



Membership Survey Report 2024

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 2024

A total of 1,253 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 representative of the demography of the total 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 1,096, which equates to 87.47% of the sample. Specifically looking at the number of responses completed by FTUG students, 830 students fall into this which represents 20.61% of the population category (a total of 4,027 FTUG students).

This year, we opted to remove the neutral response for all applicable questions. The benefits of removing this option forces respondents to engage with the question, think about their position and take a response, as opposed to remaining neutral.

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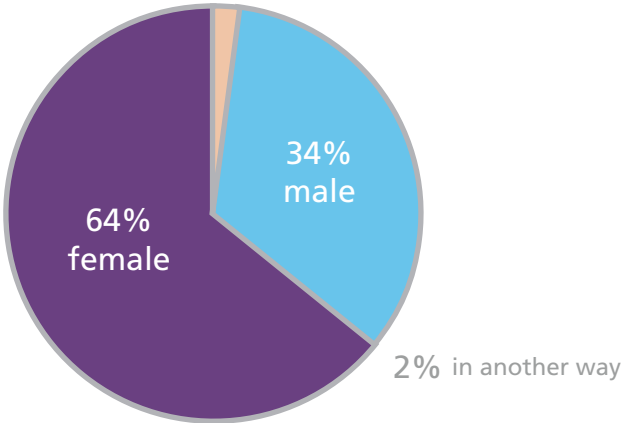
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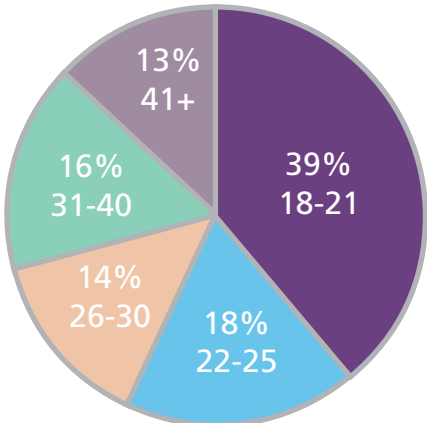
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Sample breakdown - all respondents (demographics)

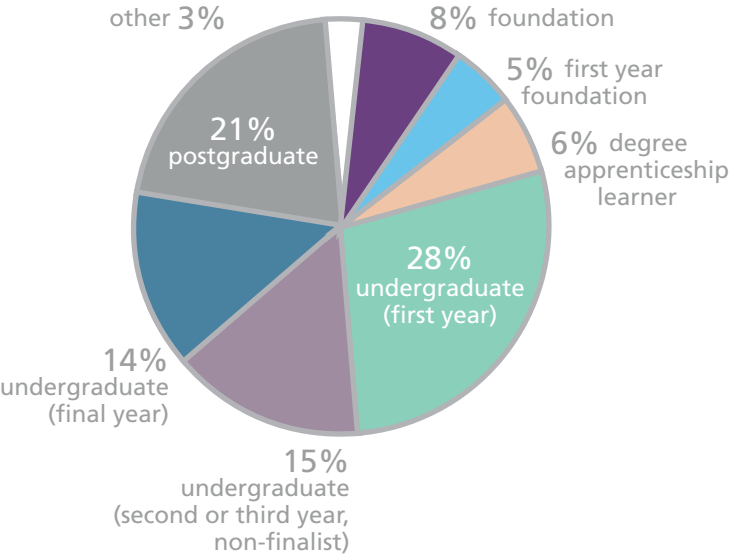
Gender



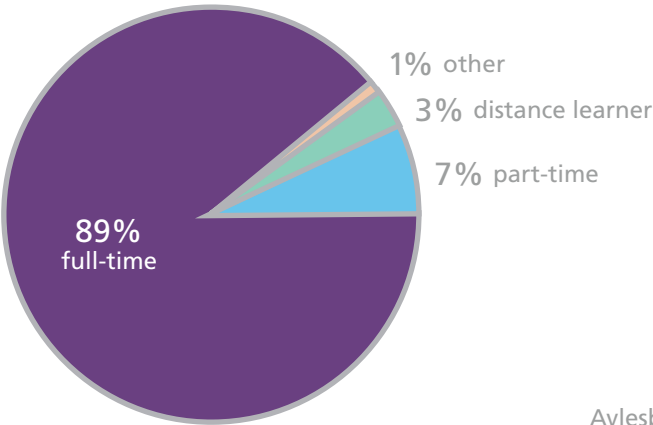
Age



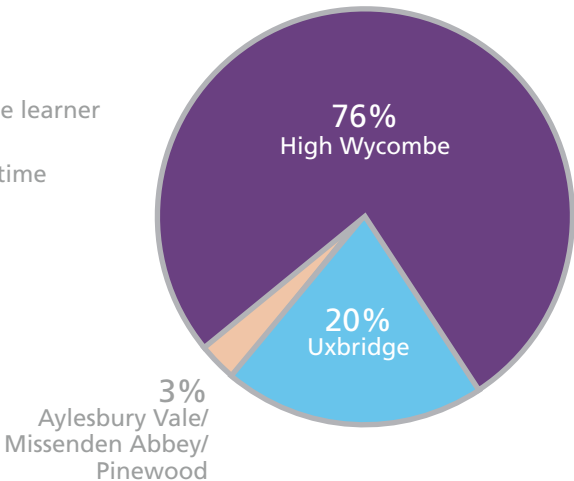
Stage of study



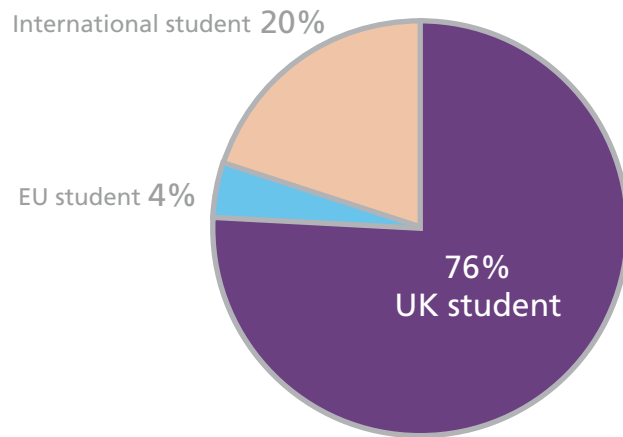
Mode of study



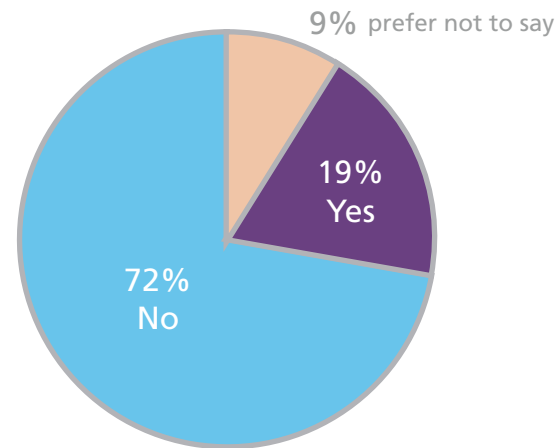
Campus



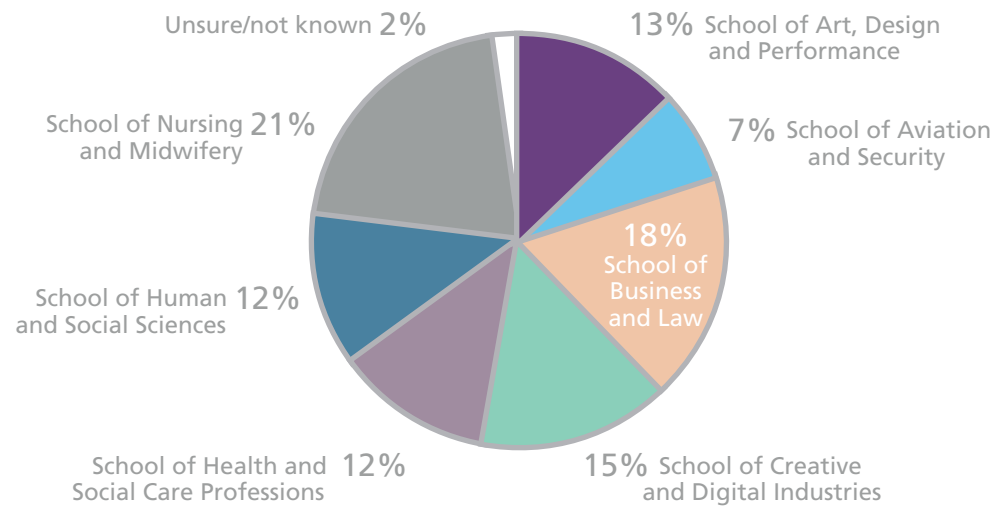
Fee status



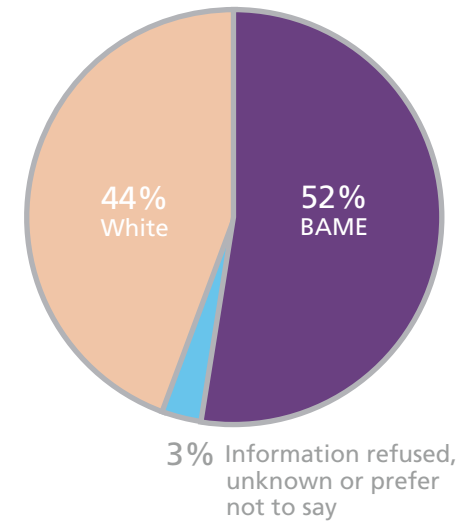
Disability/medical condition or specific learning difficulty



School

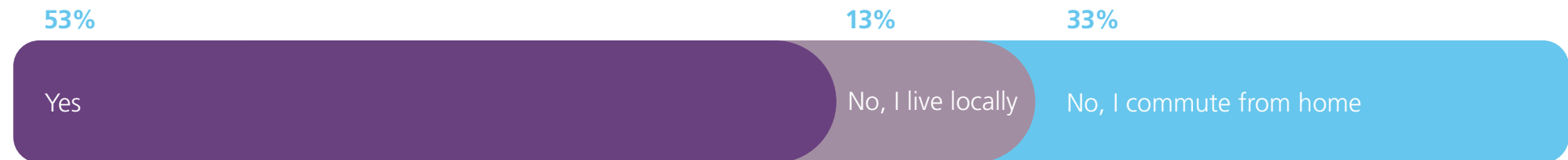


Ethnicity



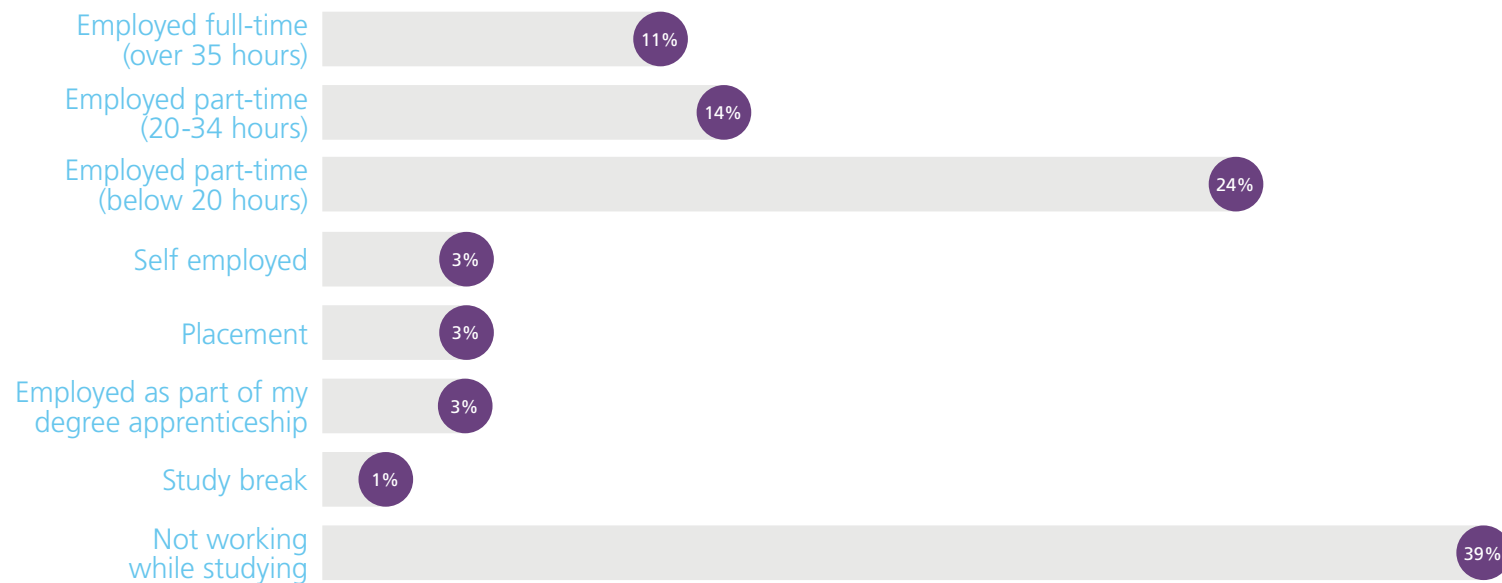
Accommodation and employment

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



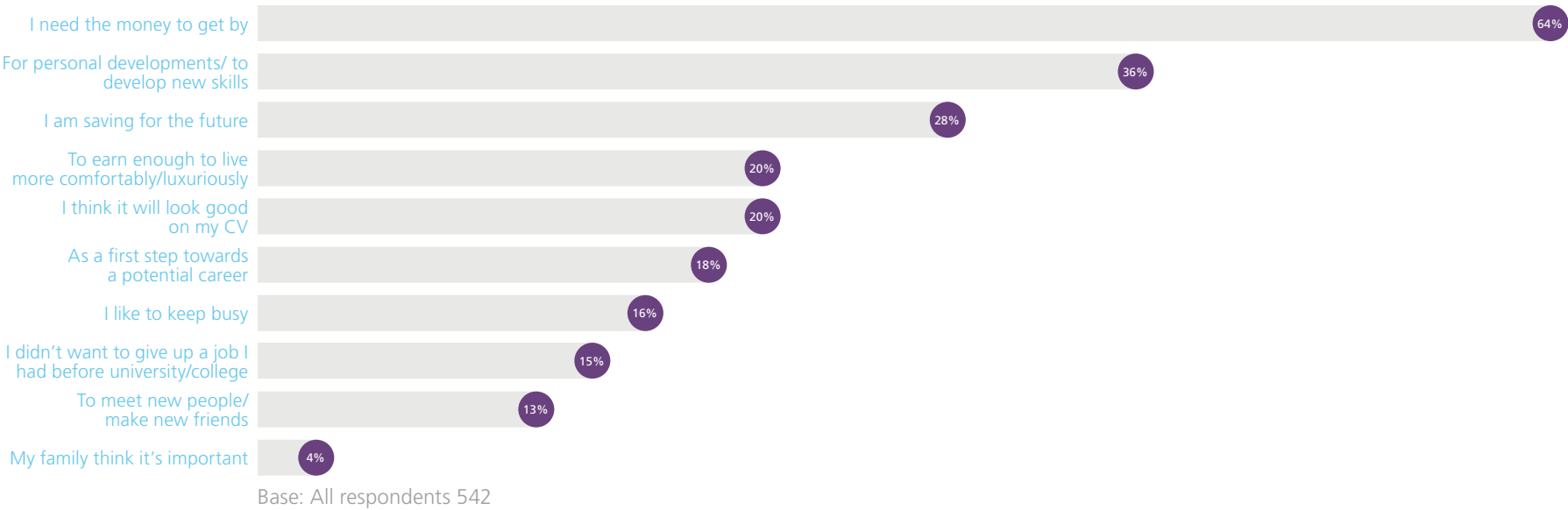
Base: all respondents 1,049

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.



Base: All respondents 1,084

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

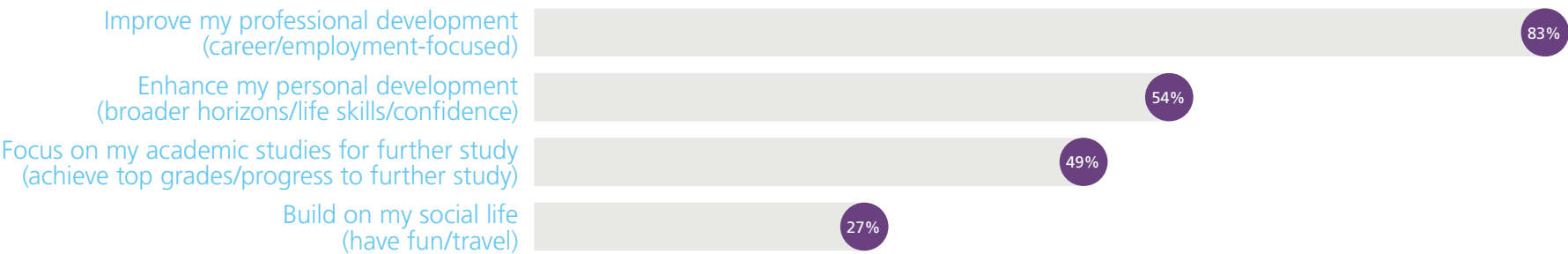


Q How would you describe the overall impact that working has on your university/college experience?



Motivations and aspirations

Q What are you hoping to achieve as a result of studying with Buckinghamshire New University?



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"*



Base: All respondents 1,022

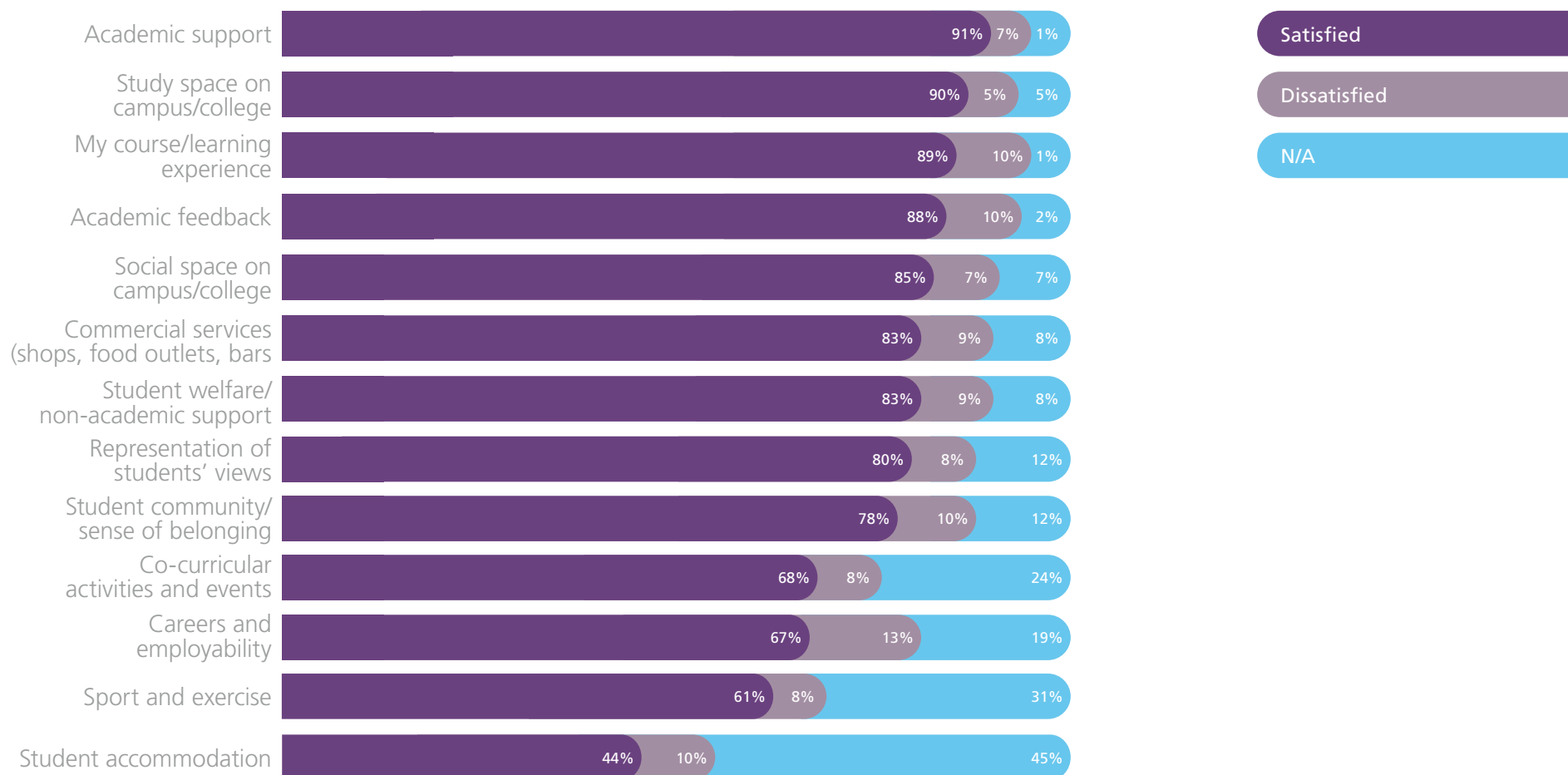
Q To what extent do you agree or disagree with the following statement? *"I am satisfied with my overall Students' Union experience"*



Base: All respondents 1,018

Note: the positive rating of this has increased by 13% compared to last year (94% compared to 81%).

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



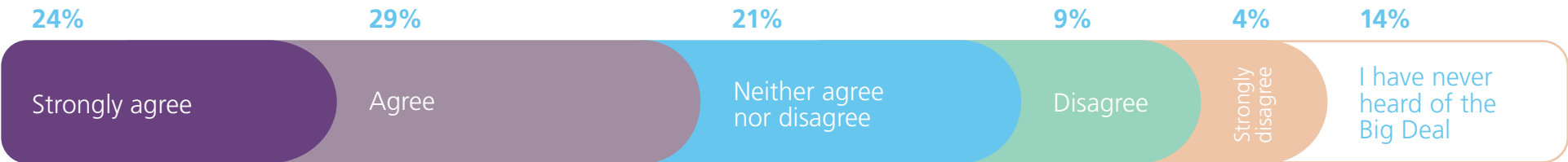
Student life

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."*



Base: All respondents 1,009

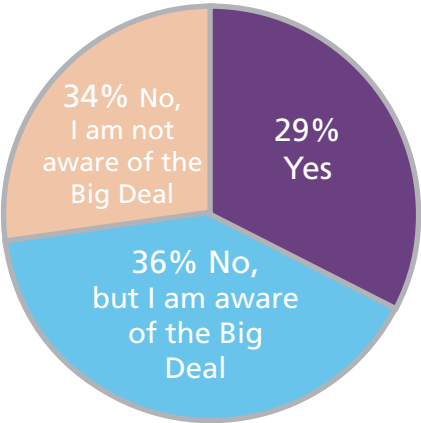
[2023, overall]



Base: All respondents 740

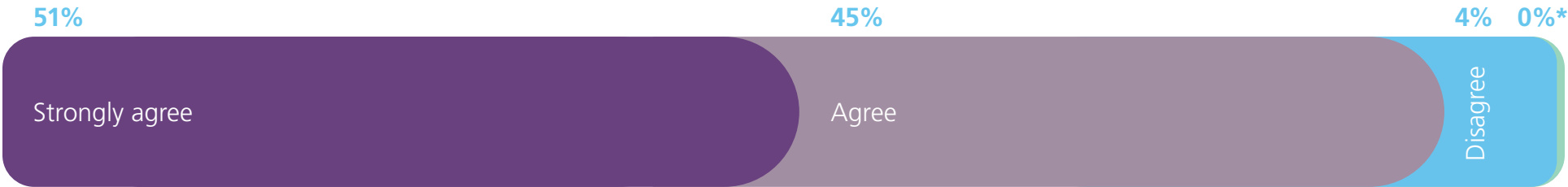
Big Deal activities

Q Have you taken part in any Big Deal activites?



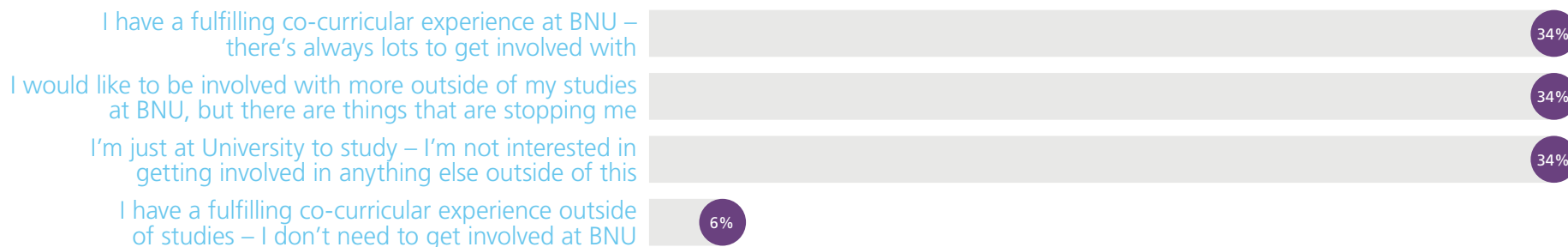
Base: All respondents 1,008

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."



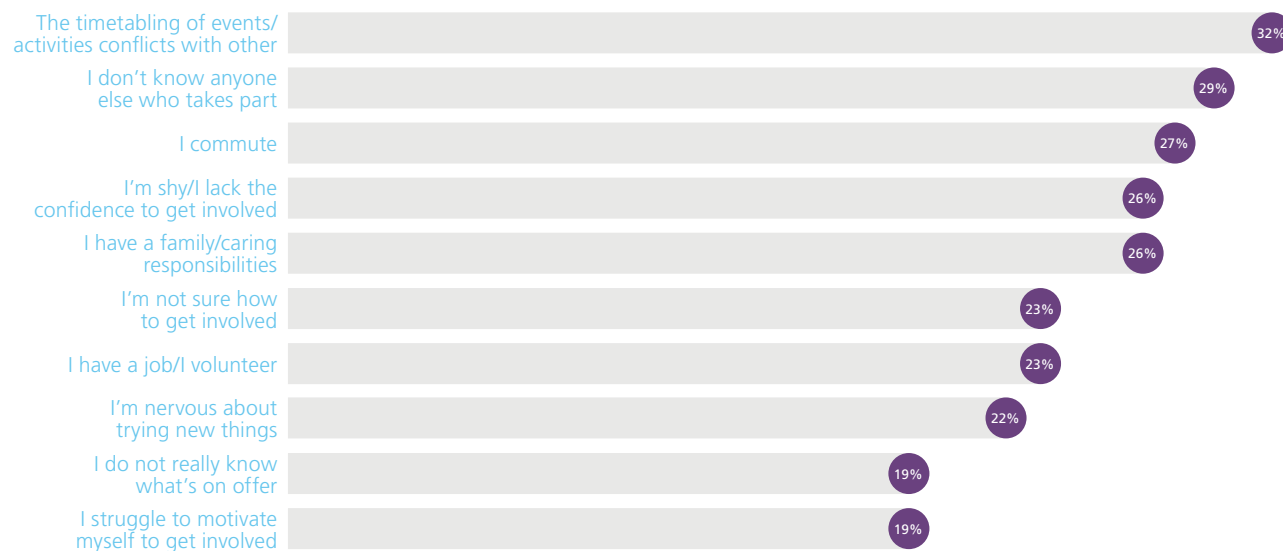
Base: All respondents 667

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



Base: All respondents 999

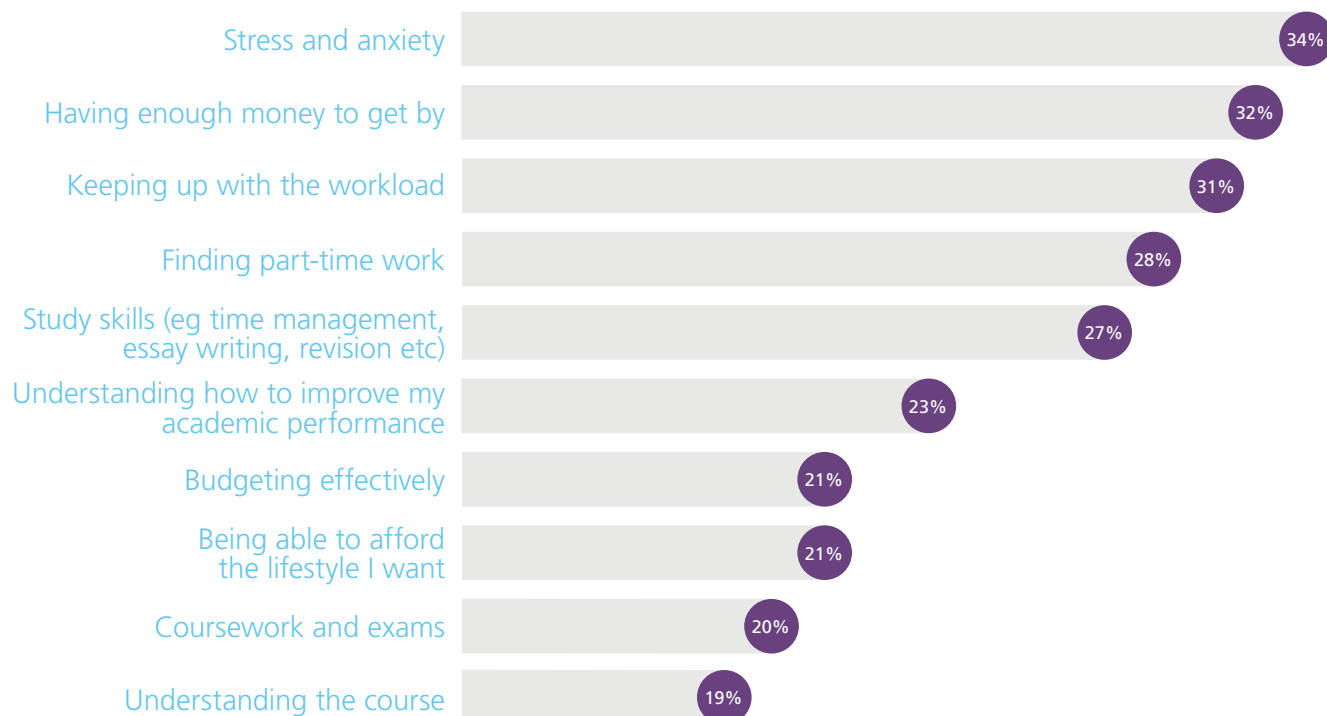
Q Which of the following best describe why you haven't been able to get as involved as you'd like to with Students' Union activities? [Top 10 reasons]



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 964

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



Base: All respondents 957

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: health and wellbeing, money, academic and work/career.

This has shifted somewhat compared to last year where the top ranked areas covered academic, money and health and wellbeing.

This signals a change in the top concerns noted by students where personal concerns are more central compared to academic fit and ability.

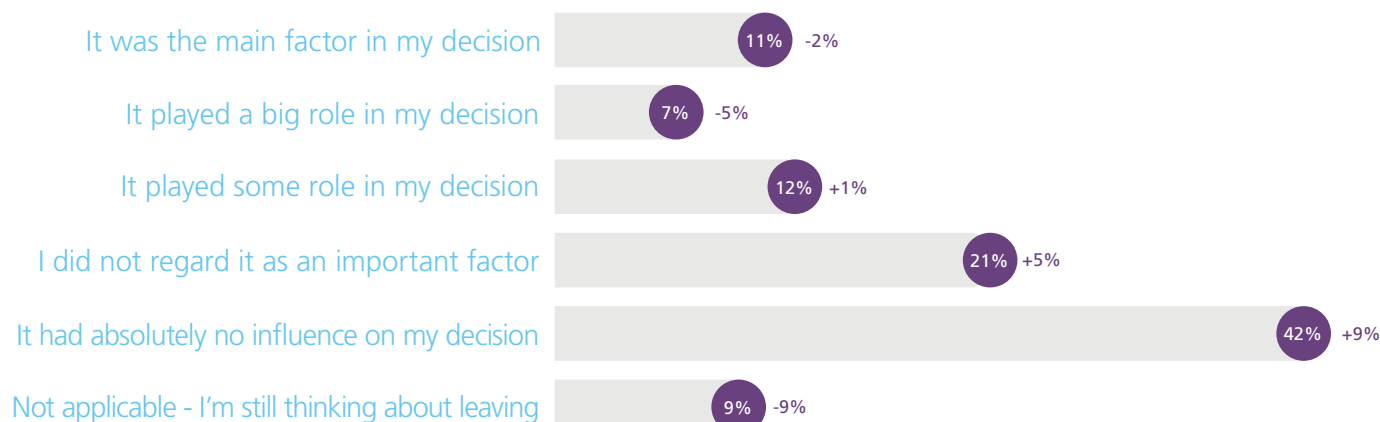
Q Which of the following best describes why you have considered leaving your course? [Top 6]



Base: All respondents 206

Out of those that selected 'other', open text comments included: management of the course, disorganisation and lack of support from academics and staff. Others referenced their ability to manage deadlines that they found overwhelming, bereavement, issues with placement and changing aspects of personal life outside of the University environment.

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



Base: All respondents 206

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

33%

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

67%

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

Base: All respondents 205

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"*



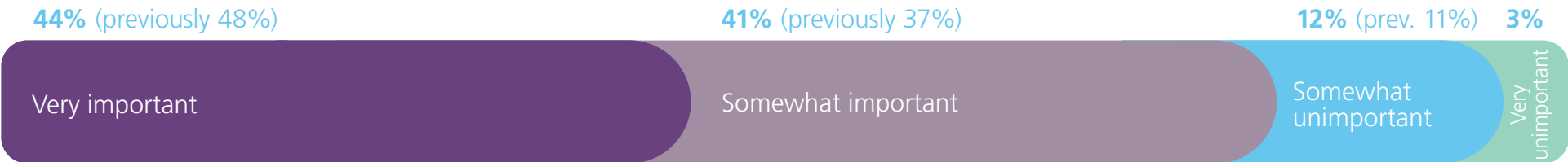
Base: All respondents 936

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



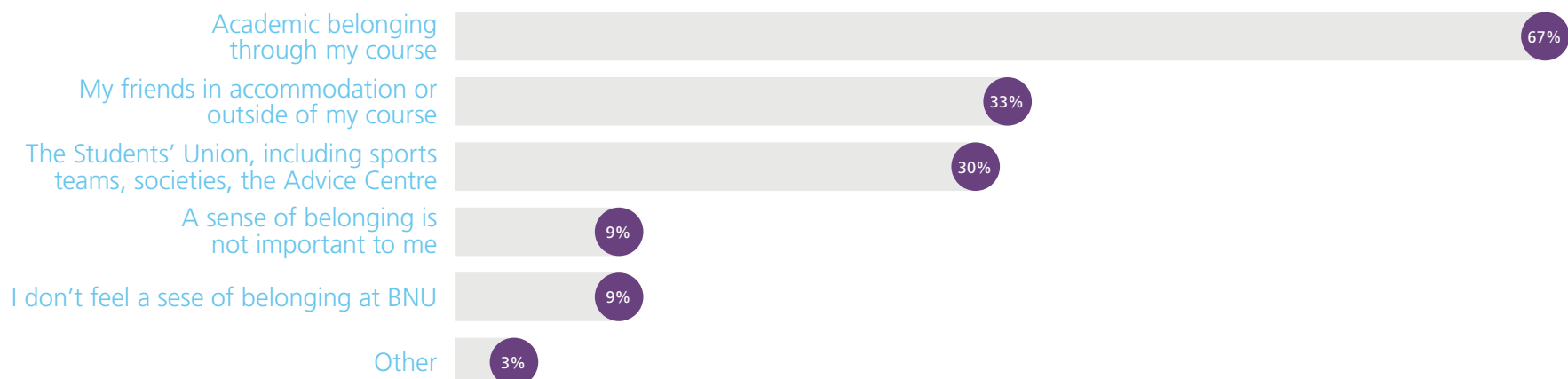
Base: All respondents 938

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



Base: All respondents 937

Q What gives you a sense of belonging at BNU?

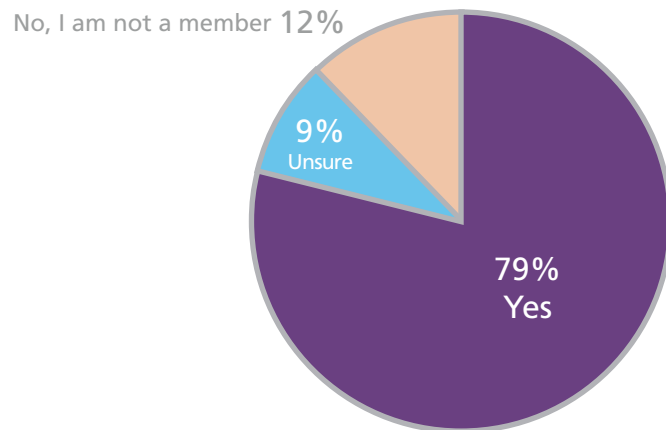


Base: All respondents 935

Out of those that selected 'other', open text comments mostly centred around those that study through online/distance learning or where they are not permanently based at one of our main sites. Additional comments noted a sense of belonging through tutors and those offering different levels of academic support.

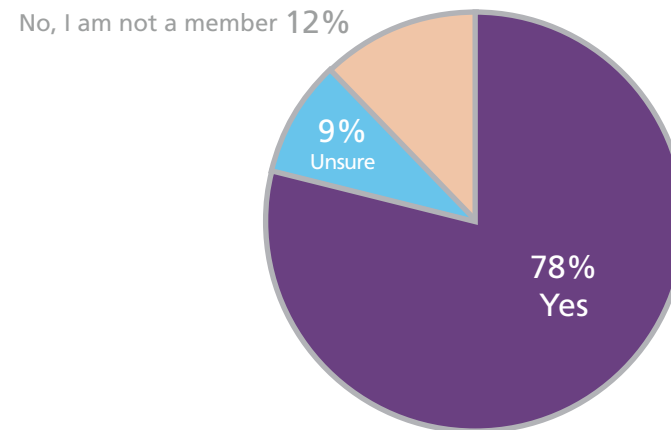
The Students' Union

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



Base: All campus-based respondents 918

**Are you a member of Bucks
Students' Union?
(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."



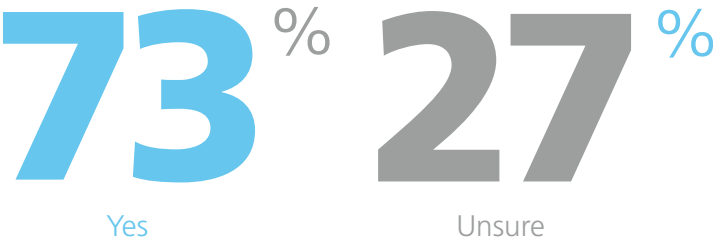
Base: All respondents 918

[2023, overall]



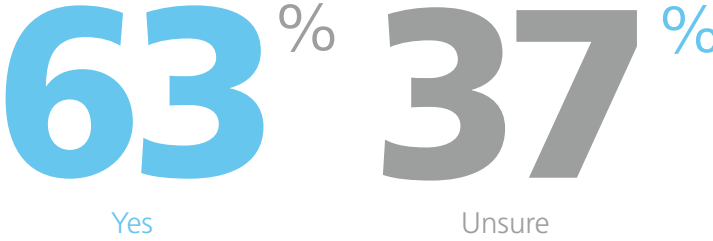
Base: All respondents 663

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



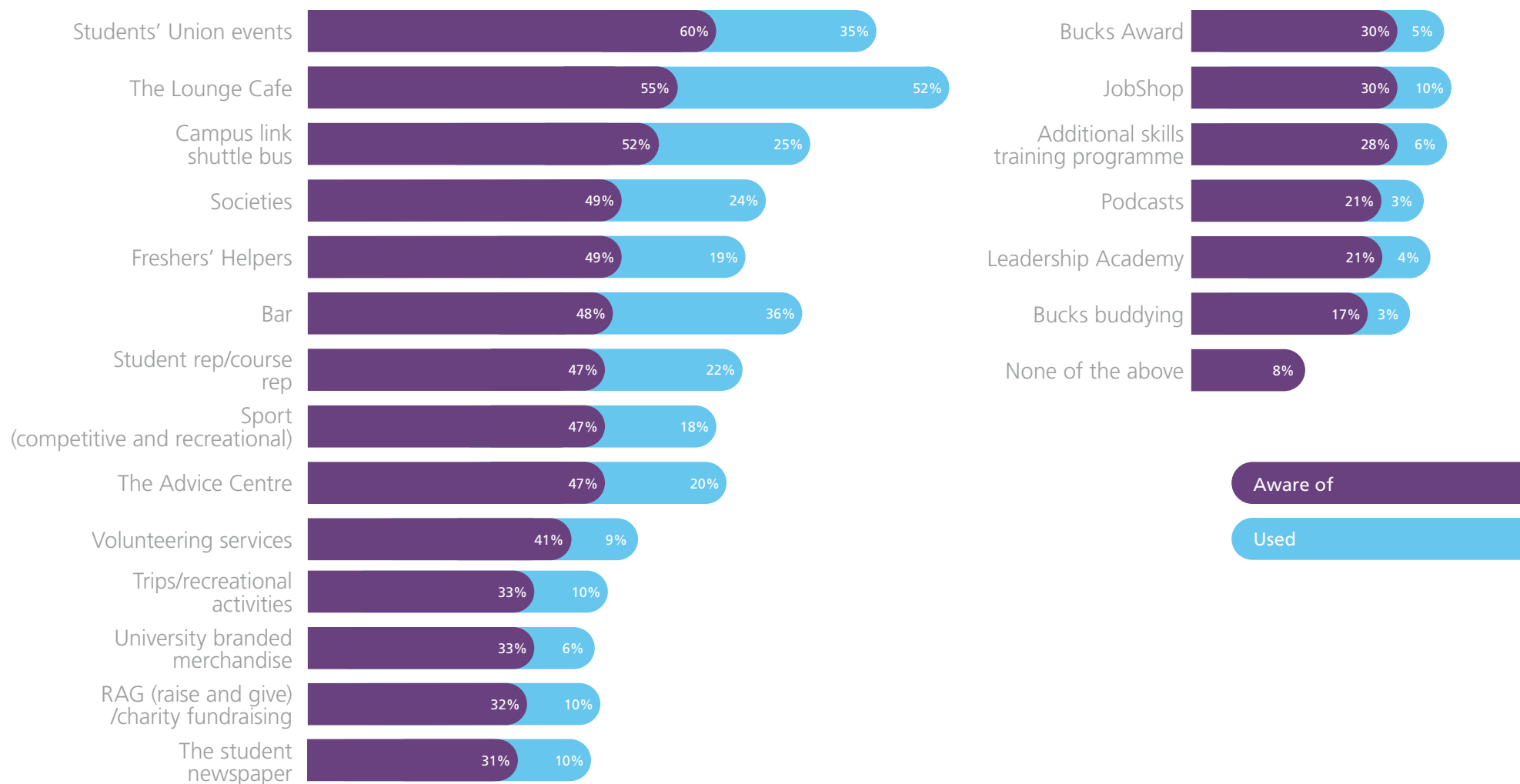
Base: All respondents 917

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



Base: All respondents 918

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



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 825

The Students' Union effectively represents me and my views



Base: All respondents 826

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



Base: All respondents 829

I feel the Students' Union effectively looks after my welfare



Base: All respondents 818

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



Base: All respondents 824

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



Base: All respondents 829

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



Base: All respondents 816

Agree

Disagree

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?

61%

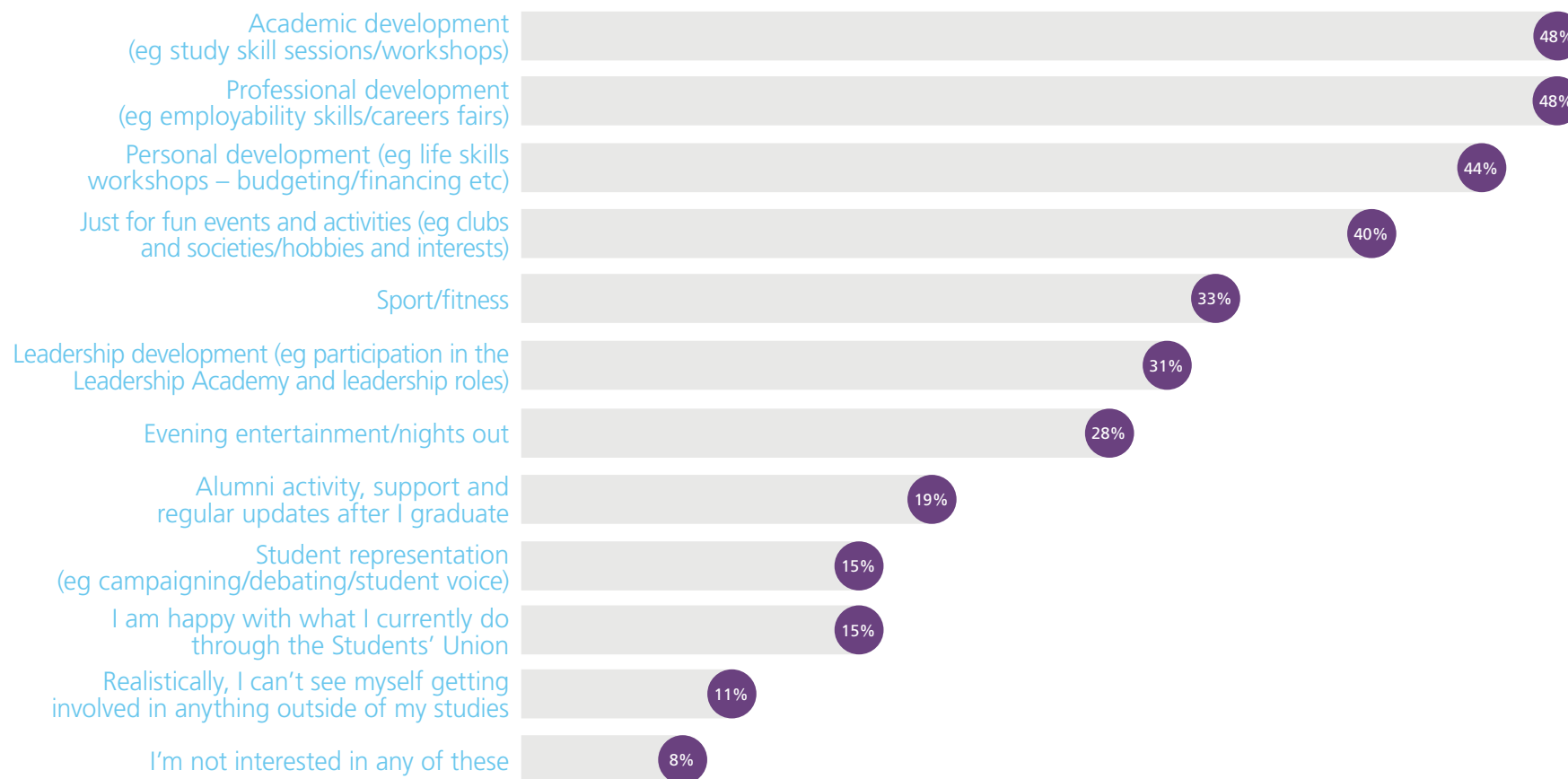
Yes, Students' Union activities have made me more employable

39%

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

Base: All respondents 813

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



Base: All campus-based 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



Base: All respondents 811

The Students' Union tenaciously represents my interests



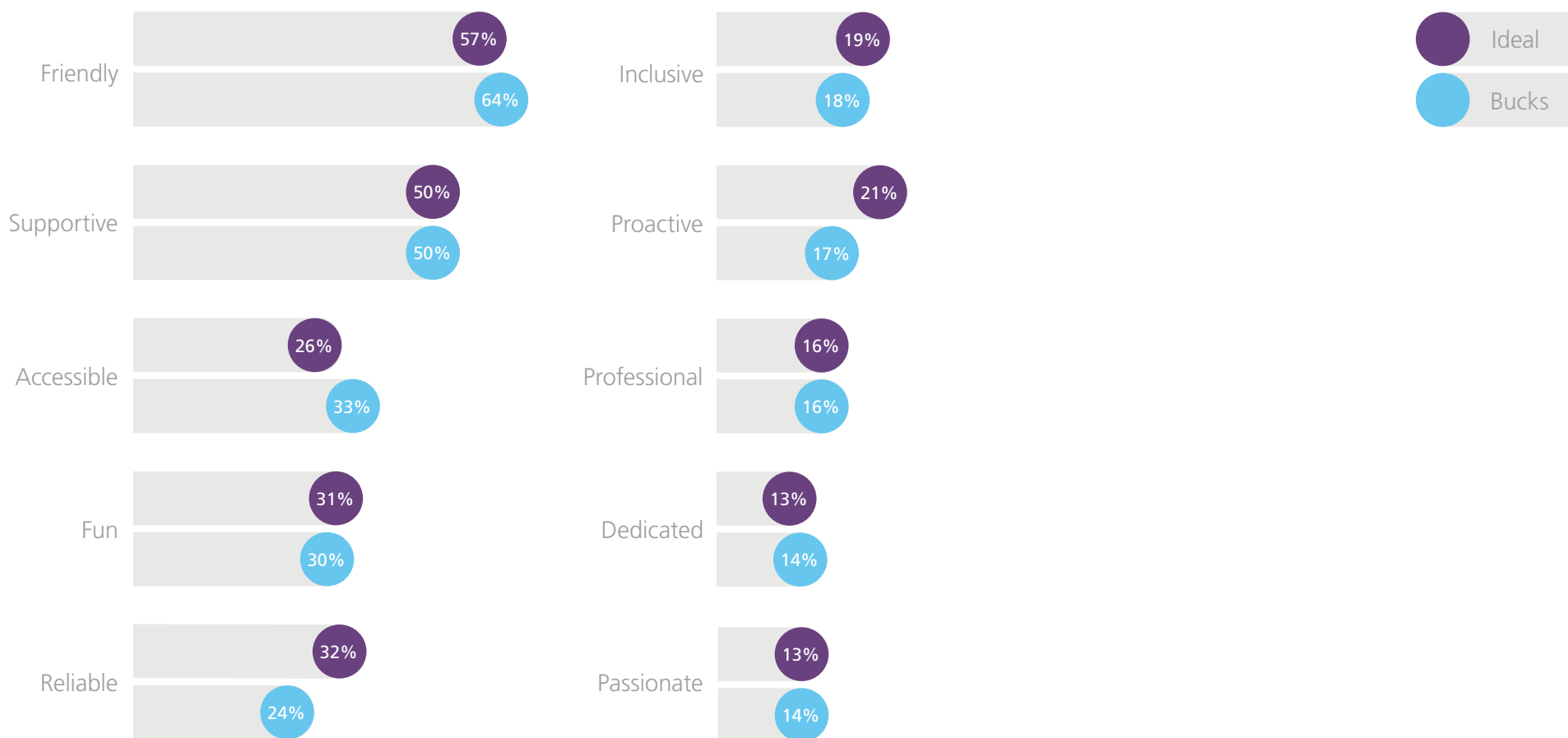
Base: All respondents 807

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



Base: All respondents 806

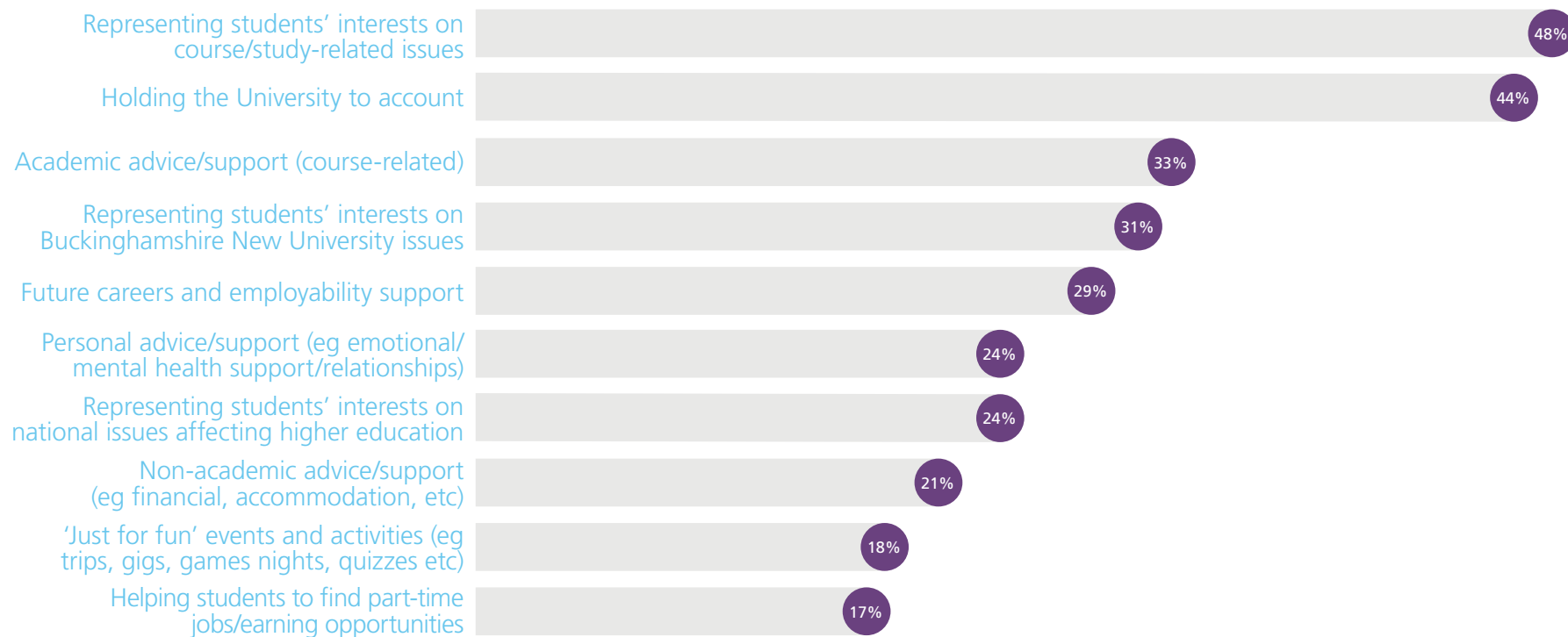
Q Ideal students' union values versus Bucks Students' Union values [Top 10]



Base: All respondents 818

Future of the Students' Union

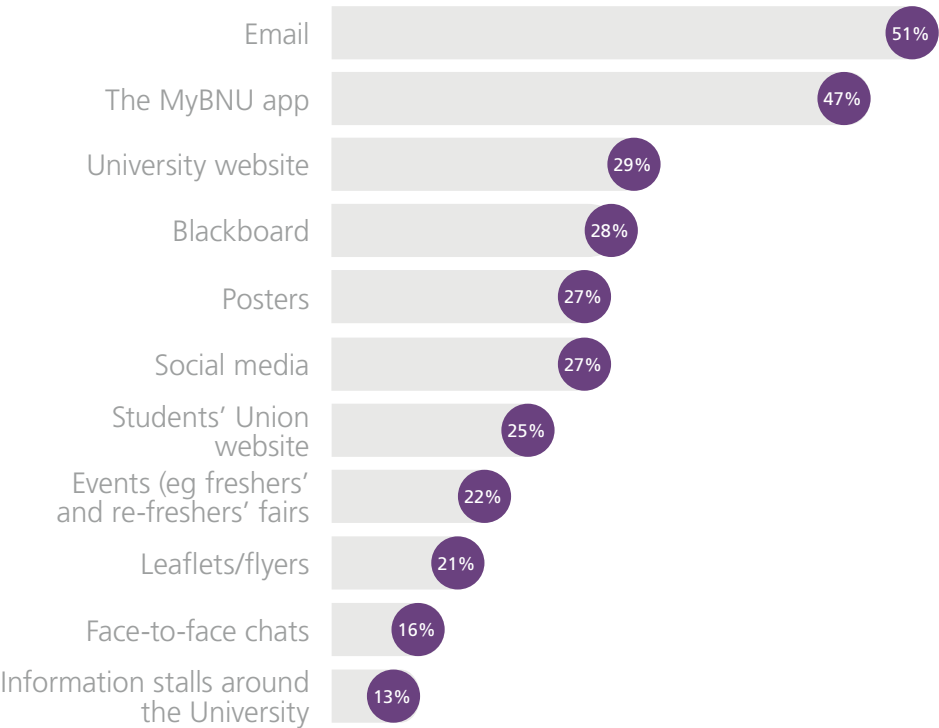
Q What do you think the Students' Union top five priorities for the future should be?
[Top 10]



Base: All campus-based respondents 784

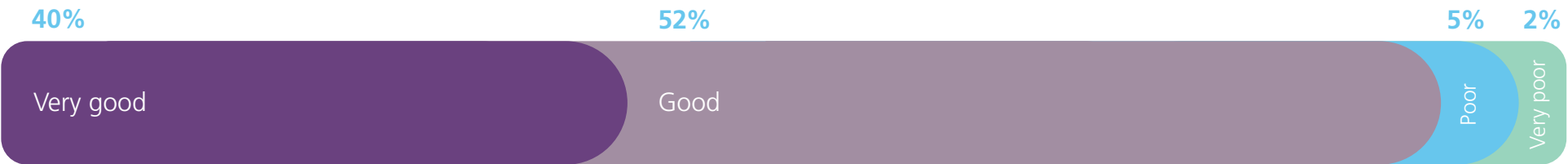
Communications

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



Base: All respondents 768

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



Base: All respondents 739



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This publication was produced by Bucks Students' Union in June 2024, and is accurate at the time of going to press. We will consider any requests for accessible formats that may be required.

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