 20**  
**The Students' Union is there for all students**



A largely encouraging response, although there is some room for improvement. Again a more focused communication strategy should help enormously here.

**Question 21**

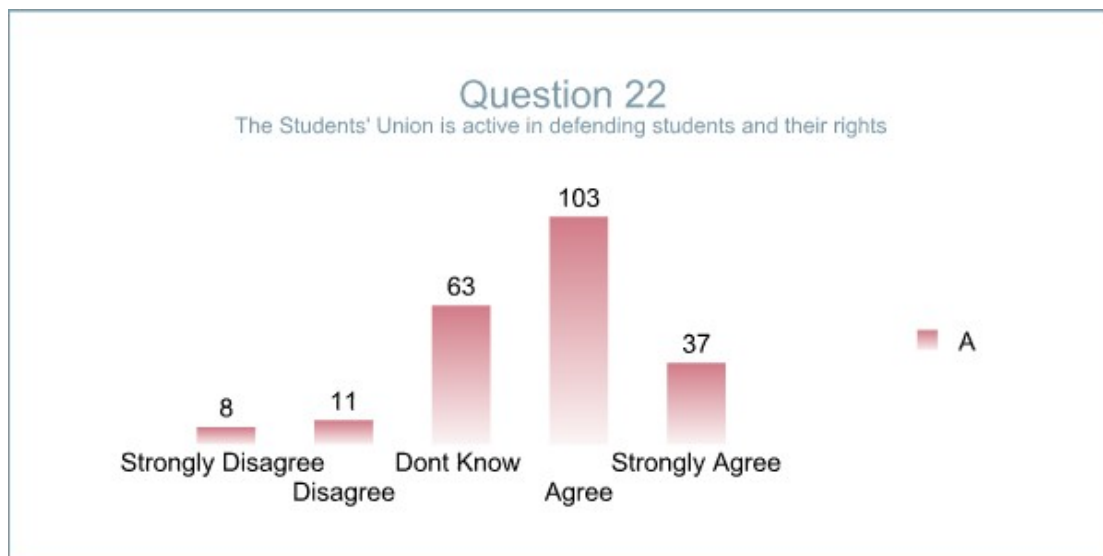
**The Students' Union aims and objectives are student lead**



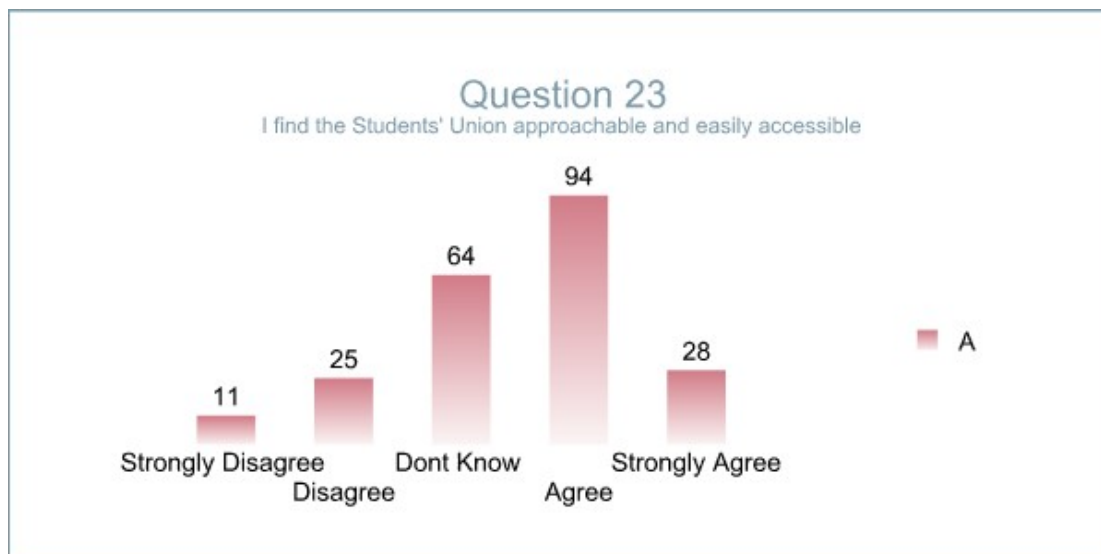
Again following the established pattern and raising the overbearing communication question.

**Question 22**

**The Students' Union is active in defending students and their rights**



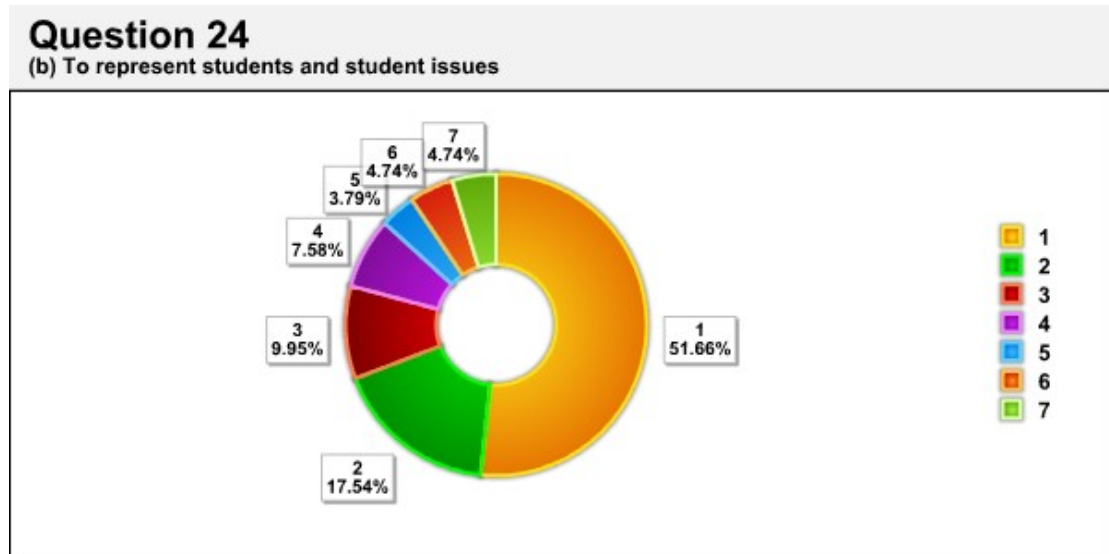
Encouragingly a very low level of disagreement but a worryingly high number of don't knows.

**Question 23****I find the Students' Union approachable and easily accessible**

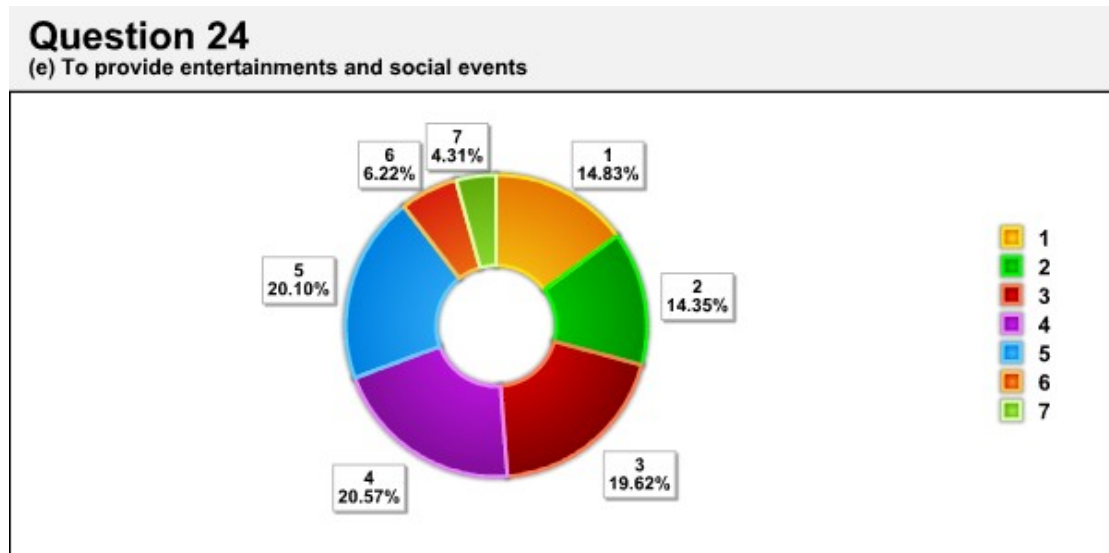
As with the previous question the don't knows are worryingly high but a significant number feel the union is unapproachable which we need to address

**Question 24**

Below is a list of possible Students' Union activities (some of which we undertake already). Please rank them in order of importance to you, with 1 being most important, you don't need to rank them all but you can't give the same score twice.



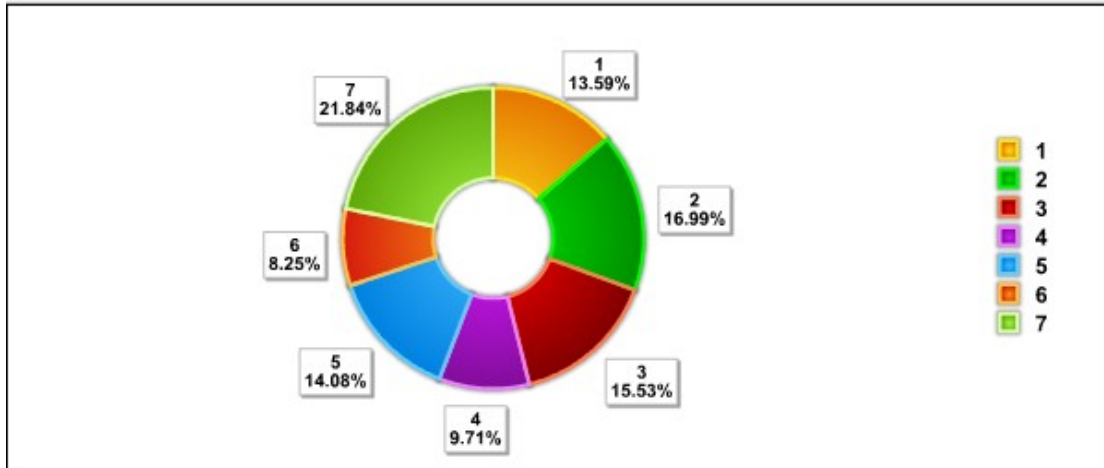
Encouraging students identified this as the prominent area we should be concentrating our time and resource in with over 51 % of first choice and 17% of second choices.



The provision of Entertainment and Social Events was also seen to be important, with 15% ranking it of the highest importance.

**Question 24**

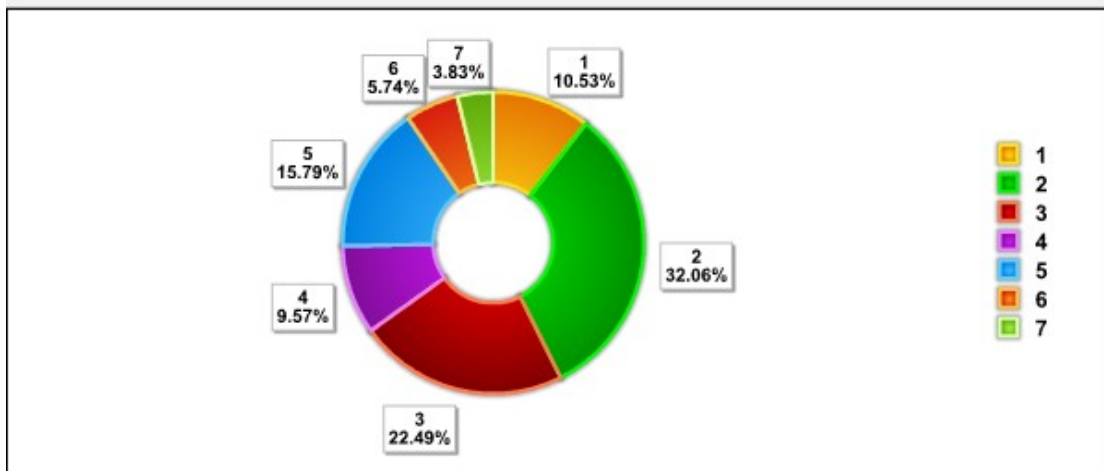
(a) To provide bars and shops



The provision of social and service facilities also scored highly with nearly 14% indicating this as of top importance and over 30% as a 3 or 3 order importance.

**Question 24**

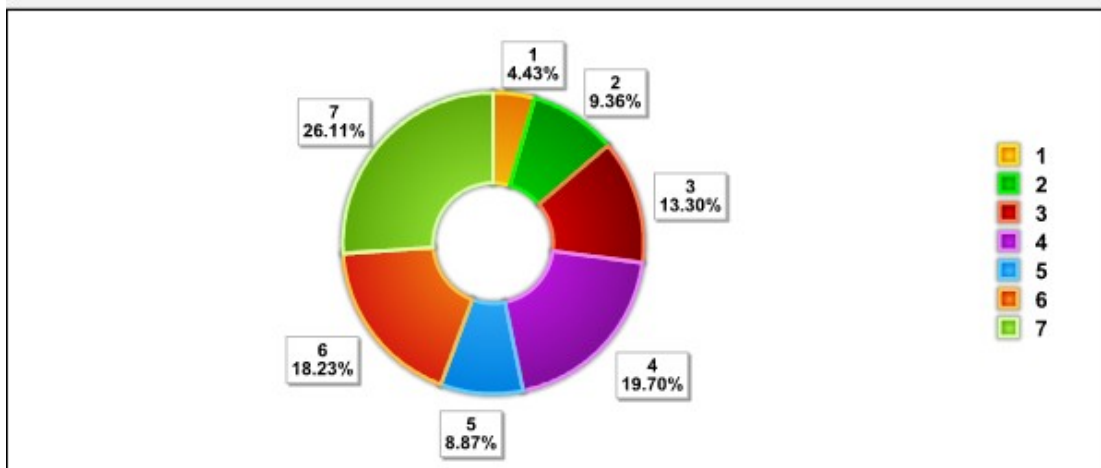
(d) To provide advice to students



A significant number of respondents ranked this as number 2 or 3, and as we work closely to develop this aspect with colleagues we can hopefully increase satisfaction within our members. Along with representation these supporting structure are seen as the pillars of Union activity.

### Question 24

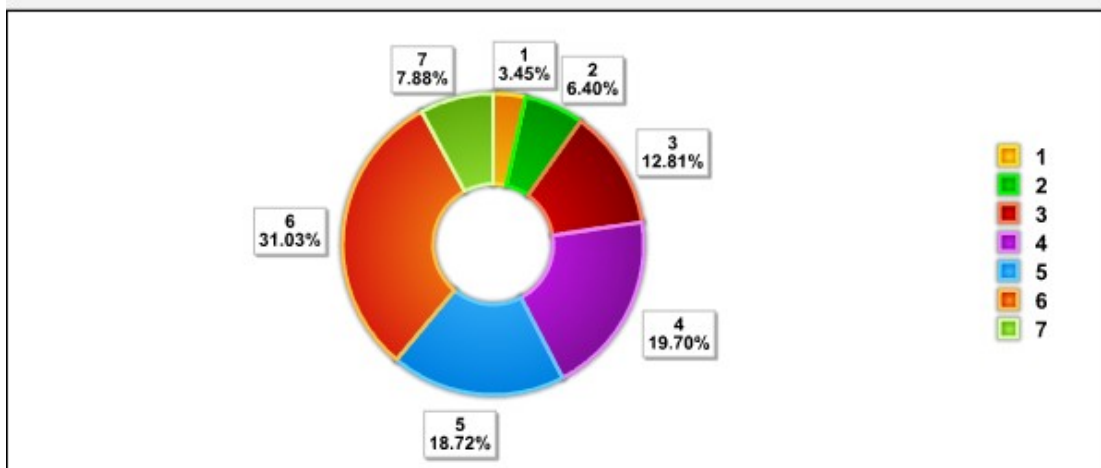
(c) To provide sporting opportunities



Providing sporting activities was still ranked highly, with a significant number of respondents giving this a mid range ranking.

### Question 24

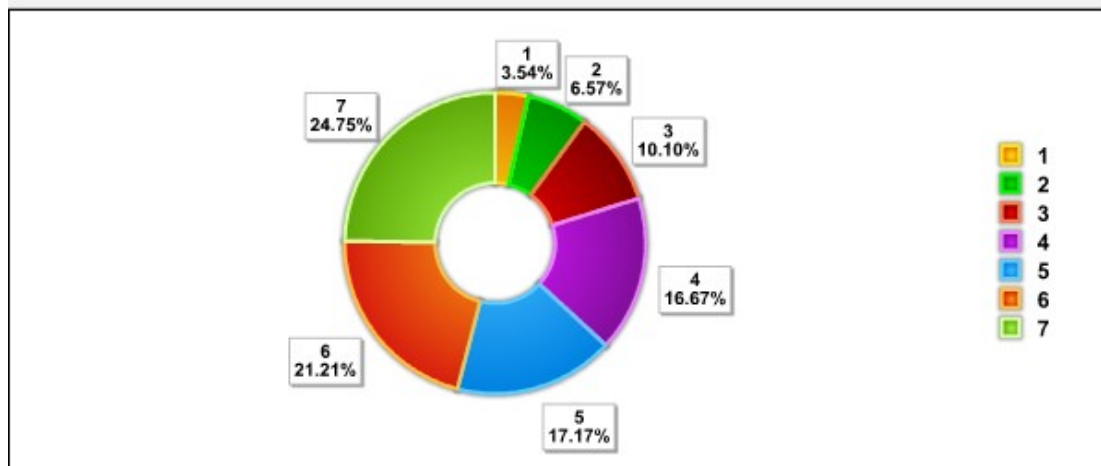
(f) To empower students to organise their own events and activities



The lowest priority in the list and in terms off development should be a low order priority

**Question 24**

(g) To provide development opportunities (Part Time work, volunteering etc)



A significant range of mid order responses again indicating a service student would like to see provided but ranking below the high order core services

**Summary**

The key area in need of improvement is communication. In particular, we need to promote:-

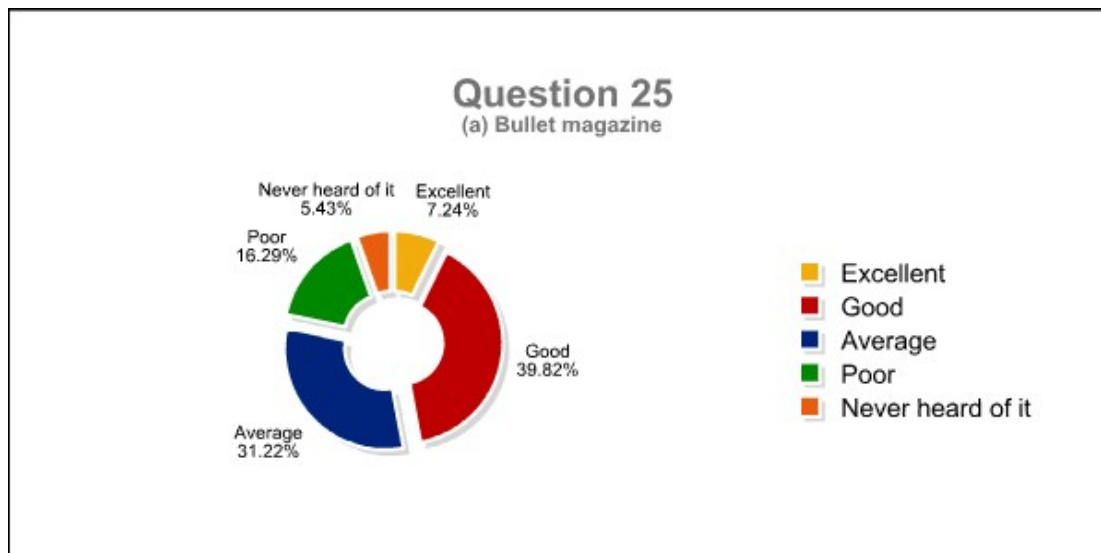
- Promote what we do
- Promote what services we provide – in particular support services & representation
- Promote that we are independent from the university
- Have more of a presence on the campus and satellite campuses
- Be more approachable and accessible.

### 3.3 Communications

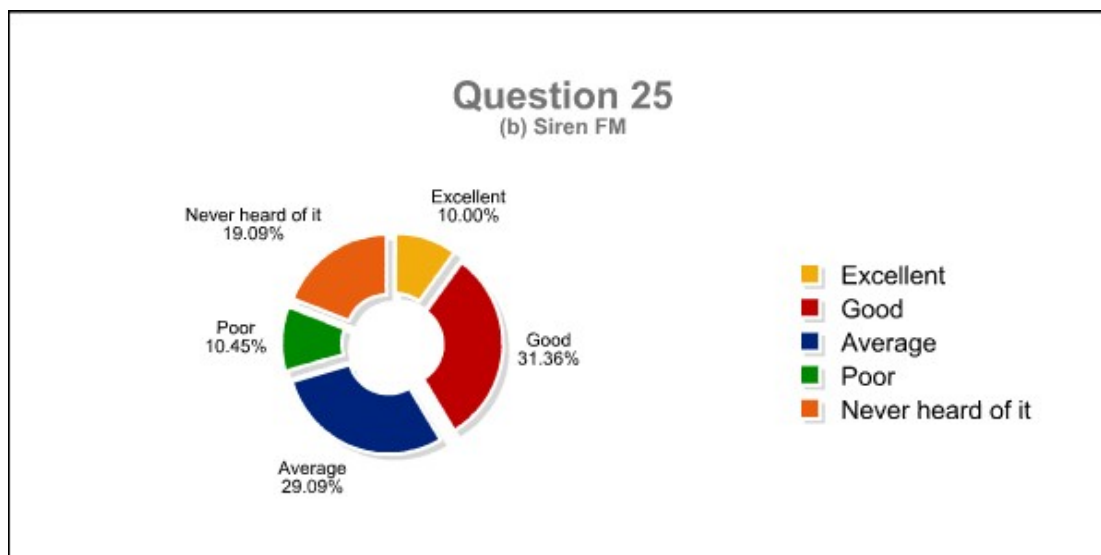
#### Question 25

How do you rate each of the following?

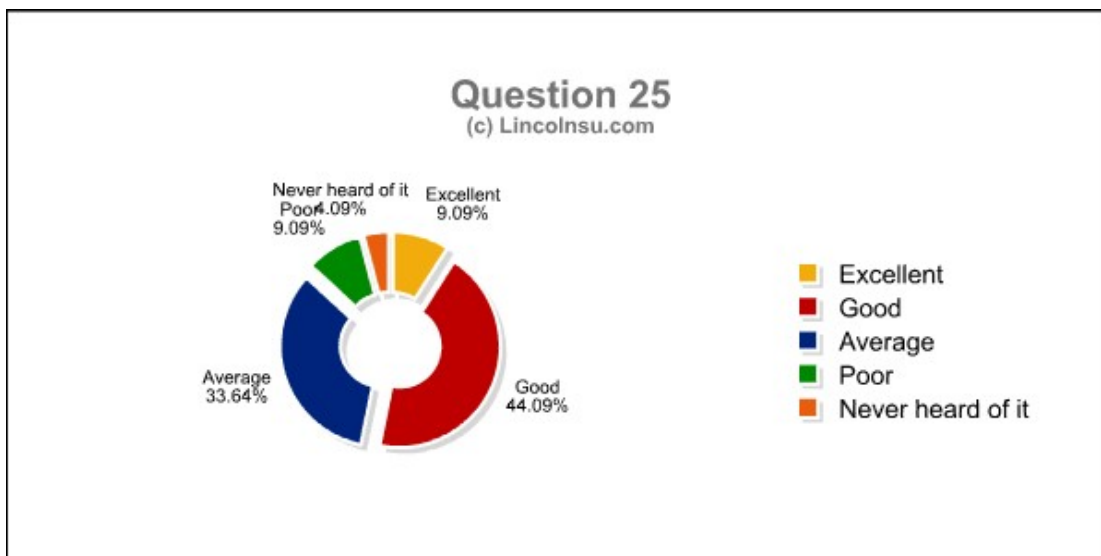
#### Bullet Magazine



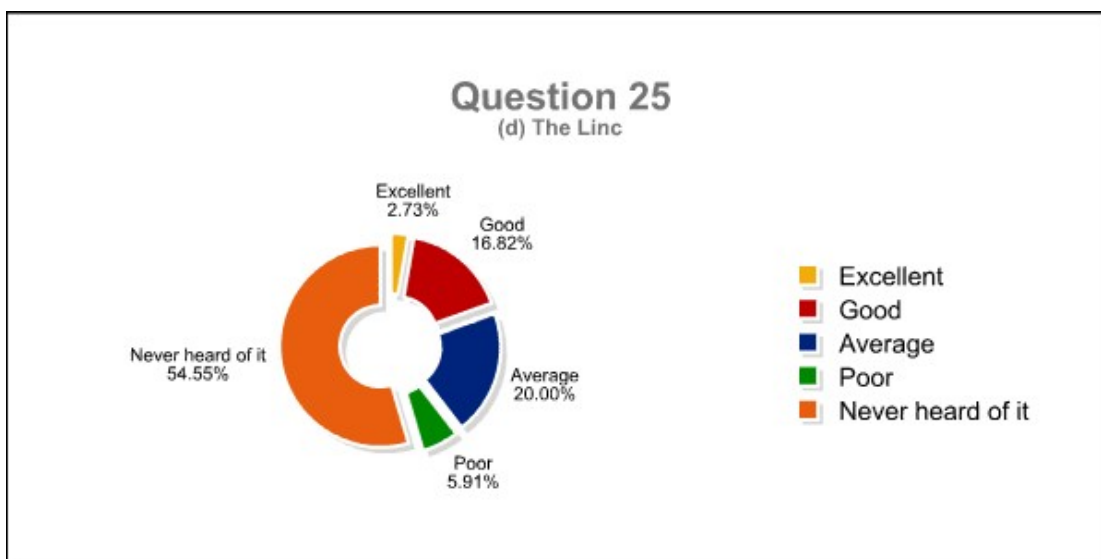
#### Siren FM



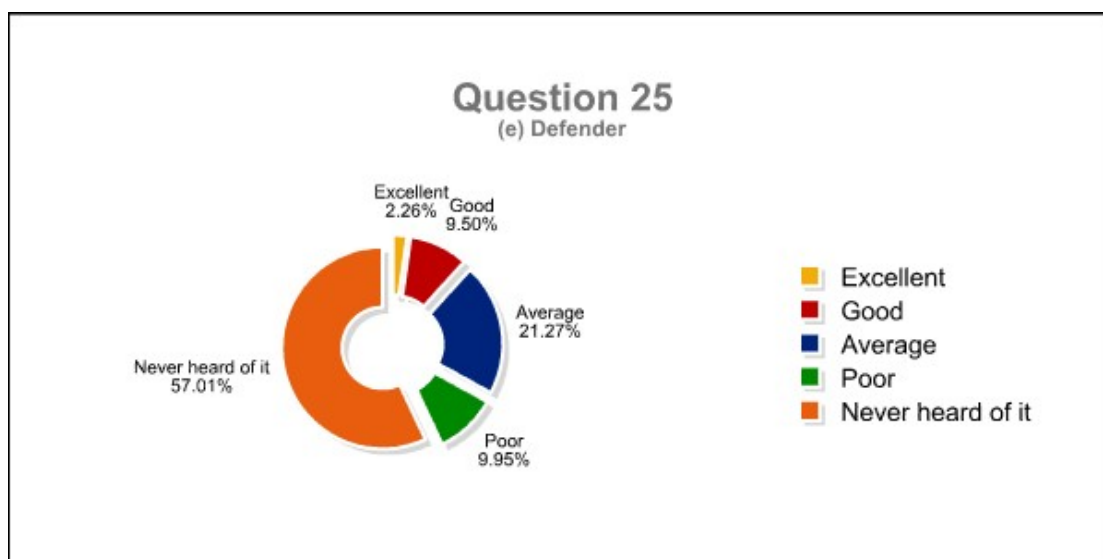
LincolnSU.com



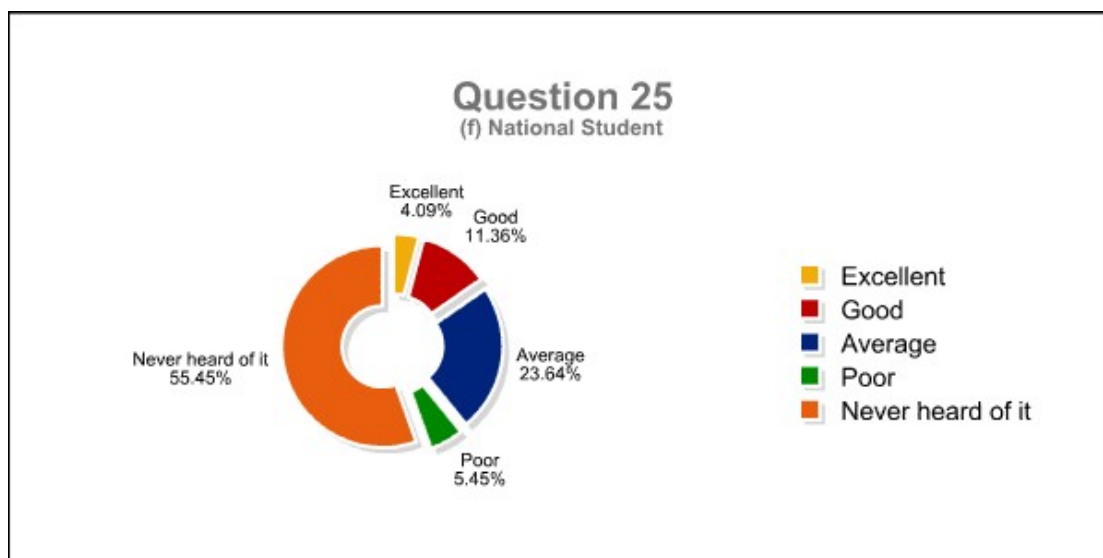
The Linc



**Defender**



**National Student**

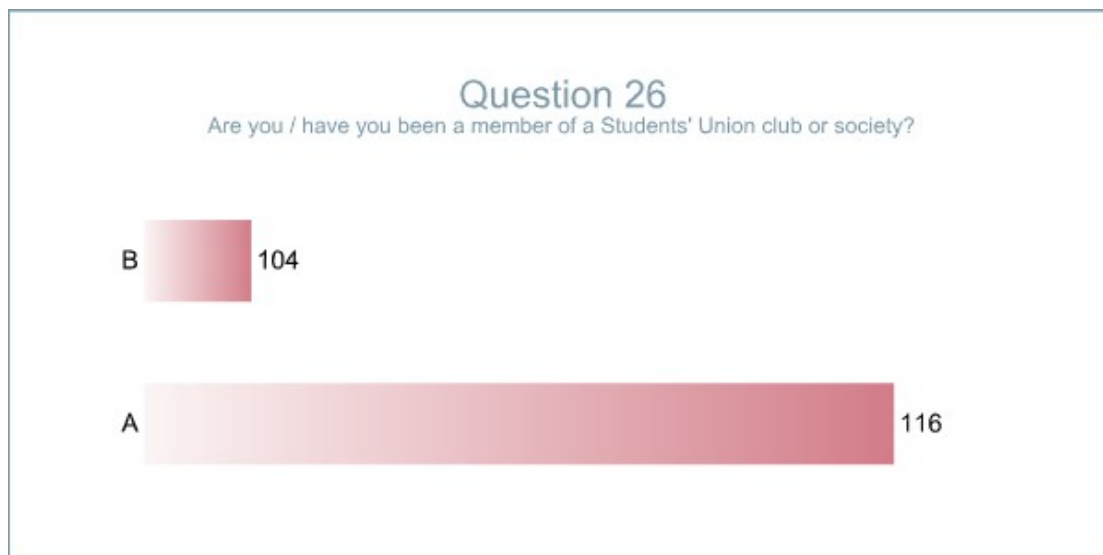


Encouragingly high ratings in relation to SU run media, such as Bullet, Siren and LincolnSU.com. Low results for the other non SU publications indicates that we need to review how we use these in future.

## 3.4 Athletic Union

### Question 26

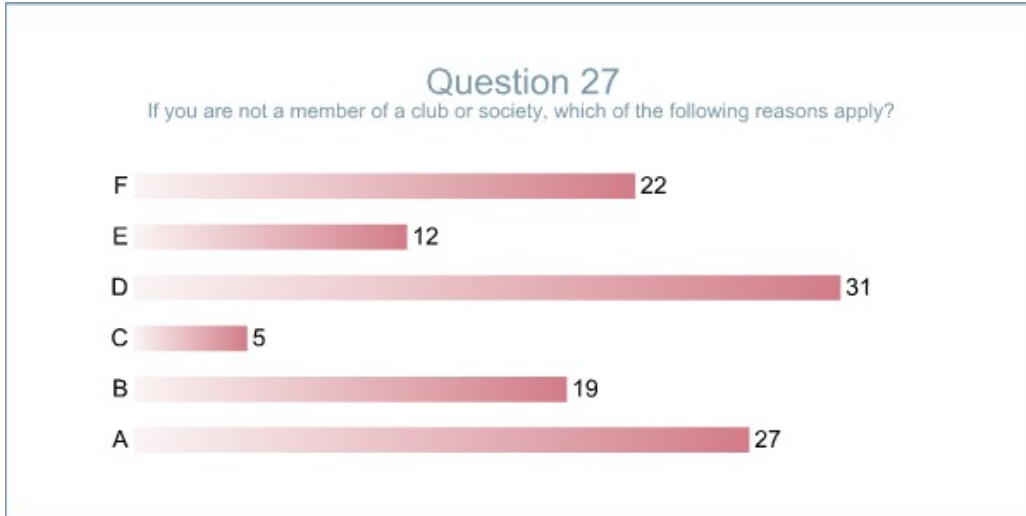
Are you / have you been a member of a Students' Union club or society?



An encouragingly strong response from clubs and society, indicating how close these individuals are to the Union and the mutual importance they have to each other.

**Question 27**

**If you are not a member of a club or society, which of the following reasons apply?**



- A) Nothing of interest
- B) Dont know what is available
- C) Too expensive
- D) Not enough time
- E) Dont know how to join
- F) Other
  - no longer a student
  - Wasnt good enough for sports clubs of interest
  - N/A
  - I joined but they never did anything.
  - Forgot :S
  - I missed the freshers fair and so i thought it was too late to join when i actual found out what was on offer.
  - Most are sports related, so njoyt relevent for someone in a wheelchair
  - Tried out for a few, but it's far too 'clicky' and unfair in how they pick people (more likely to pick friends)
  - There isn't a dedicated section in the Uni Atrium or website explaining all of the societies or how to set one up.
  - There isn't a dedicated section in the Uni Atrium or website explaining all of the societies or how to set one up.
  - Don't feel there is a club that I would like to join.
  - too nervous
  - The SU will not allow Riseholme Ent committe to become an official society or part of the SU.
  - not promoted well enough-never see what they all do!
  - I want to but stuff gets in the way.
  - When I tried to join a society the current members didn't acknowledge the new members and made me feel unwelcome.
  - never got round to it, bt gonna next year to meet people
  - not aware of when these clubs take place
  - Most of the above apart from expense and time. Most are inaccessible to students with childcare and family life commitments
  - In Hull there was no student union to join!
  - Was unwell when trials were being held
  - Don't think any of them really apply to me

An interesting range of responses indicating the increasing time pressure on students and need to look at the range of societies and opportunities on offer and how members can access these

**Question 28****Are there any new clubs or societies you would like to see in future?**

In summary, by far the most popular suggestion was for more music related societies. This included more specific suggestions, such as orchestra, choir, rock and organised trips to gigs.

Dance related societies were also popular, including Street, Urban and Salsa.

Unsurprisingly, there were several suggestions for new sports related societies, the most popular including Swimming, Tennis, Gymnastics, Table Tennis, Football (inc. Five-A-Side, Leisure & American) and Outdoor/Hiking.

Interestingly, there were a number of suggestions for course related societies, including Marketing/Advertising/PR, English, Cultural, Photography, Film Making, Performing Arts, and Publishing.

Finally, there were a number of suggestions for a Cocktail & Drinking society, and a Gamers society.

The table below groups the suggestions into categories. Those that were suggested more than once include the number of votes in brackets.

General	Sports & Activities	Games	Course Related	Other
Music (9) Dance (6) Film (4) Asian Mature Students	Swimming (5) Tennis (2) Table Tennis (2) Gymnastics (2) Football (2) Climbing (2) Outdoor (2) Rowing (2) Frizbee (2) Pigeon Racing Cricket Sailing Weight Lifting Basketball Kickboxing Martial Arts Snowboarding Korfball Boxing	Gaming (2) Snooker Pool Chess Quiz	Marketing, Advertising/PR (3) Cultural (3) Performing Arts (2) Photography (2) Film Making (2) Publishing English Fine Art	Cocktail/Drink (4) Ghost Hunting High Society Geeks Book Club Young Business Animal Rights People & Planet Sex Addicts Hat? Debating Guitar Ultimate Ironing

## Summary

The Athletic Union need to:-

- Have more emphasis on Course Related societies rather than sports
- Be aware of conflicts with academic timetables
- Better promotion on the website and notice boards
- Better presence on satellite campuses

## 3.5 Suggestions

### Question 29

**Would you like to make any other comments or suggestions, such as ways to improve the Students' Union?**

**See appendix for full list of responses.**

The following summarises the key points raised:-

By far the biggest suggestion is to improved communication. We need to find ways to promote events more effectively, in particular provide more information about the Elections and events such as RAG week. Information on the website needs to be updated and improved. Minisites for the clubs and societies need to be set up and maintained. Other suggestions include issuing a regular newsletter via email, text messages, more flyering around the city, and encouraging lecturers to pass on information at the end of lectures.

The SU needs to be more accessible and open to all. Sabbatical officers need to have a bigger presence on campus – and not neglect other campuses. Again some criticism for the lack of an SU presence in Hull. We need to encourage more members to get involved, and organise more committees and meetings for members to attend. Also be aware of students who start mid semester, who also need to be made welcome.

A number of comments were made about cost. These were mainly with regards to the price of drinks in the bars, door entry costs and SU membership fees. Suggestions included organising more promotions (both day and night), and encourage more students to come into the bars during the daytime.

There were a number of suggestions in relation to the Clubs and Societies, with many commenting that there are too many sports related societies.

Entertainment was another issue. Many suggested having more gigs, and a more diverse range of music and events on offer in the Engine Shed. Many were aware of the relationship between the SU and the Engine Shed team, and suggested that the SU obtain control of the bars.