

MEMBERSHIP SURVEY REPORT 2025



BUCKS
STUDENTS'
UNION



Bucks Students' Union conduct the membership survey on an annual basis to improve our understanding of our membership, to explore perceptions of our services and to provide insights into student attitudes and behaviour. The insights gained are used to inform our strategic planning and decision-making processes.

Methodology

An online survey was conducted for three weeks throughout January and February 2025

A total of 1,094 responses were received from individual members

Responses came from a broad mix of members at various stages of study, various ages, as well as different campuses and those at partner colleges

The demography of the sample size is also broadly representative of the student population

Outline

This report will outline the broad findings and will identify:

- members' motivations and aspirations for choosing BNU
- how members perceive their time at BNU and any struggles they might have
- the relationship members have with the Students' Union
- the impact the Students' Union has had on their time at BNU, so far
- the impact of The Big Deal on members – both in terms of recruitment and retention.

Trend analysis

An important part of our internal processes is measuring trends and what degree these vary to previous research projects. As this research was conducted by multiple cross-sectional design, where we broadly ask the same question set, we will compare key data and benchmark this in the form of trend analysis, across some key questions.

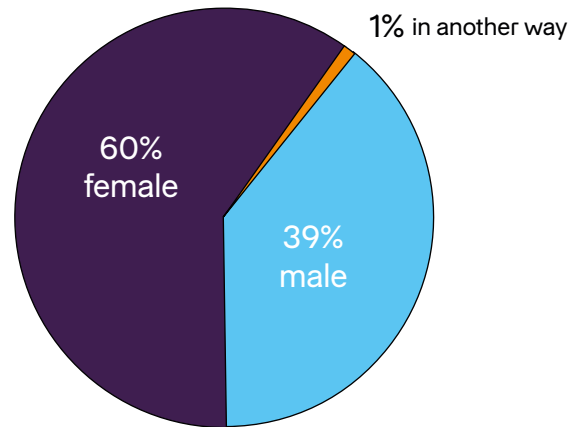
This report

The contents within this report are specifically filtered to taught students only with the removal of all students from partner colleges. This includes those studying at High Wycombe, Uxbridge, Aylesbury, Pinewood Studios and Great Missenden. This reduces the sample size to 993, which equates to 90.77% of the sample. Specifically looking at the number of responses completed by FTUG students, 701 students fall into this which represents 15.51% of the population category (a total of 4,520 FTUG students).

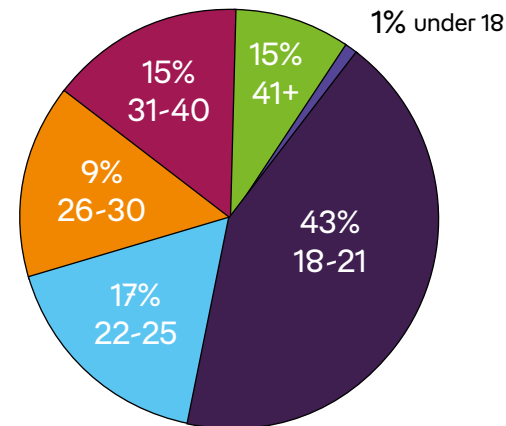
Sample breakdown - all members (demographics).....	5
Accommodation and employment	7
Motivations and aspirations.....	11
University experience.....	12
Student life.....	15
Big Deal activities.....	16
Struggles and concerns	19
Community and belonging	25
The Students' Union	28
Future of the Students' Union.....	41
Communications	42

Sample breakdown - all members (demographics)

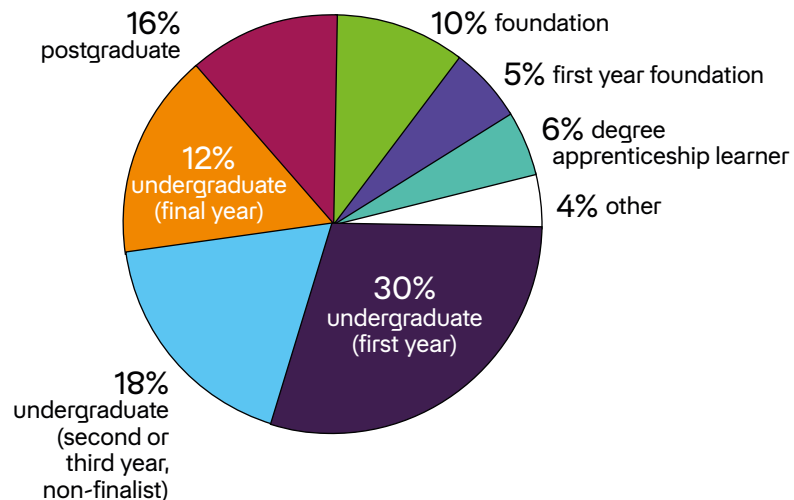
Gender



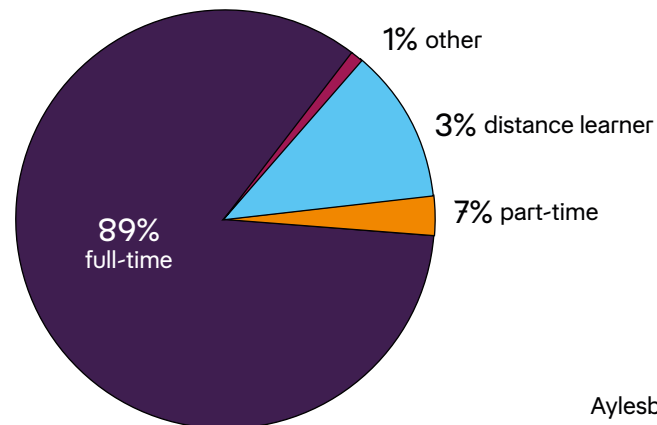
Age



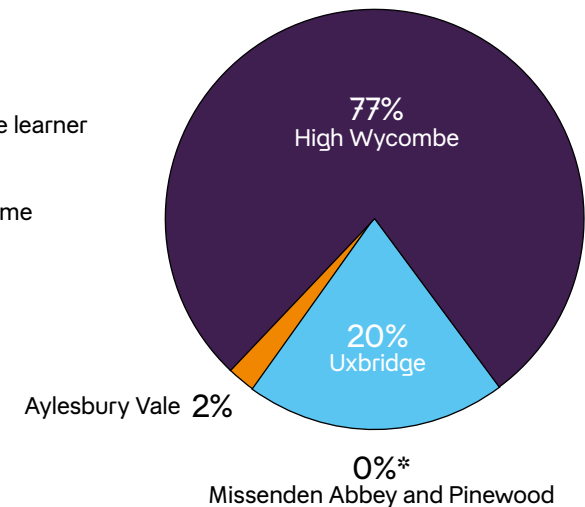
Stage of study



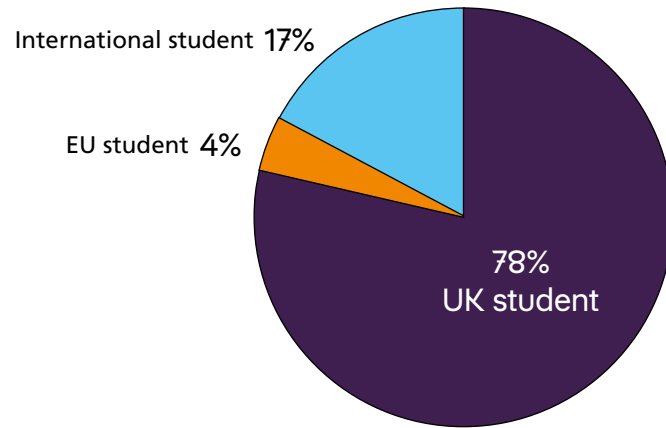
Mode of study



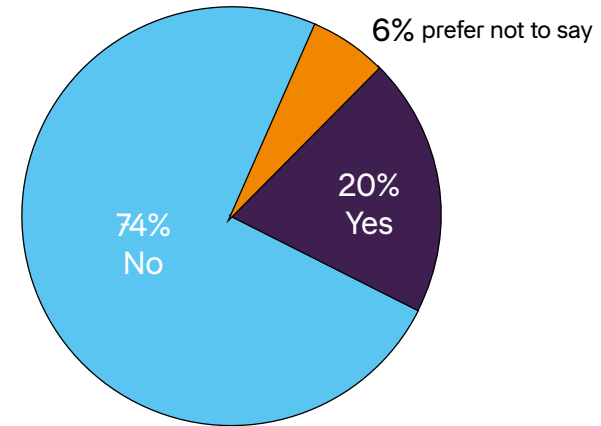
Campus



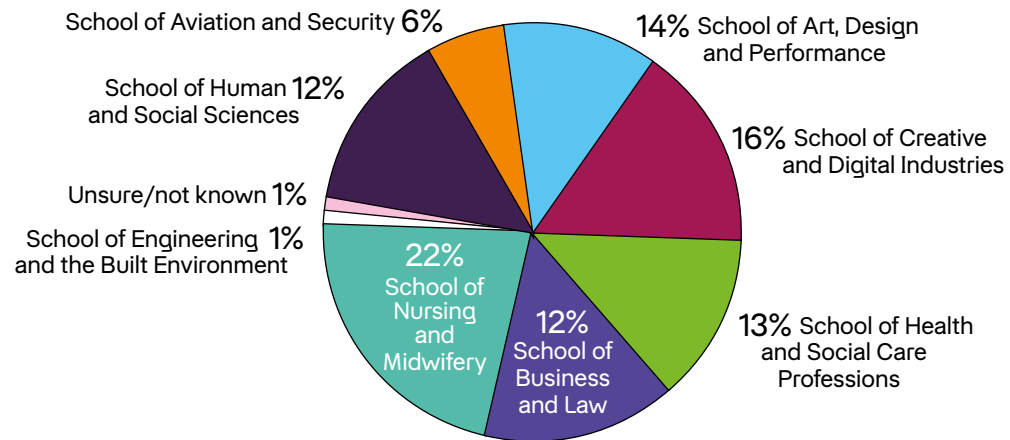
Domicile



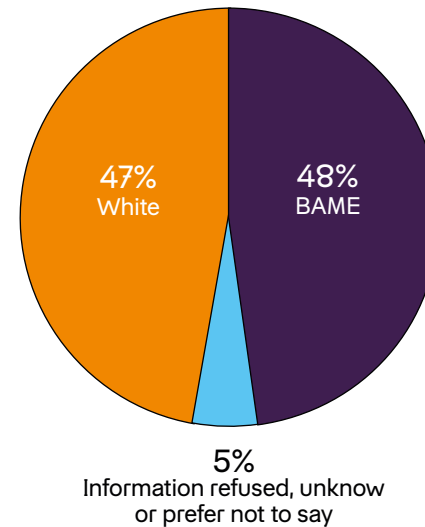
Disability/medical condition or specific learning difficulty



School

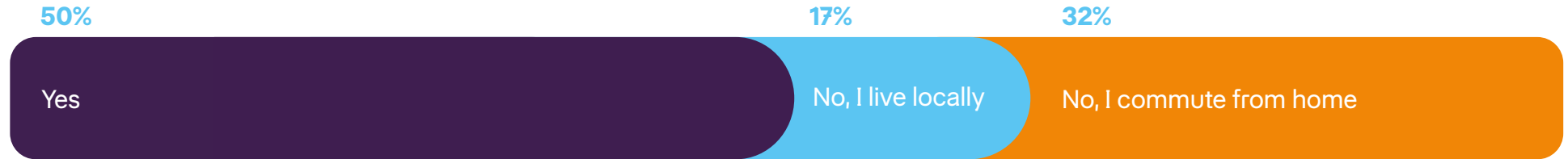


Ethnicity



Accommodation and employment

■ Have you moved away from your hometown, either temporarily or permanently, to attend university?

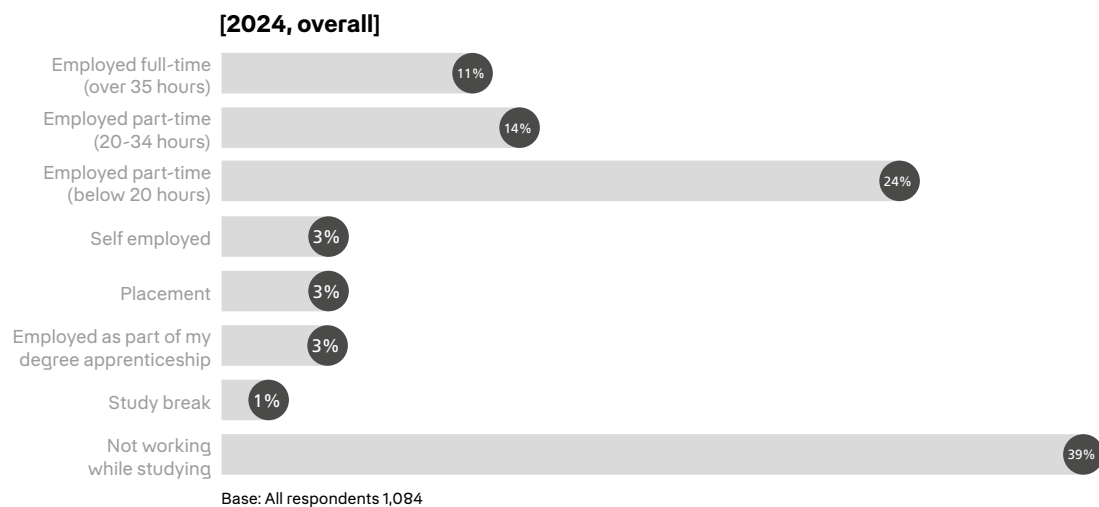
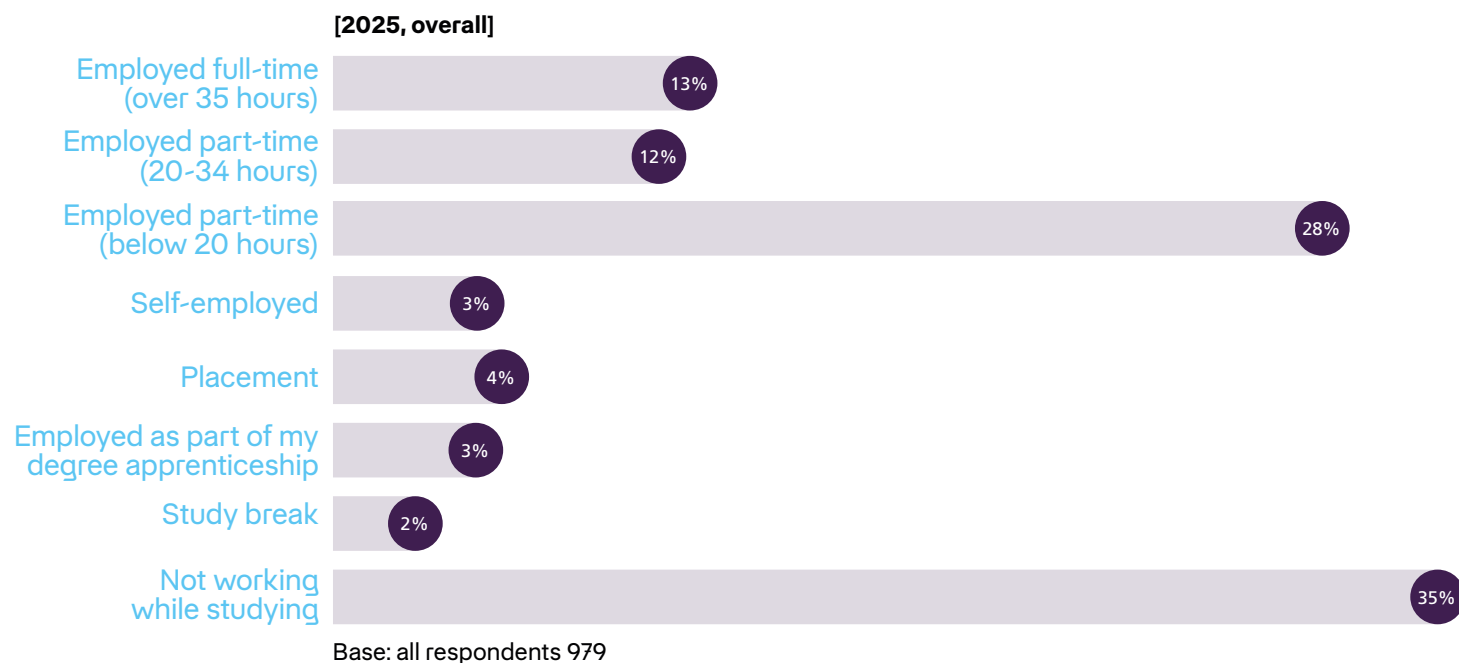


Base: all respondents 954



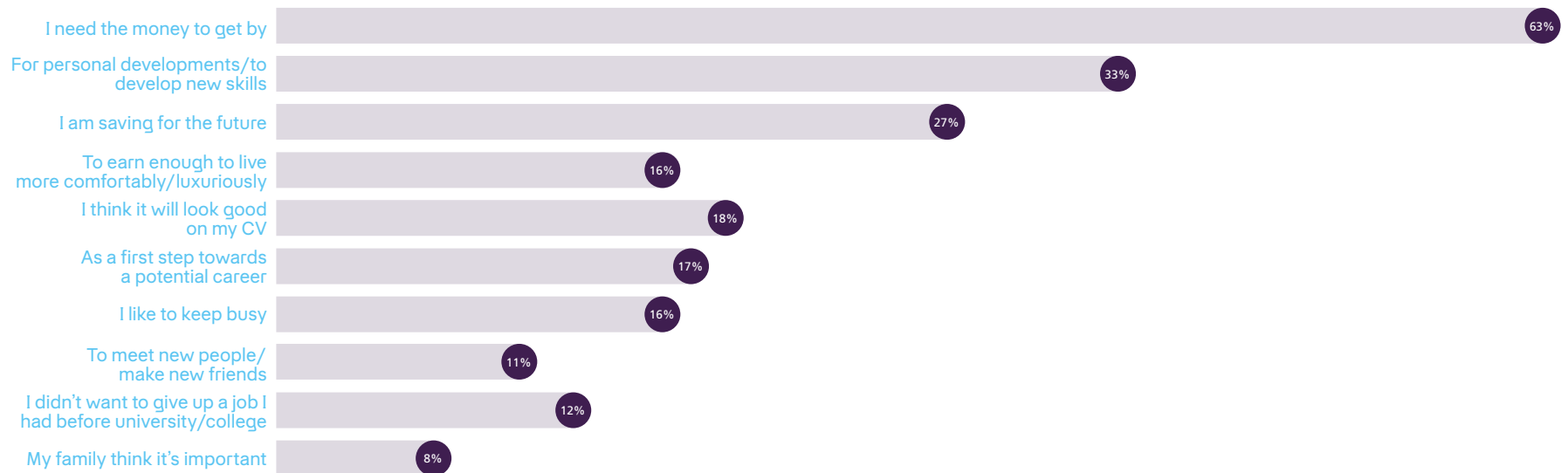
Base: all respondents 1,049

Q What is your employment status during term-time? If you're working a zero-hours/variable hours, please select an option based on your average working week.
(Slight increase of 2% in those working over 35 hours)



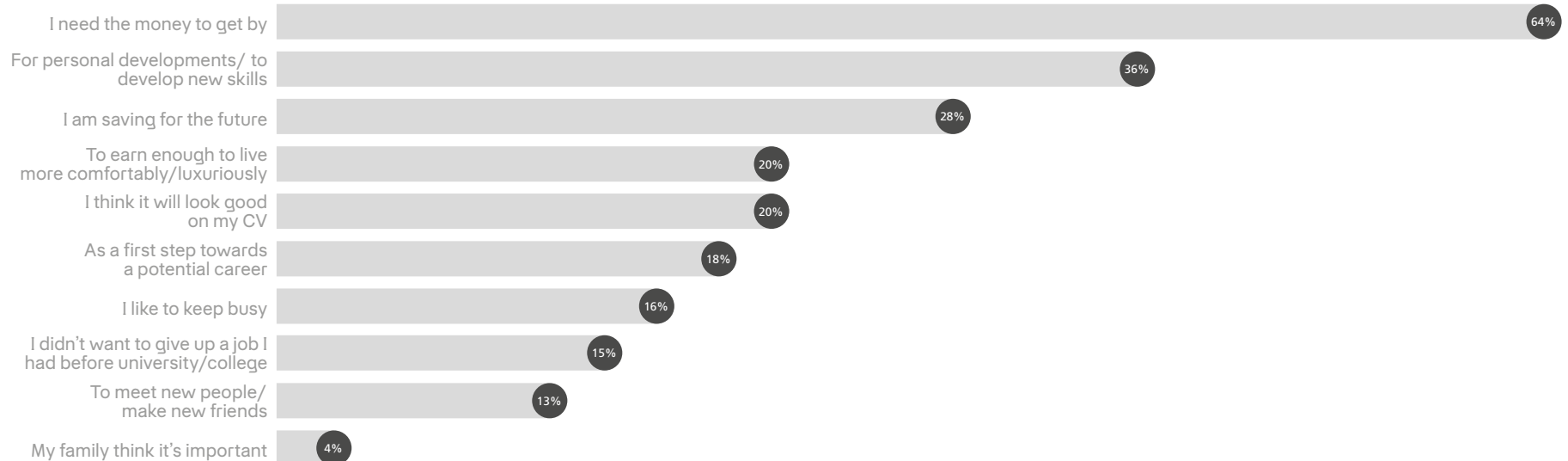
Q Which of the following best describes why you work during term-time?

[2025, overall]



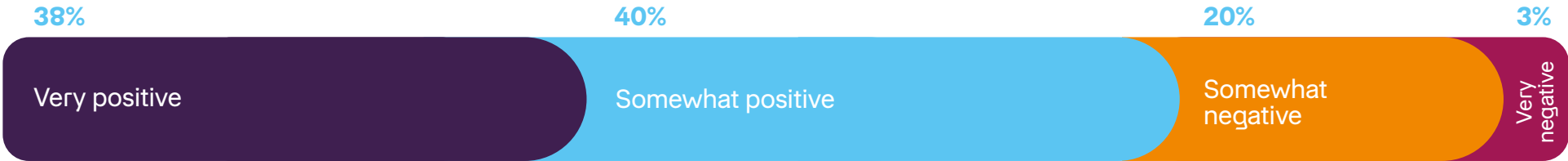
Base: all respondents 535

[2024, overall]

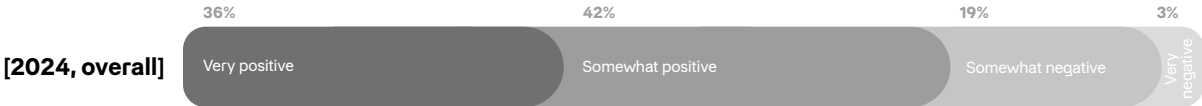


Base: all respondents 542

Q How would you describe the overall impact that working has on your university/college experience?



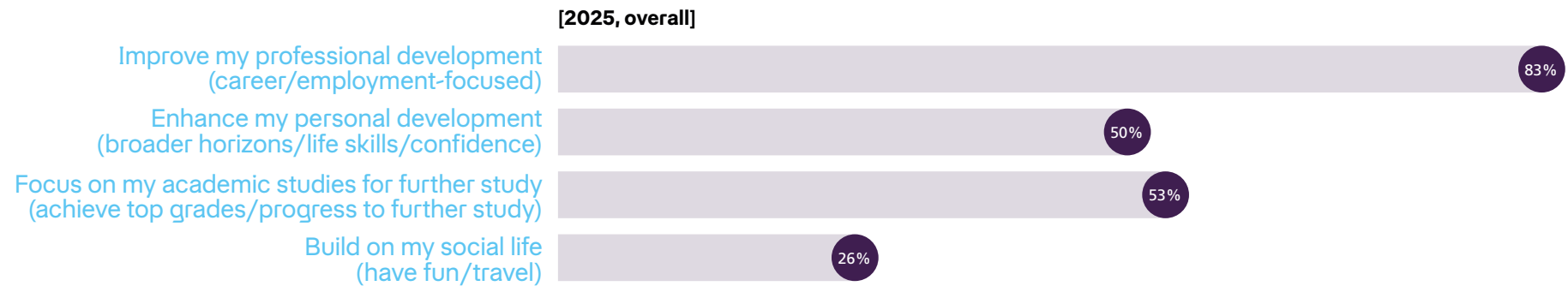
Base: all respondents 531



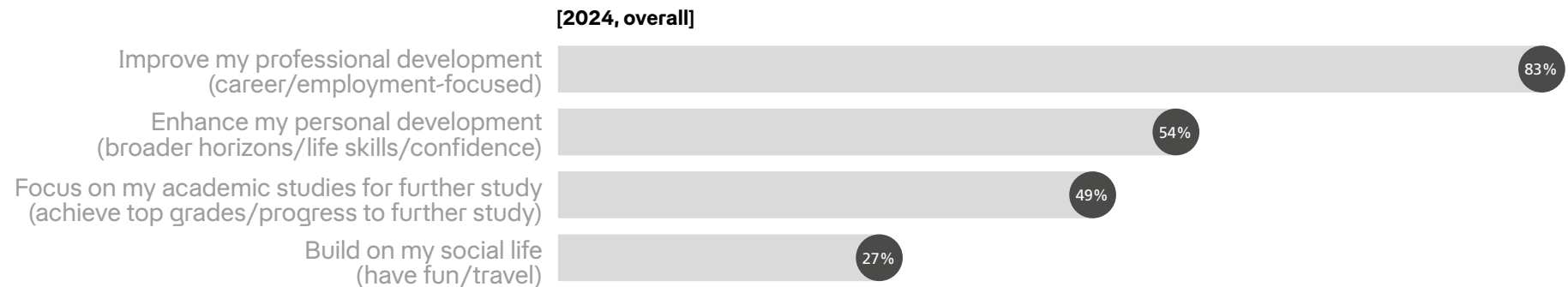
Base: all respondents 552

Motivations and aspirations

Q What are you hoping to achieve as a result of studying with Buckinghamshire New University?
(Slight increase – 4% – in those saying they want to focus on their academic studies)



Base: all respondents 953



Base: all respondents 1,052

University experience

Q To what extent do you agree or disagree with the following statement? **"I am satisfied with my overall University experience"**

Quite an increase on last year 37% > 44%



Base: all respondents 918



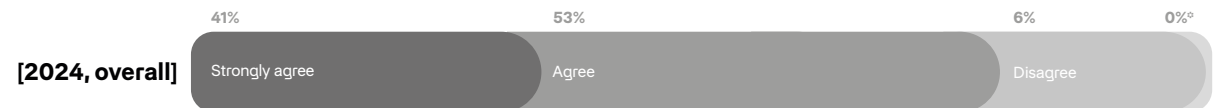
Base: all respondents 1,022

Q To what extent do you agree or disagree with the following statement? **"I am satisfied with my overall Students' Union experience"**

A slight increase in positivity 41% > 45%



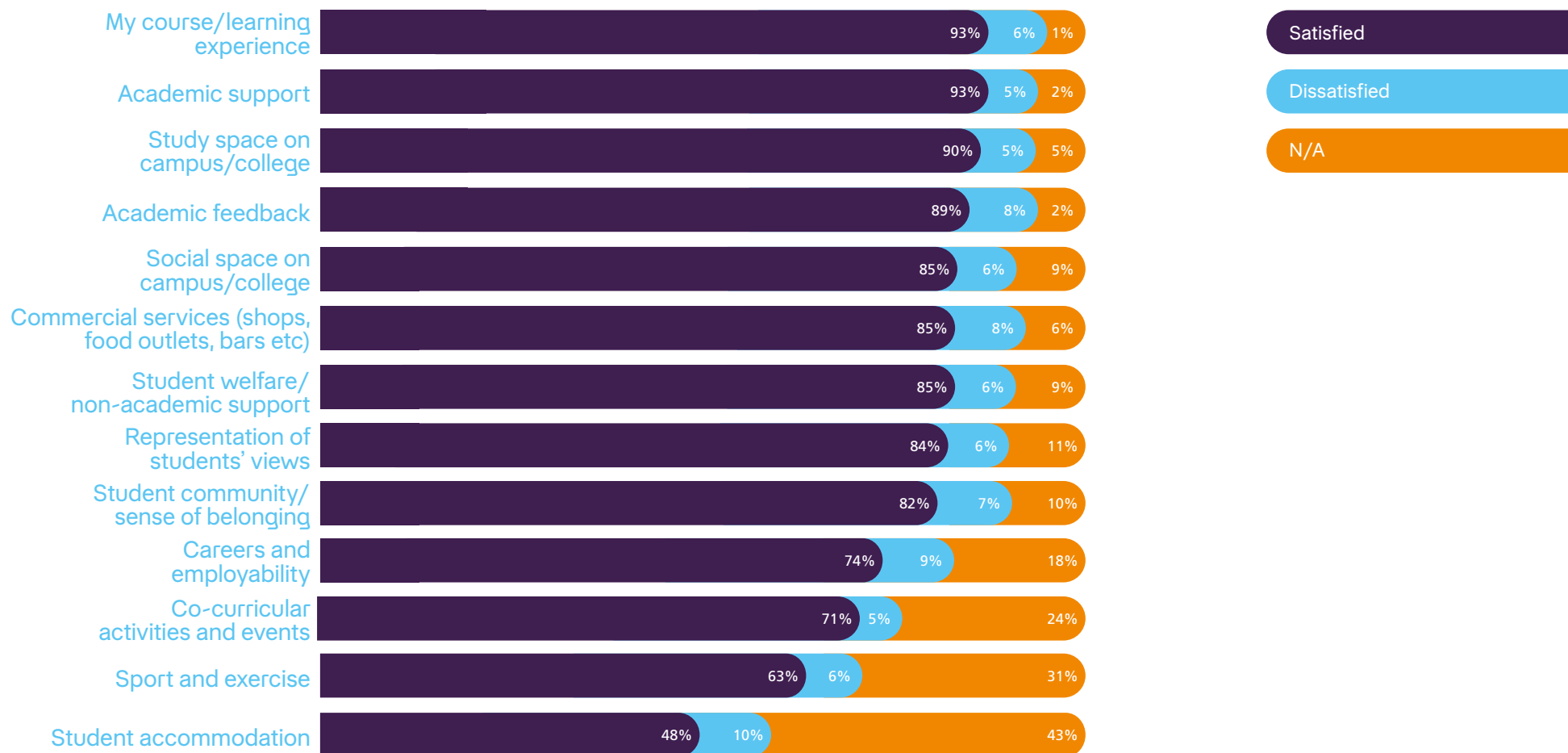
Base: all respondents 919



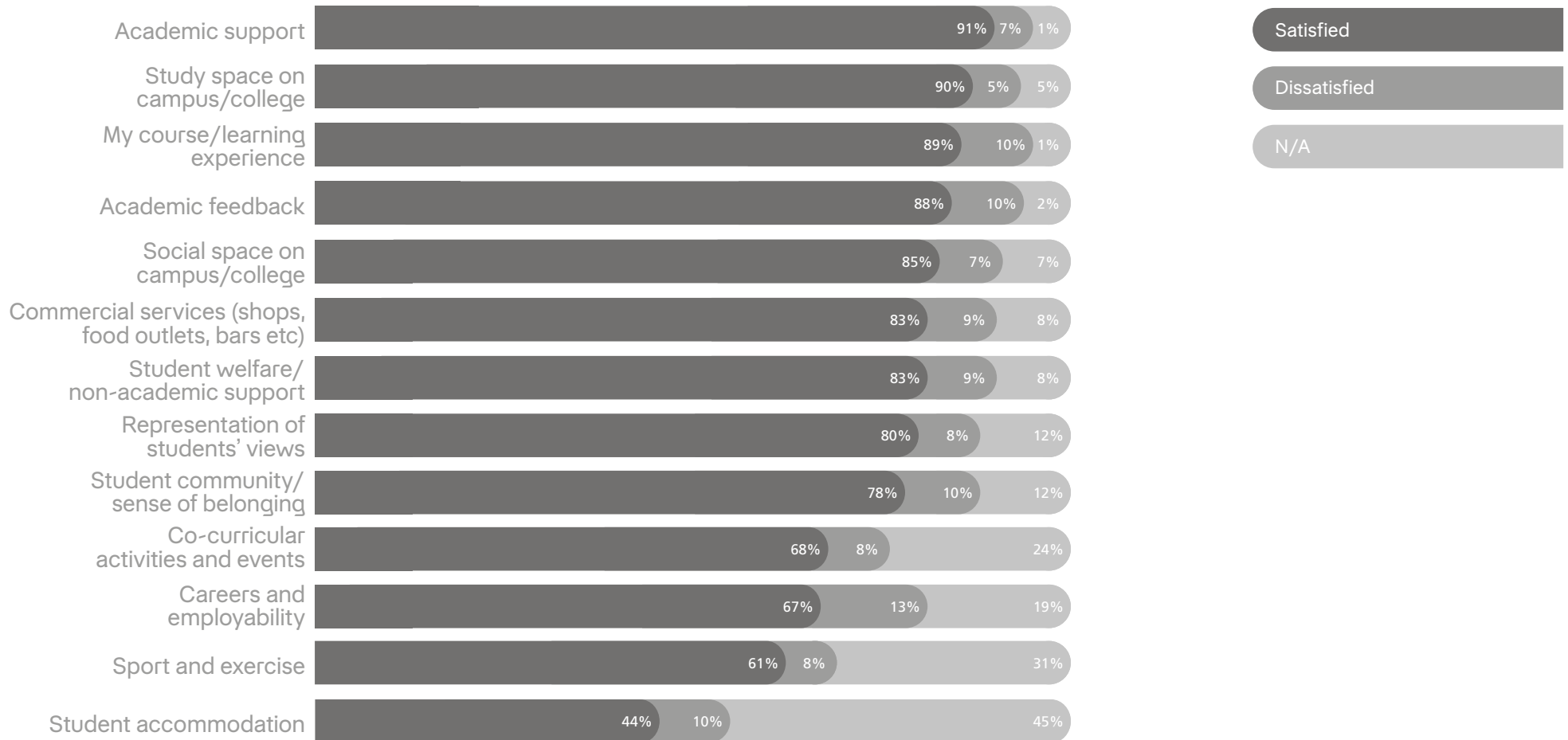
Base: all respondents 1,018

Q How satisfied are you with each of the following elements of your student experience?

[2025, overall]



[2024, overall]



Student life

Q To what extent do you agree or disagree with the following statement? **“The Big Deal, which includes free access to being part of a team or society, attending activities or going to events, additional skills sessions and trips, was a factor in me choosing to come to BNU.”**

[2025, overall]



Base: all respondents 914

[2024, overall]

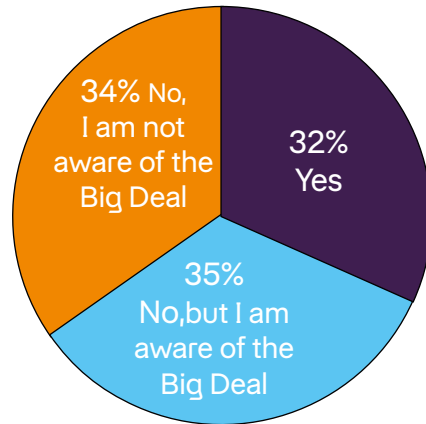


Base: all respondents 1,009

Big Deal activities

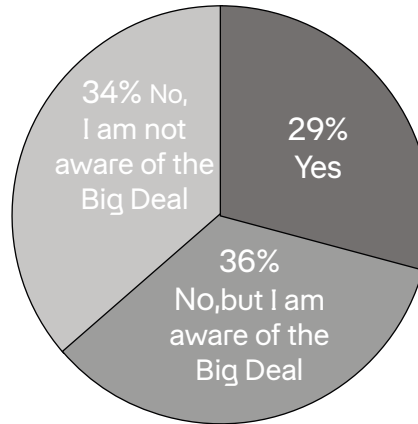
Q Have you taken part in any Big Deal activities?

[2025, overall]



Base: all respondents 913

[2024, overall]



Base: all respondents 1,008

Q And to what extent do you agree or disagree with the following statement?
“Bucks Students’ Union, and the Big Deal, makes life better for students at BNU.”

51%

46%

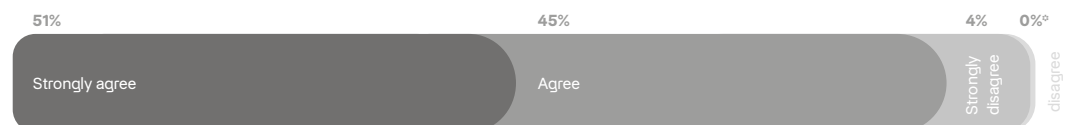
2%

0%*



Base: all respondents 606

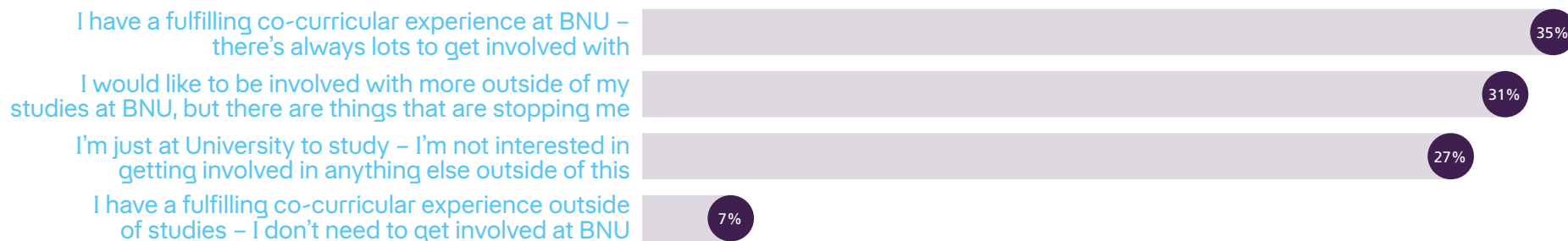
[2024, overall]



Base: all respondents 667

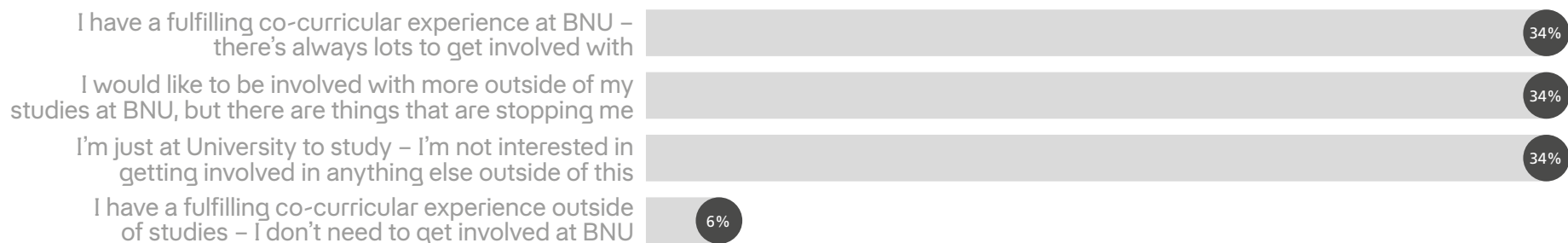
Q Which of the following statements best describes how you feel about Students' Union activities?

[2025, overall]



Base: all respondents 904

[2024, overall]

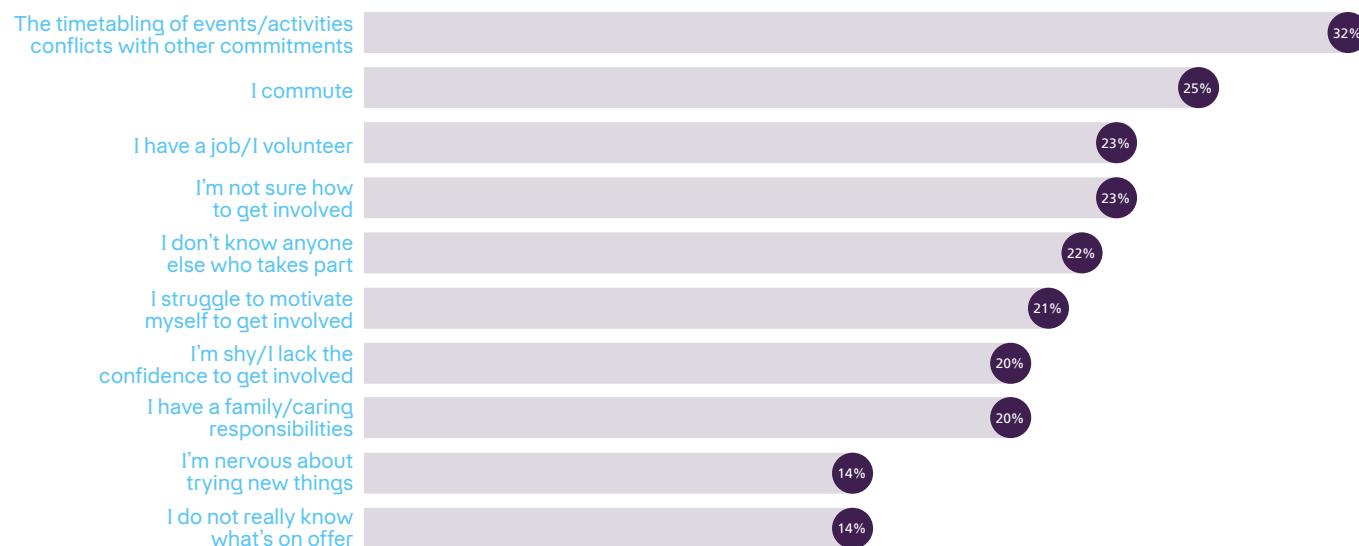


Base: all respondents 999

Q Which of the following best describe why you haven't been able to get as involved as you'd like to with Students' Union activities?

[Top 10 reasons]

[2025, overall]



Base: all respondents 281

[2024, overall]



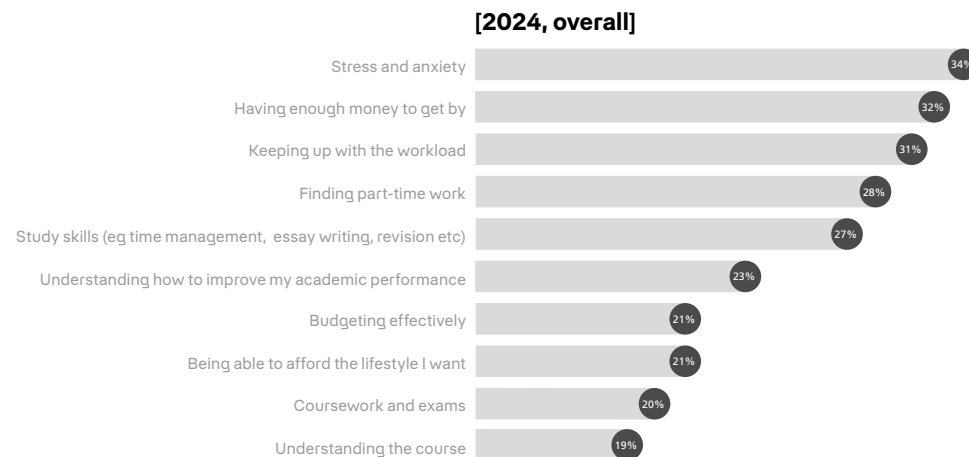
Base: all respondents 334

Struggles and concerns

Q During your time at university/college, which, if any of the following, would you say you have struggled with to the extent that it has had a significantly negative impact on your personal wellbeing? [Top 10]



Base: all respondents 880



Base: All respondents 964

Unsurprisingly, most students will have struggled with something at some point during their time at university.

When investigating the factors that have the greatest level of impact on personal wellbeing, the highest ranked (in order) include: money, health and wellbeing, academic and work/career.

This is broadly in line with the data from last year though having enough money to get by has become the top most concern amongst students.

Q To what extent do you agree or disagree with the following statement? **“I have seriously considered leaving my course.”**

[2025, overall]



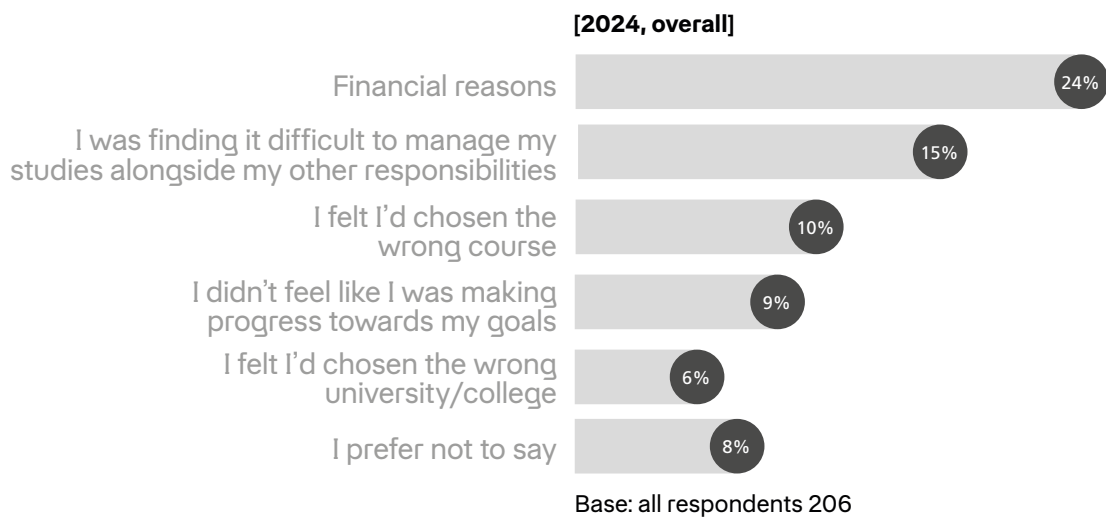
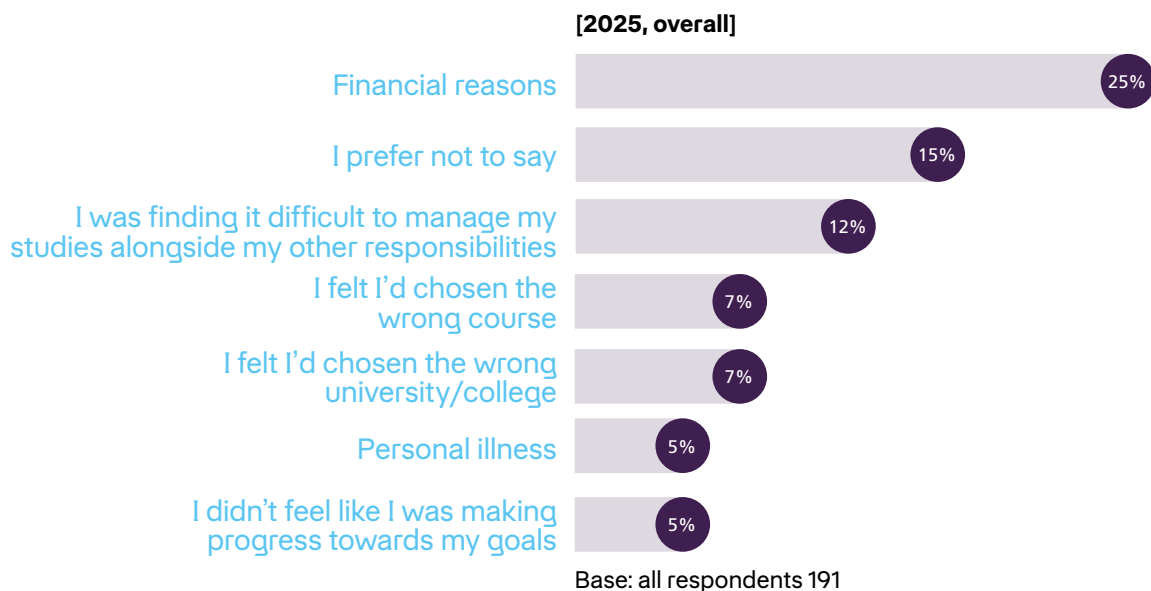
Base: all respondents 869

[2024, overall]



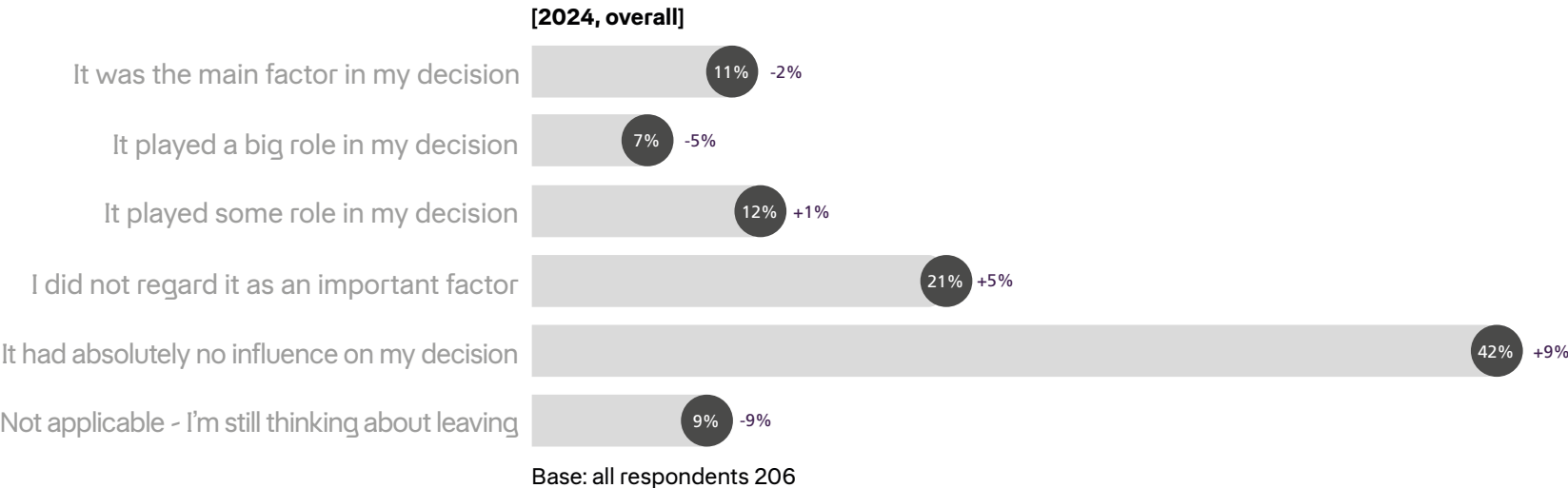
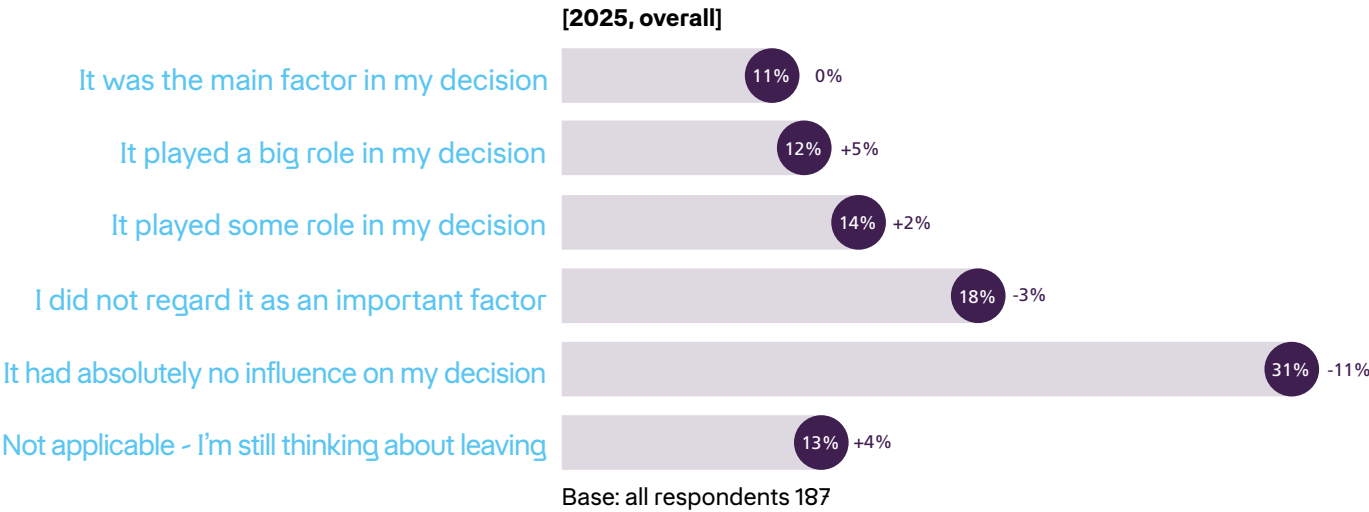
Base: all respondents 957

Q Which of the following best describes why you have considered leaving your course?



Out of those that selected 'other', open text comments included: lack of self-confidence, feeling overwhelmed (especially in relation to doing the dissertation), teaching on the course, not enjoying living in the area with not enough to do, family illness, accommodation, not enough funds to cover equipment, and poor mental health.

Q What role, if any, did involvement in Big Deal activities (ie being part of a team or society, attending activities or going to watch events, additional skills sessions and trips) play in your decision to remain at BNU?



Q Were there any other services within the Students' Union (eg the Advice Centre) that influenced your decision to stay?

[2025, overall]

39%

Yes, the Students' Union
has been a factor in
making me stay

61%

No, the Students' Union
hasn't been a factor in
making me stay

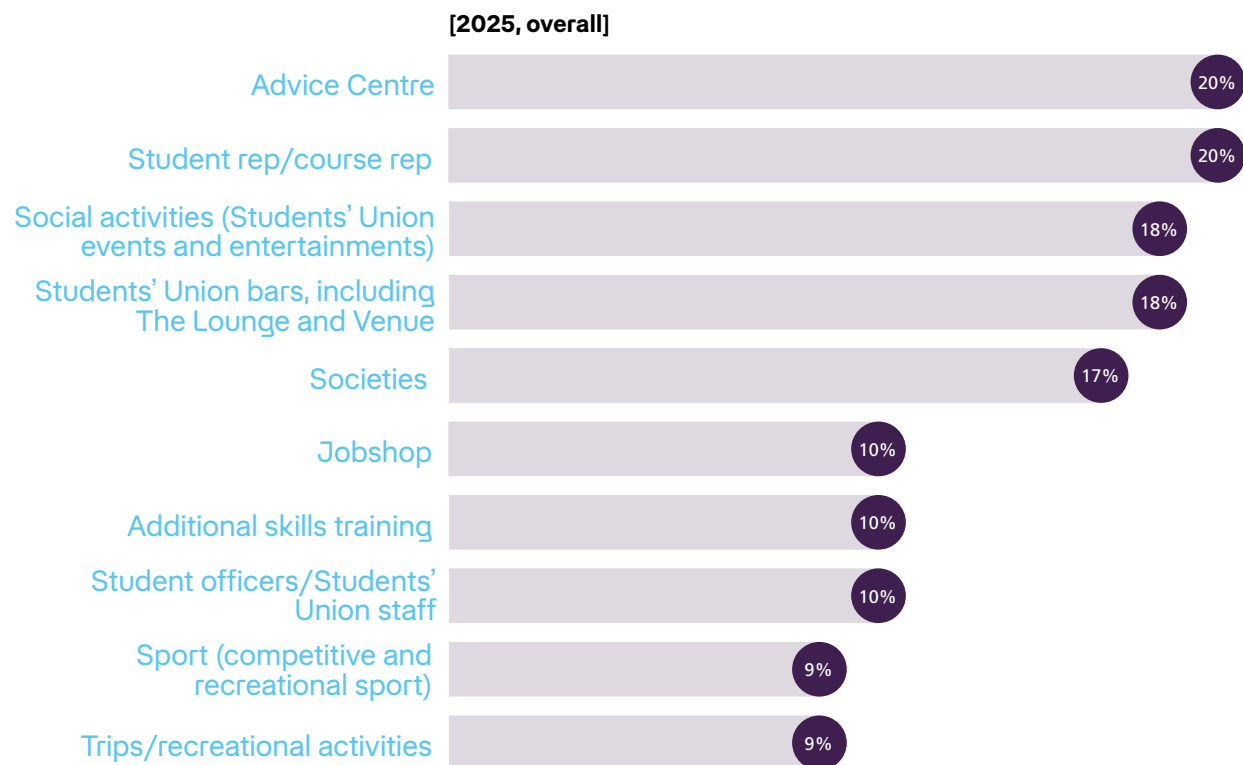
[2024, overall]

33% 67%

Base: all respondents 187 (2025)

Base: all respondents 205 (2024)

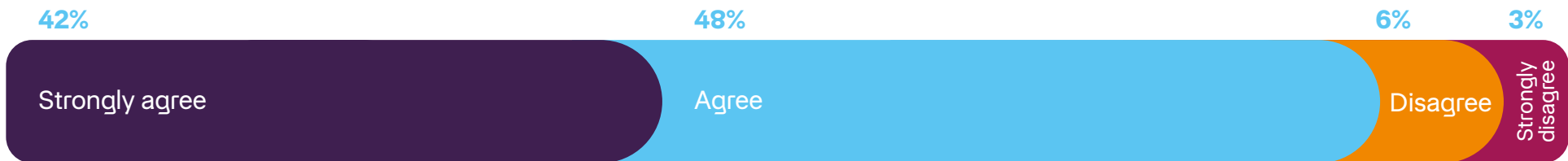
Q *Newly added question* Which services within the Students' Union influenced your decision to stay? [Top 10]



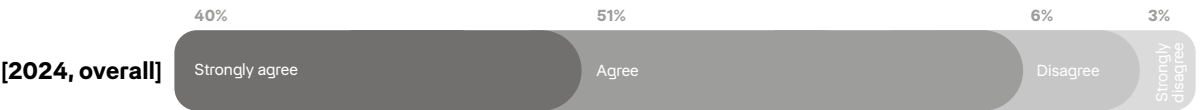
Base: all respondents 165

Community and belonging

Q To what extent do you agree or disagree with the following statement? “I feel as if I have been treated fairly by the University, during my time at BNU.”



Base: all respondents 852

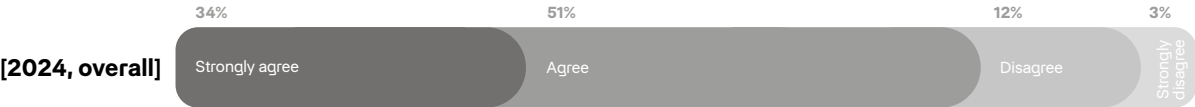


Base: all respondents 936

Q To what extent do you agree or disagree with the following statement? “I feel part of the Buckinghamshire New University community.”

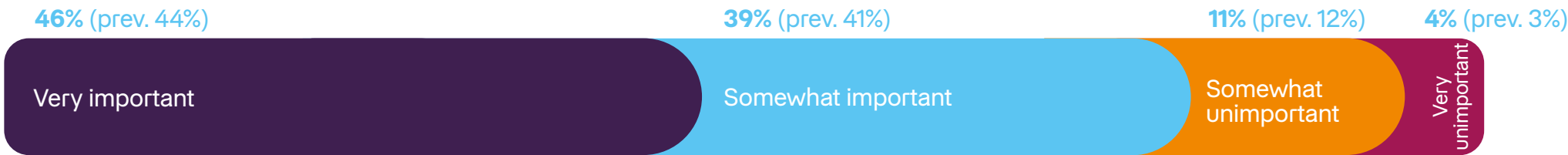


Base: all respondents 853



Base: all respondents 938

Q How important is it that you feel part of the Buckinghamshire New University community?

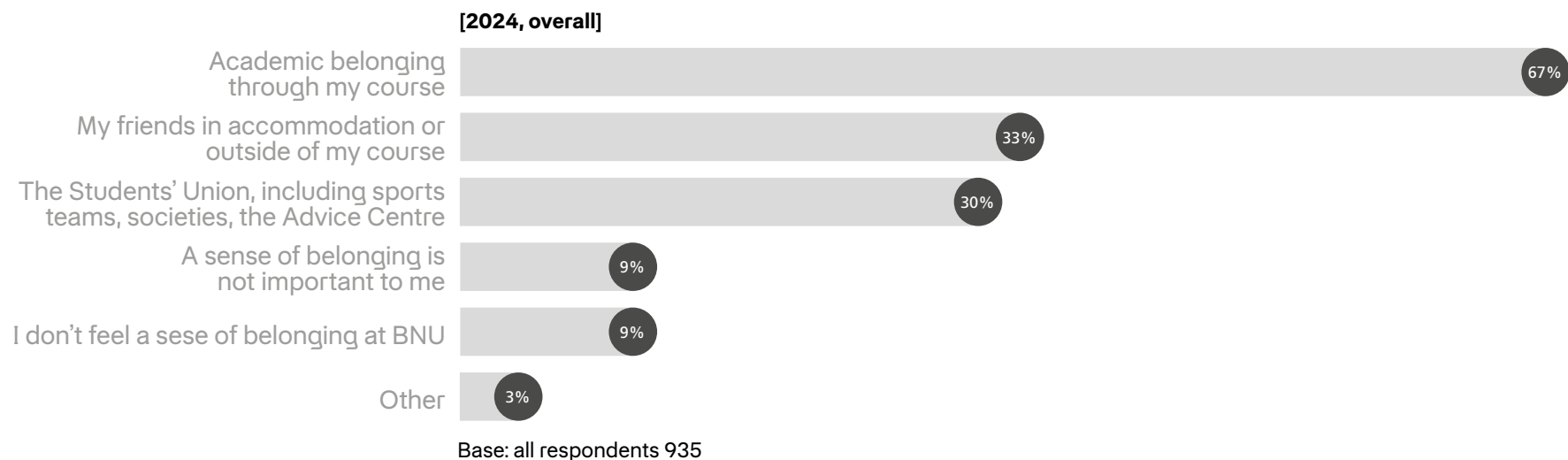
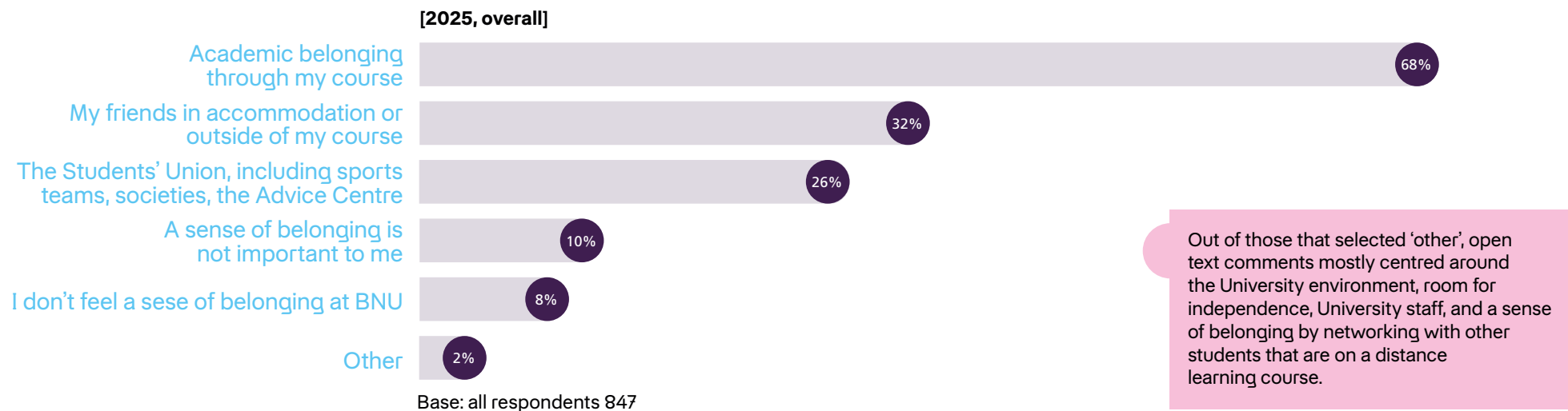


Base: all respondents 850



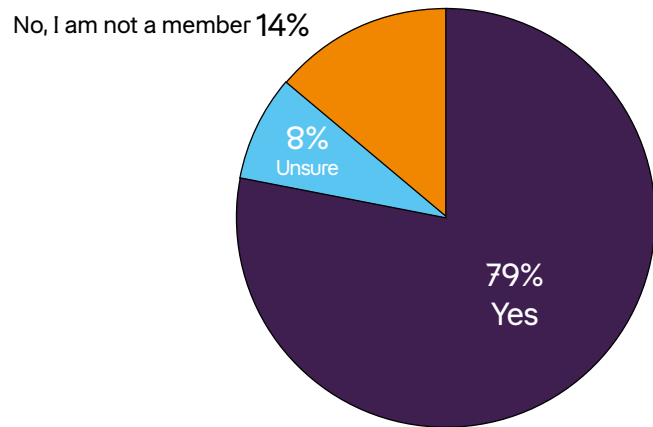
Base: all respondents 937

Q What gives you a sense of belonging at BNU?



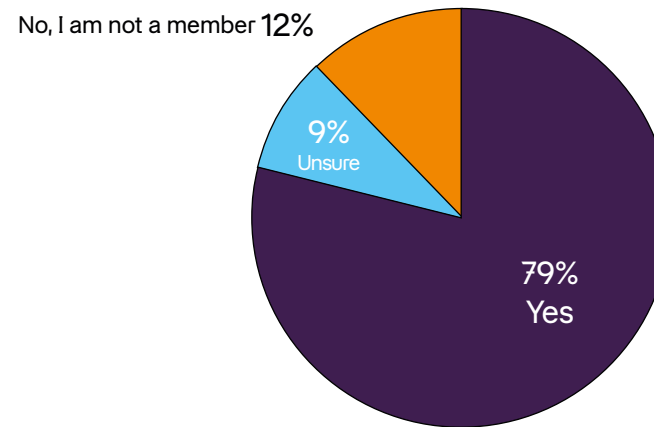
The Students' Union

Do you know that, as a student at BNU,
you are automatically a member of
Bucks Students' Union?



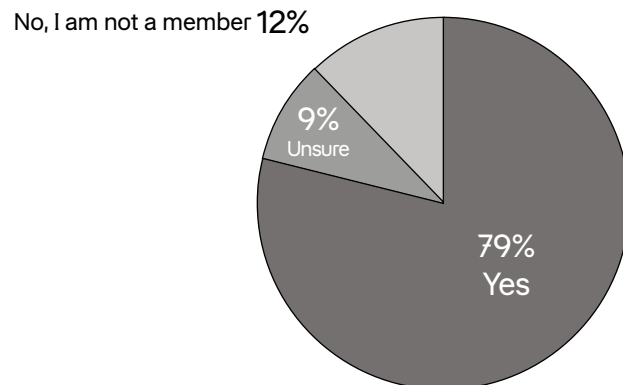
Base: all campus-based respondents 829

Are you a member of
Bucks Students' Union?
(2024, taught)



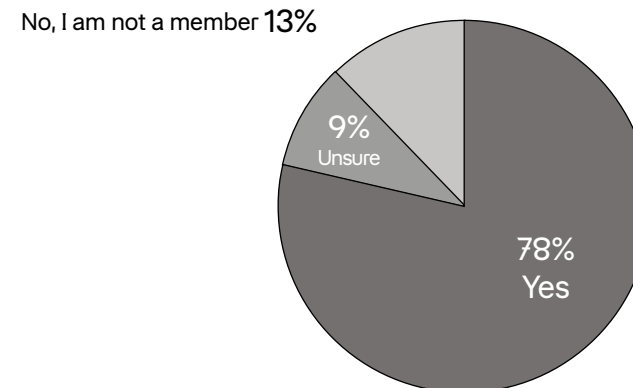
Base: all campus-based respondents 918

[2024]



Base: all campus-based respondents 916

[2023, taught]



Base: all campus-based respondents 663

Q Thinking of all the services, including support, activities and academic representation provided by the Students' Union, to what extent do you agree or disagree with the following statement? **"I am satisfied with the Students' Union at Buckinghamshire New University."**

[2025, overall]



Base: all respondents 830

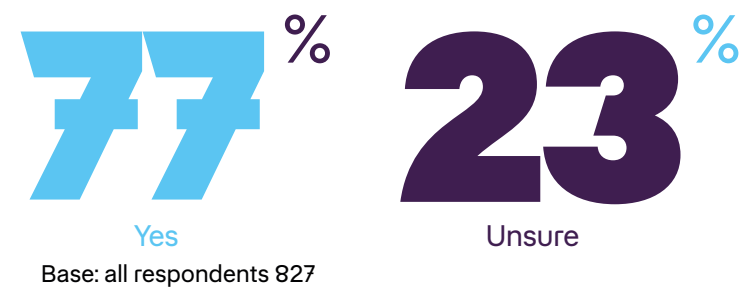
[2024, overall]



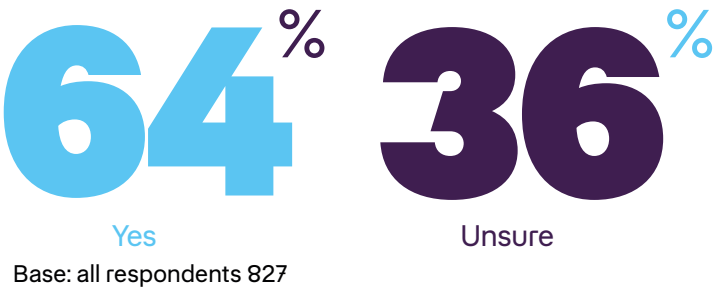
Base: all respondents 918

Do you feel as if you know how to engage with the Students' Union?

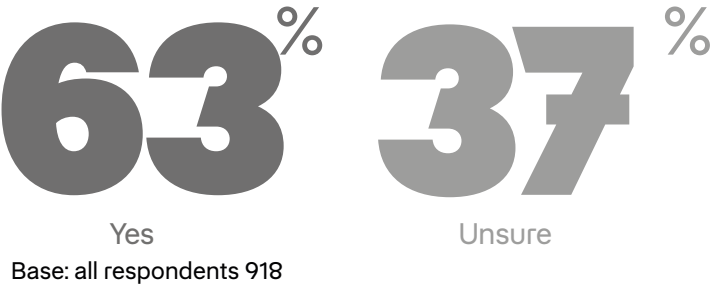
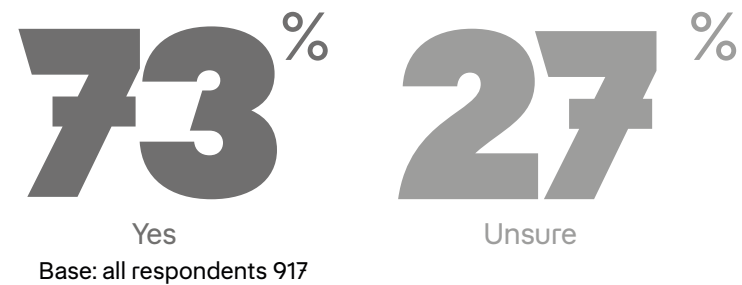
[2025, overall]



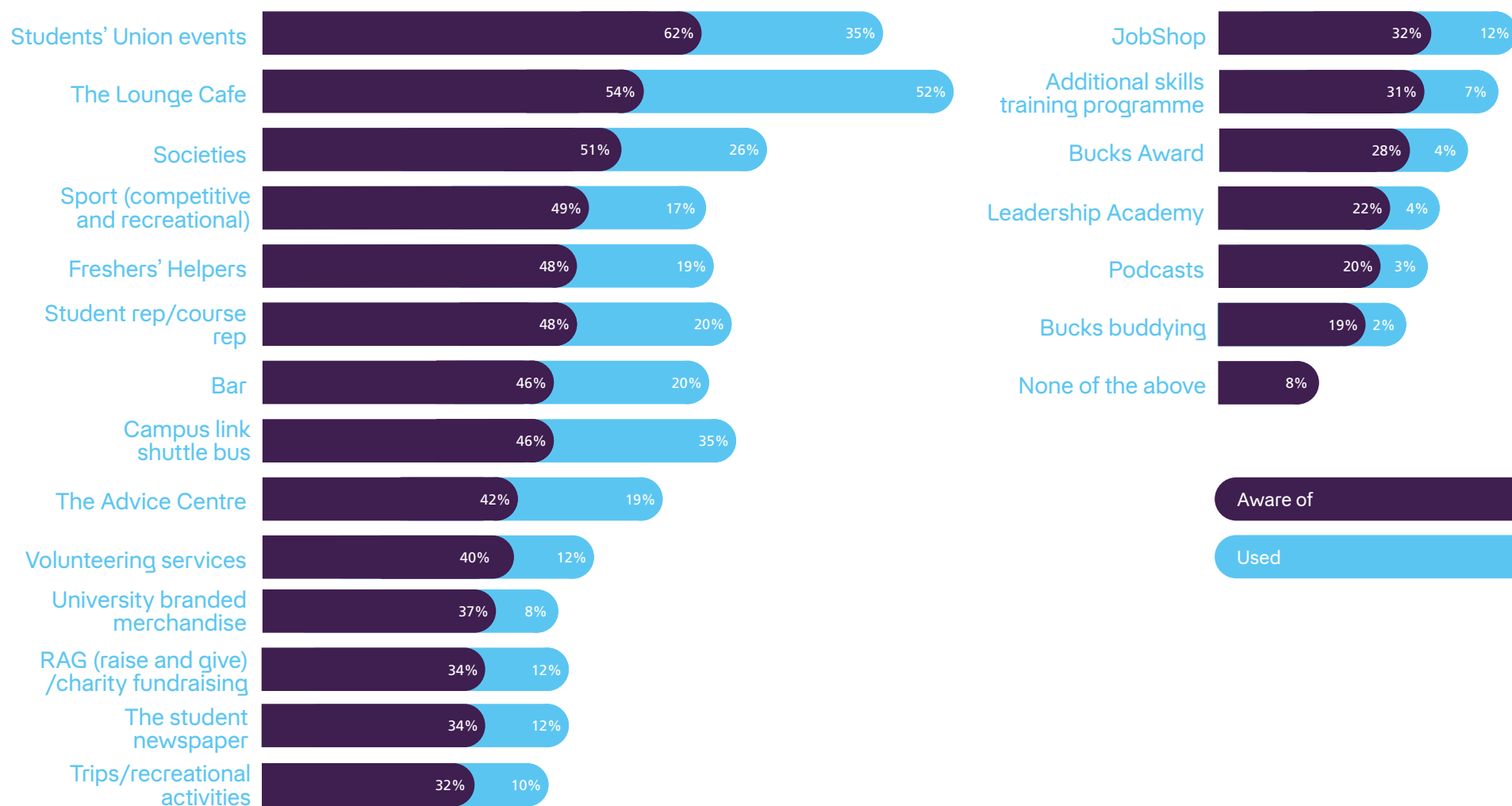
Do you feel as if you know how to contact the elected officers of the Students' Union?



[2024, overall]

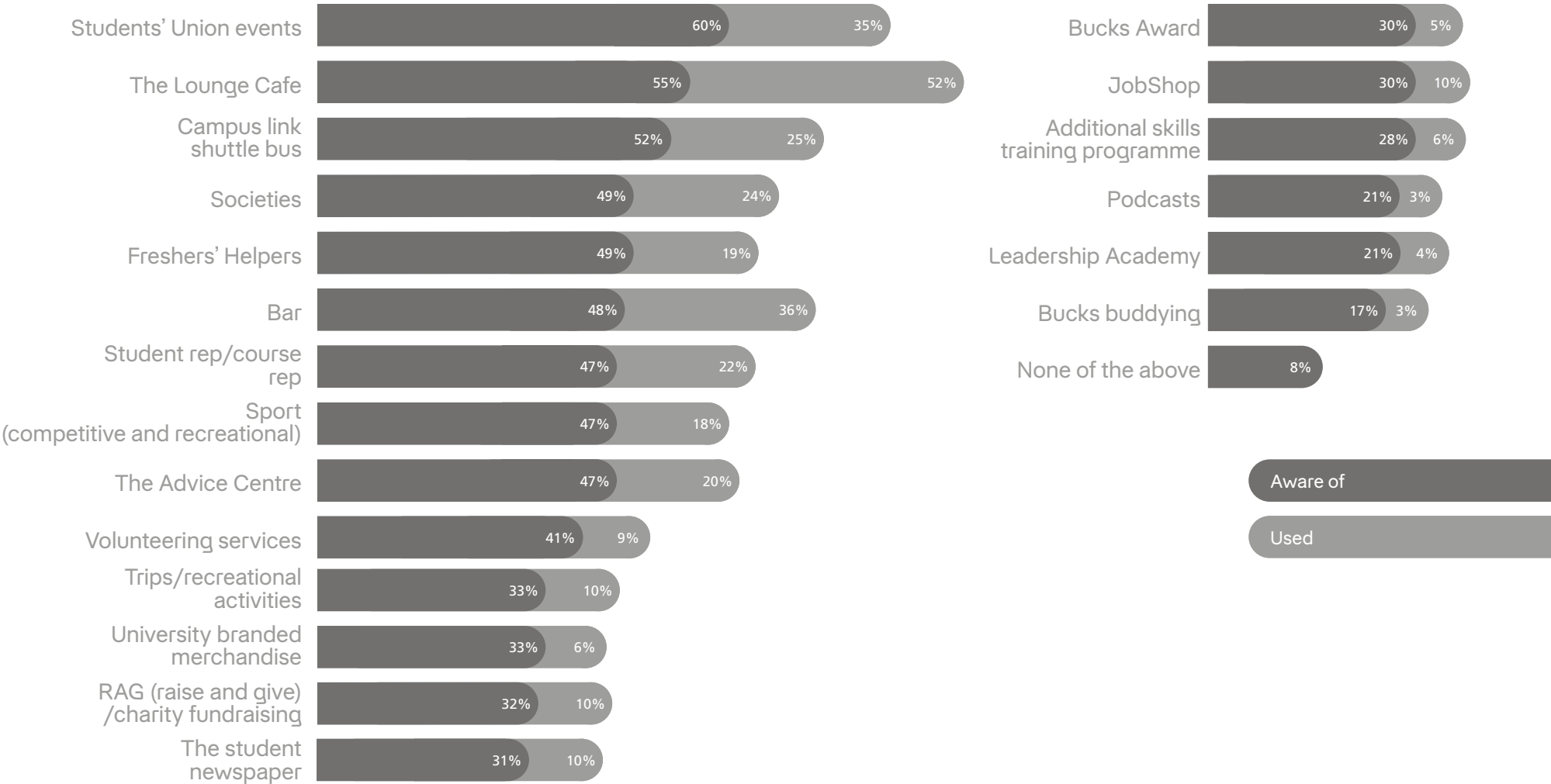


Q Which of the following Union services are you aware of/used?



Base: all campus-based respondents 823/626

[2024, overall]



Base: all campus-based respondents 917/696

Q To what extent do you agree or disagree with the following statements regarding your Students' Union?

The Students' Union has the power to create real change and make things happen at my University



Base: all respondents 739



Base: all respondents 825

The Students' Union effectively represents me and my views



Base: all respondents 742



Base: all respondents 826

I have a good idea of what the Students' Union has achieved on behalf of students



Base: all respondents 741



Base: all respondents 829

I feel the Students' Union effectively looks after my welfare



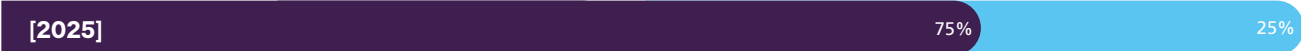
Base: all respondents 738



Base: all respondents 818



The activities of the Students' Union have a real impact on my student experience



Base: all respondents 739



Base: all respondents 824

I have a good understanding of what the Students' Union does on a day-to-day basis



Base: all respondents 744



Base: all respondents 829

I feel that the Students' Union has helped develop my skills



Base: all respondents 735



Base: all respondents 816



Q Do you think participating in Students' Union activities (eg training, skills workshops, clubs, societies, volunteering and part-time work, etc) has made you more employable?

[2025, overall]

62%

Yes, Students' Union
activities have made
me more employable

38%

No, Students' Union
activities have not made
me more employable

[2024, overall]

61%

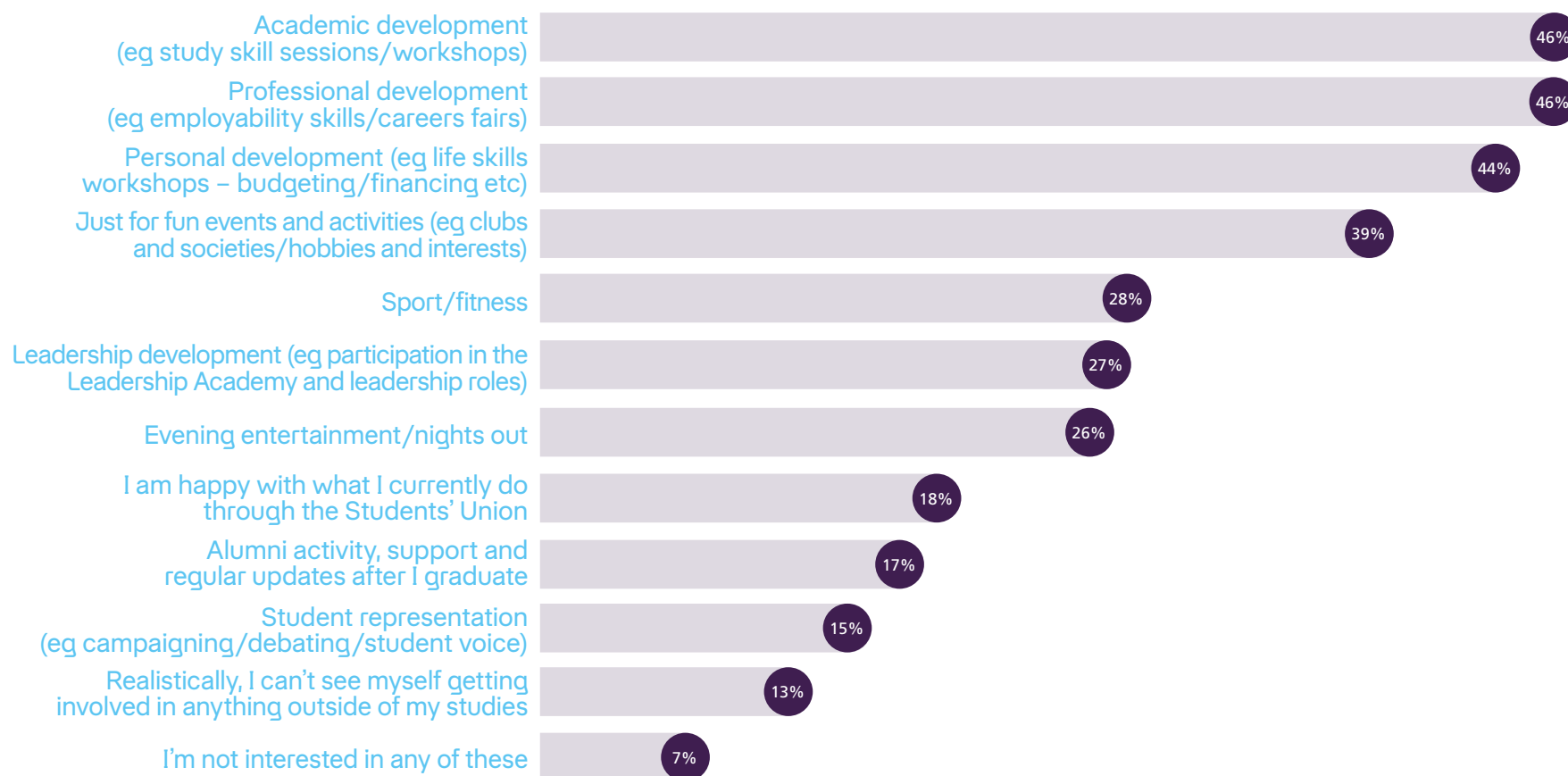
39%

Base: all campus-based respondents 729 (2025)

Base: all campus-based respondents 813 (2024)

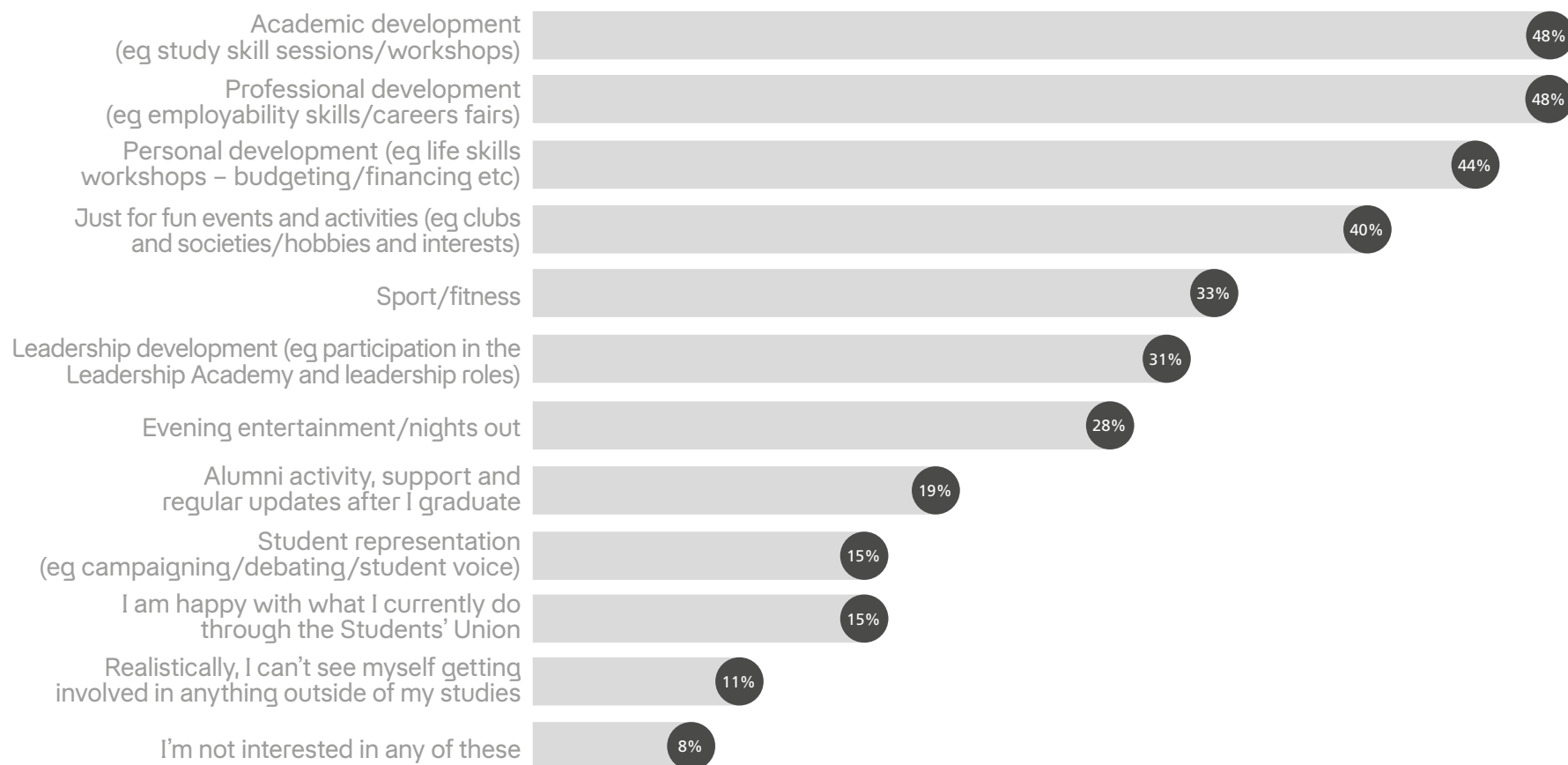
Q Which, if any, of the following would you be interested in getting (more) involved with in the future?

[2025, overall]



Base: all respondents 741

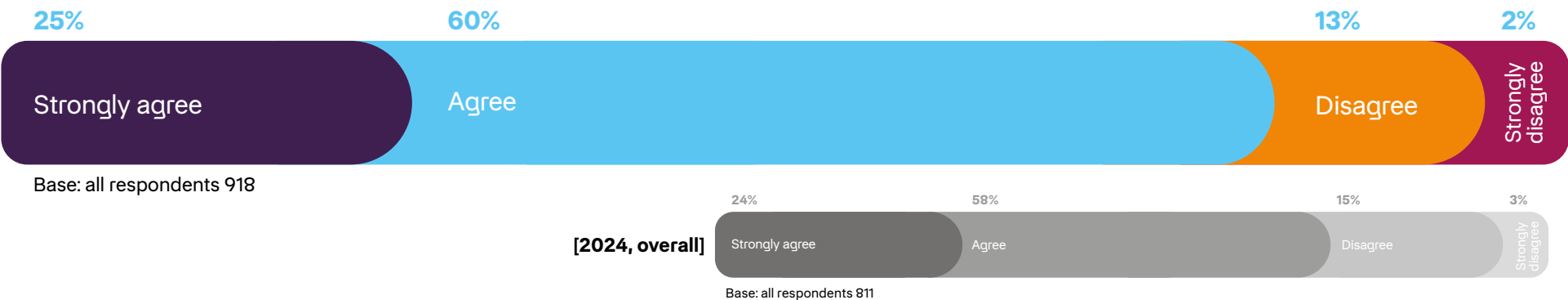
[2024, overall]



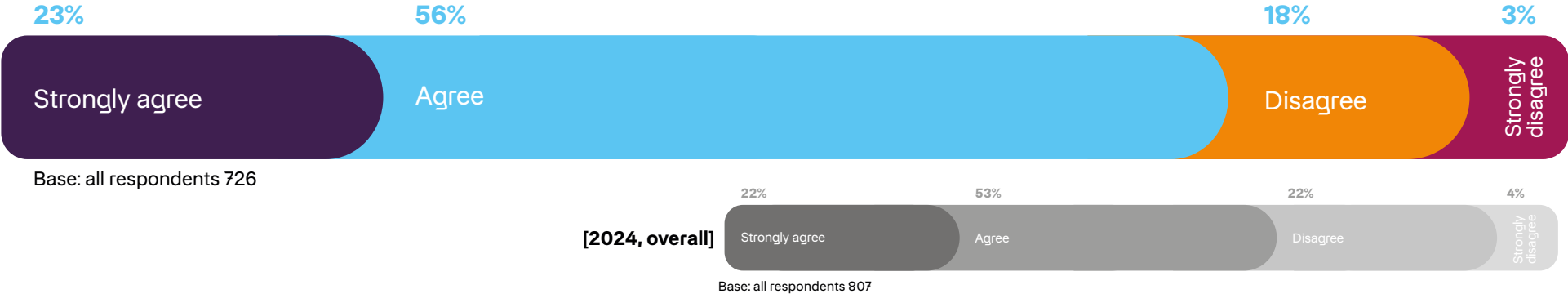
Base: all respondents 825

Q To what extent do you agree or disagree with the following statements regarding your Students' Union?

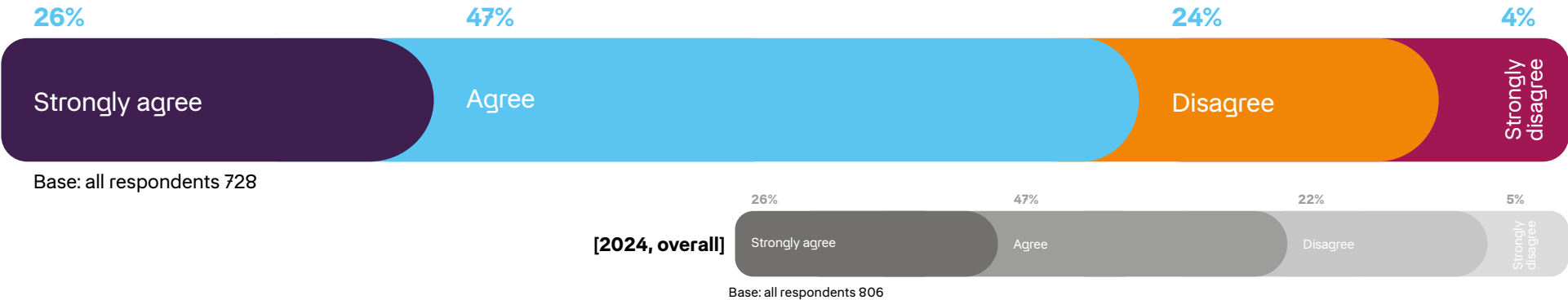
The Students' Union is dynamic and responsive to my needs



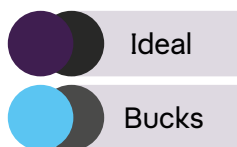
The Students' Union tenaciously represents my interests



The Students' Union has inspired me to engage with activities, develop personally and try new things



■ Ideal students' union values versus Bucks Students' Union values [Top 10]

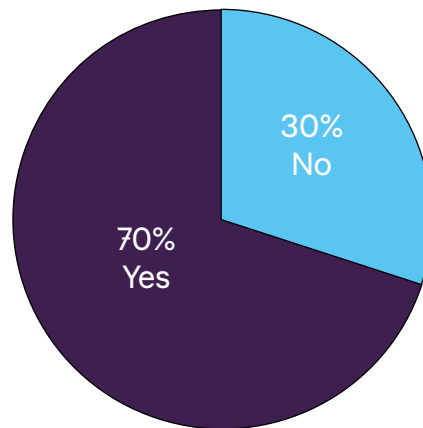


Base: all respondents 740 [2025]

Base: all respondents 818 [2024]

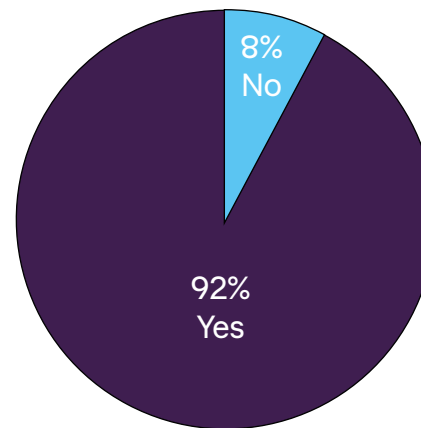
[2025, overall]

Q Have you joined a club or society this year?



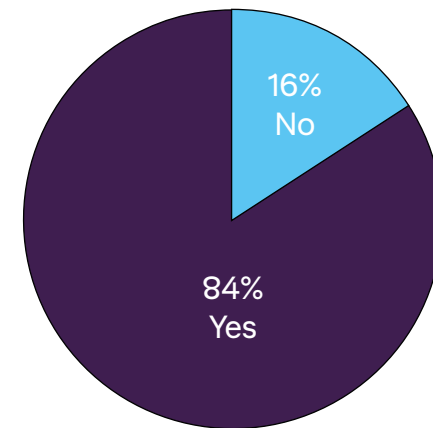
Base: all respondents 723

Q Have you felt included, welcomed and supported?



Base: all respondents 207

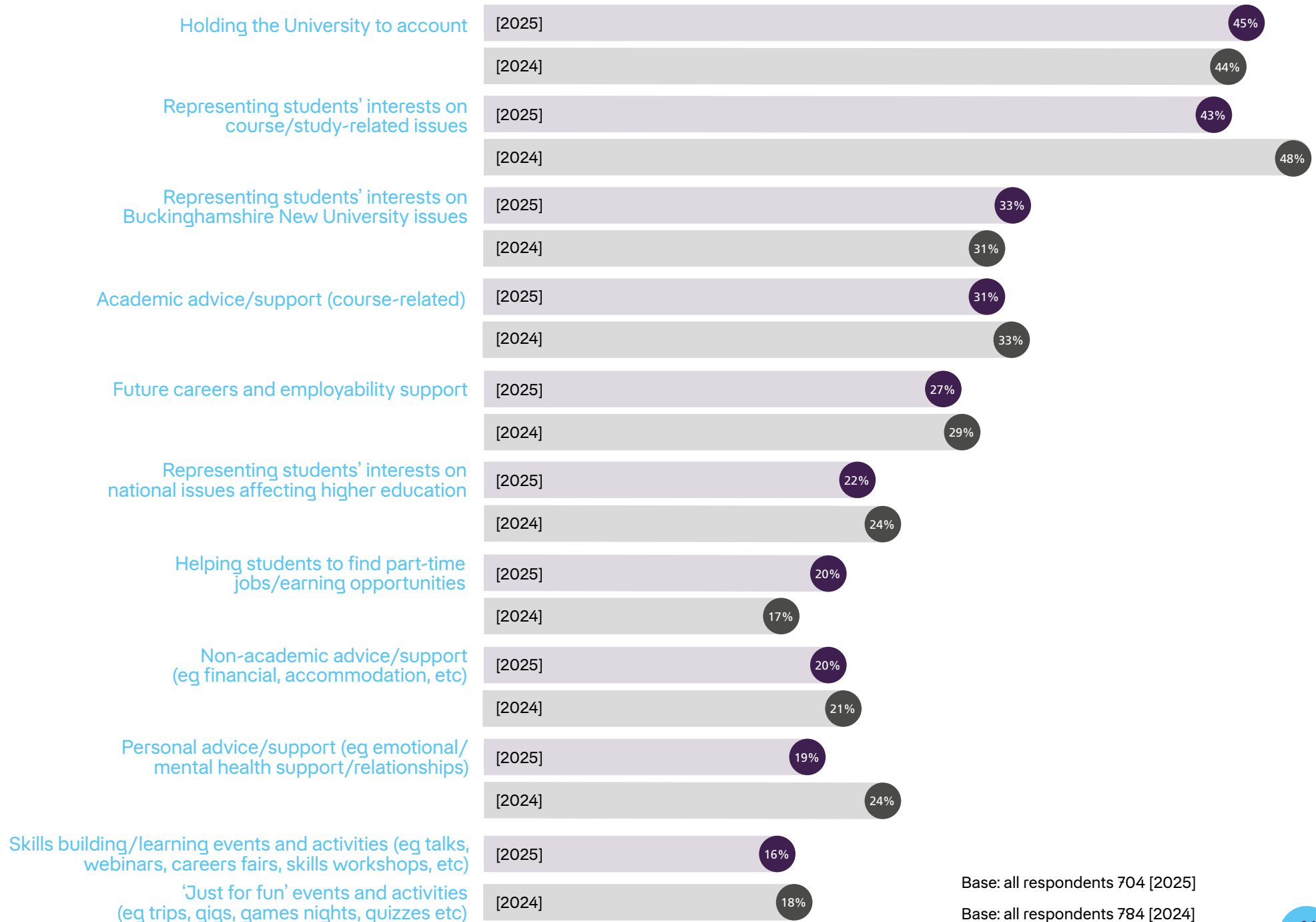
Q Has joining a club or society strengthened your sense of belonging at BNU?



Base: all respondents 207

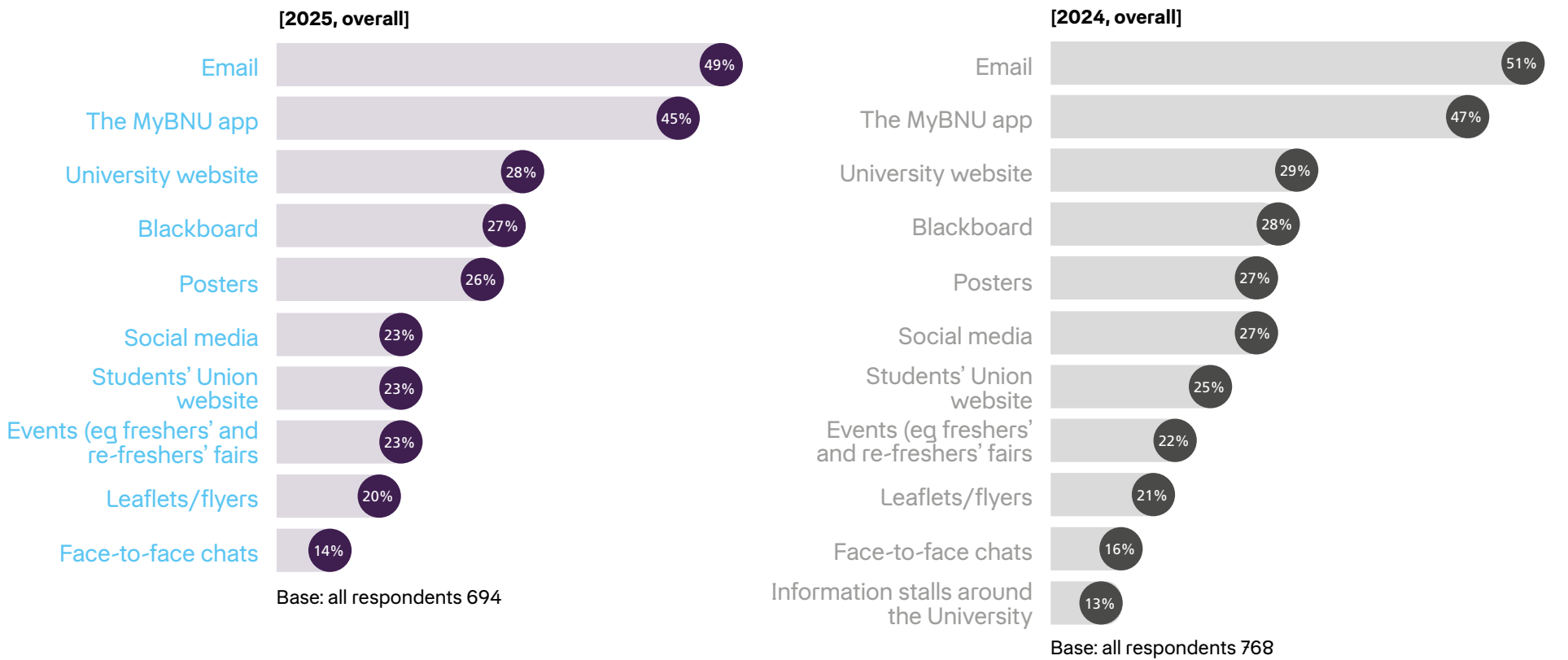
Future of the Students' Union

Q What do you think the Students' Union top ten priorities for the future should be?
[Top 10]

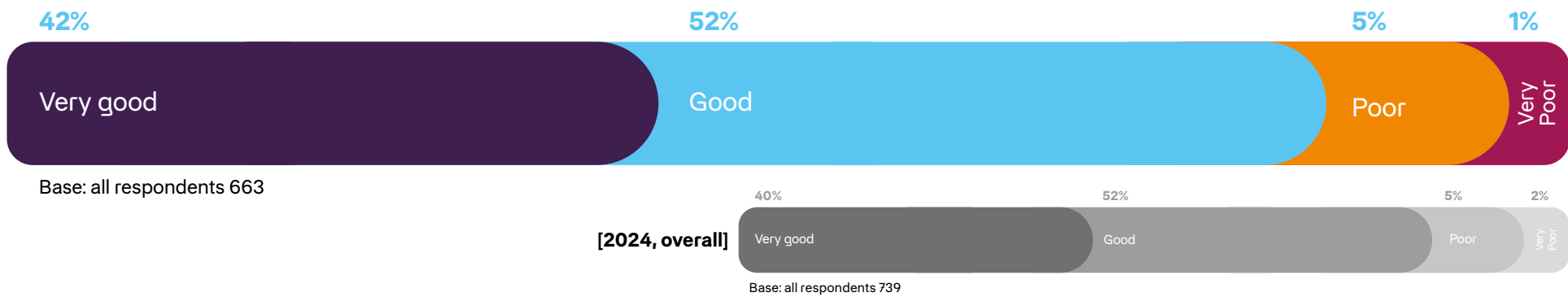


Communications

How, if at all, do you recall hearing from your Students' Union in the past couple of months? [Top 10]



How would you rate the overall communication you have received from your Students' Union at BNU?



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