

MEMBERSHIP SURVEY REPORT 2026



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 February and March 2026

A total of 1,149 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, based on the mode of study demographic (sample equals 84% full-time which is the same as the University 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.

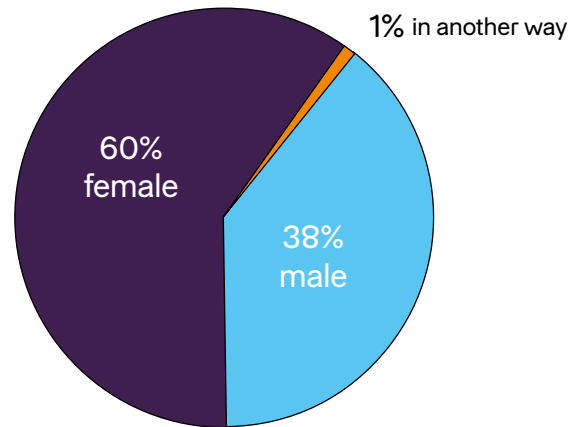
This report

The contents within this report include all respondents ($n = 1,149$). Throughout the report, the analysis of each question looks at all respondents and provides a further analysis covering home students ($n = 853$) and international ($n = 296$).

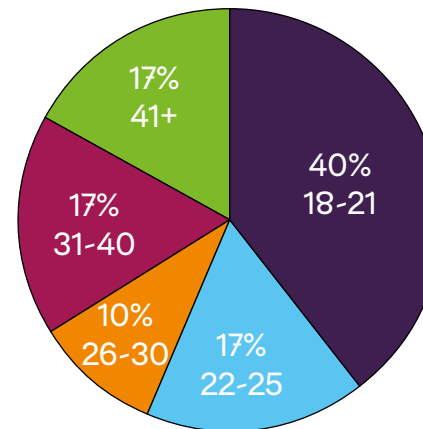
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Sample breakdown - all members (demographics)

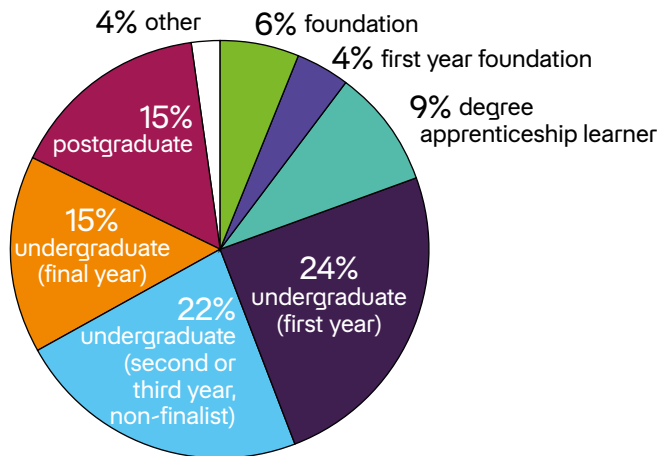
Gender



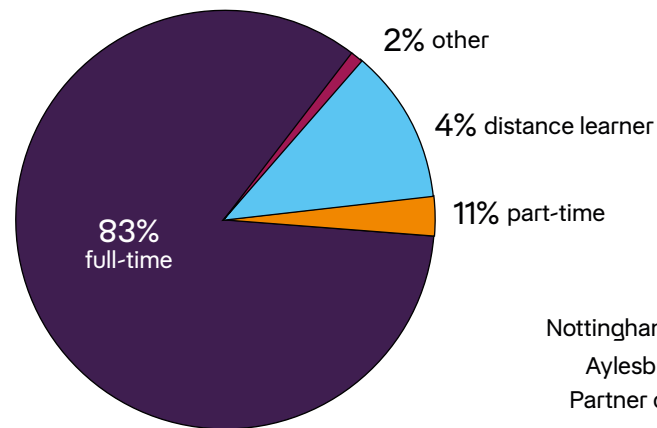
Age



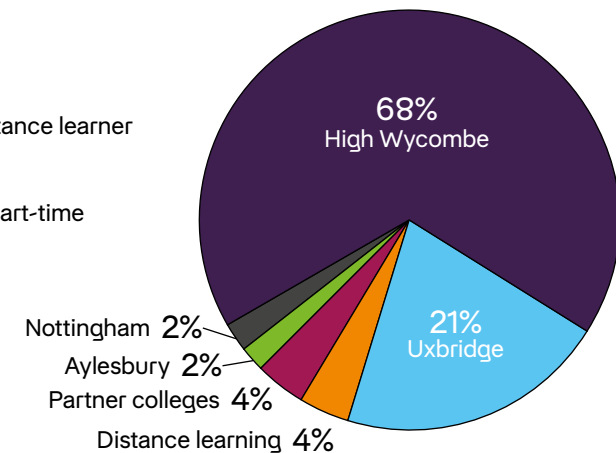
Stage of study



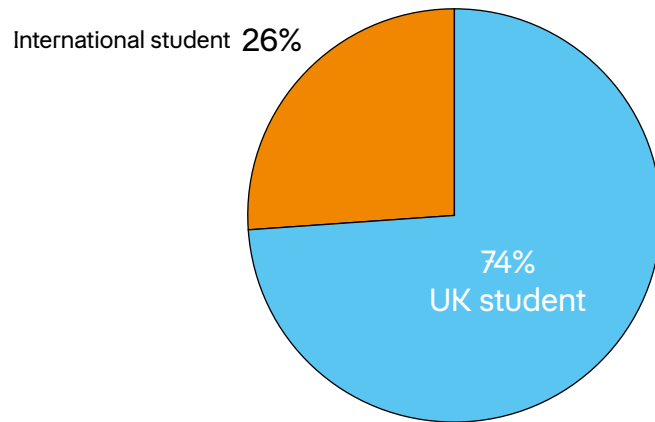
Mode of study



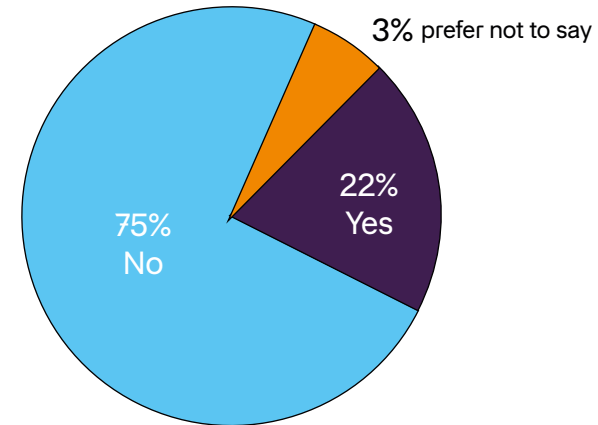
Campus



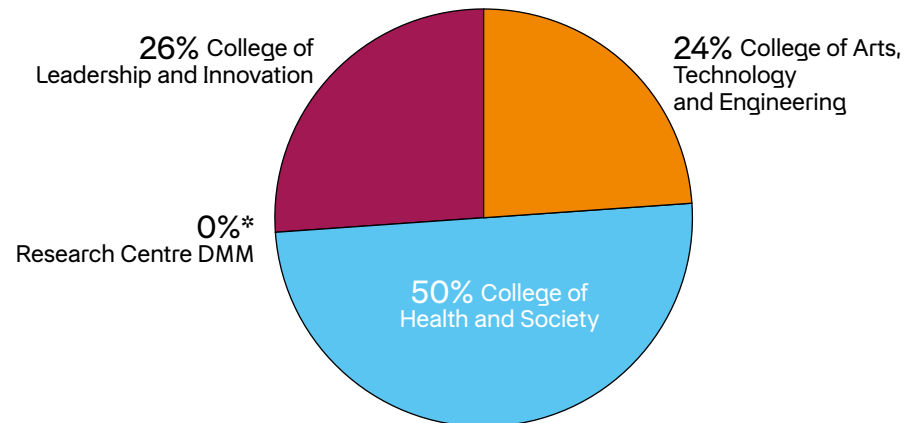
Domicile



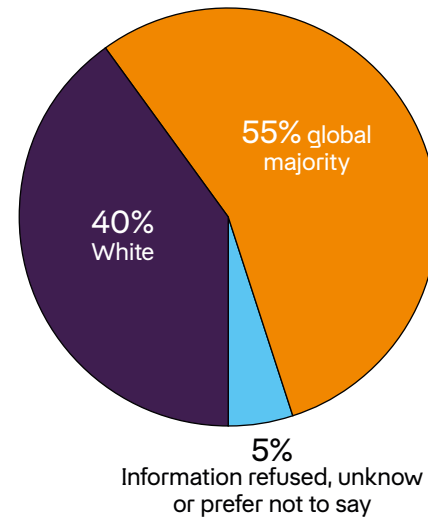
Disability/medical condition or specific learning difficulty



College



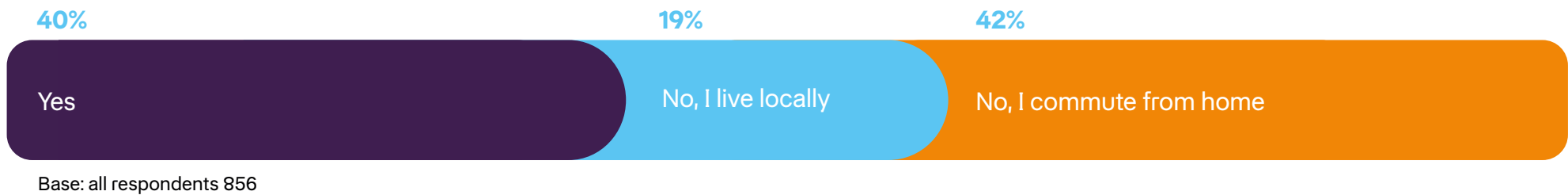
Ethnicity



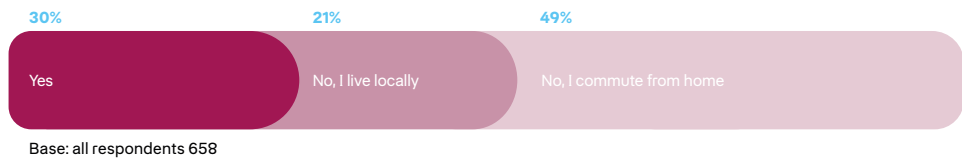
Accommodation and employment

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

All students



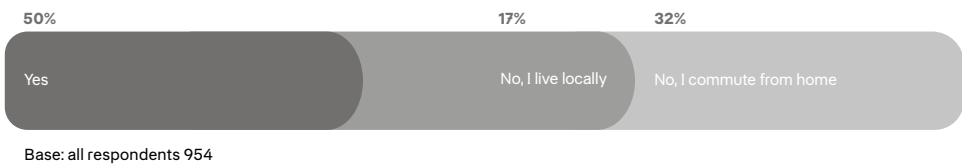
Home students



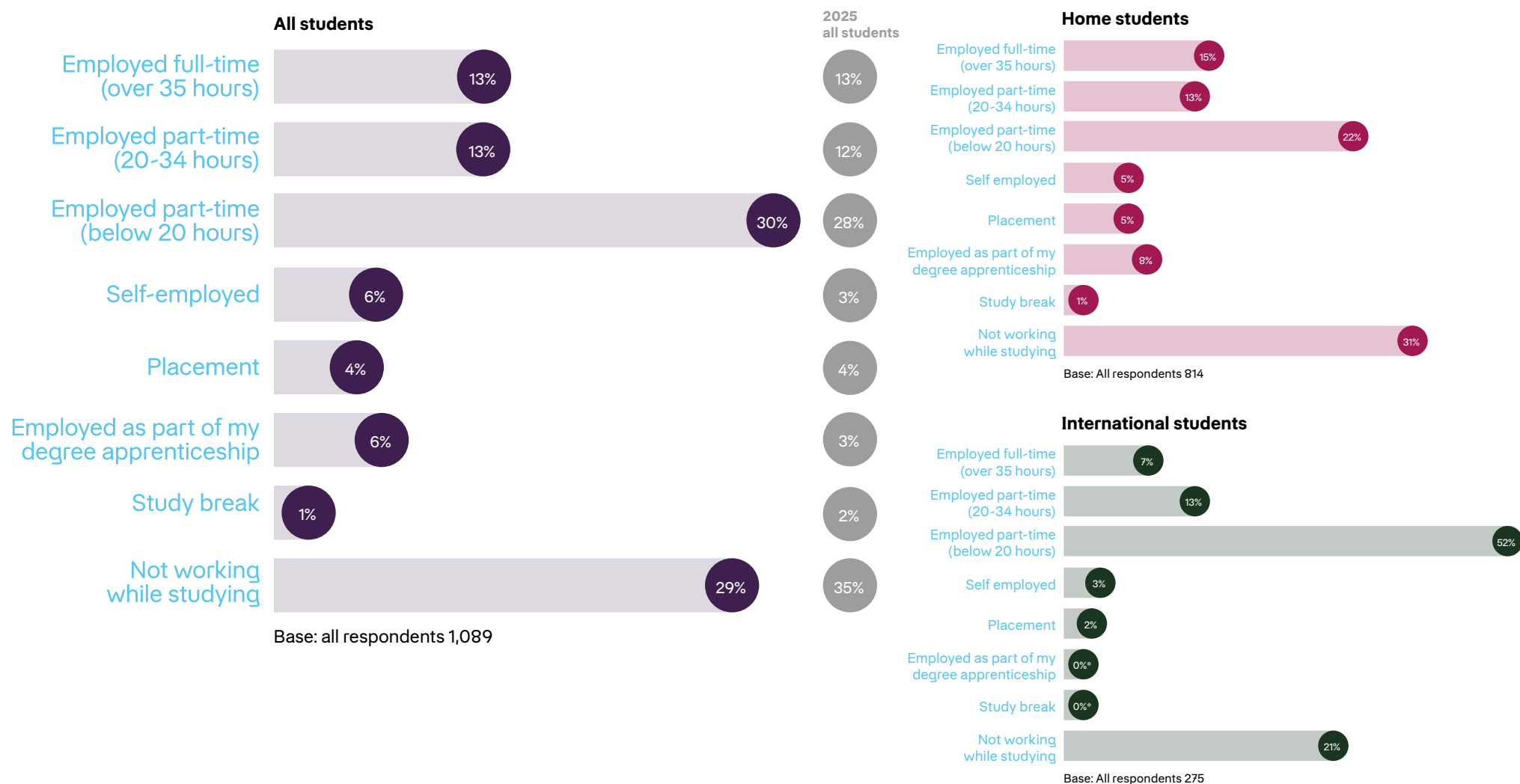
International students



2025 all students

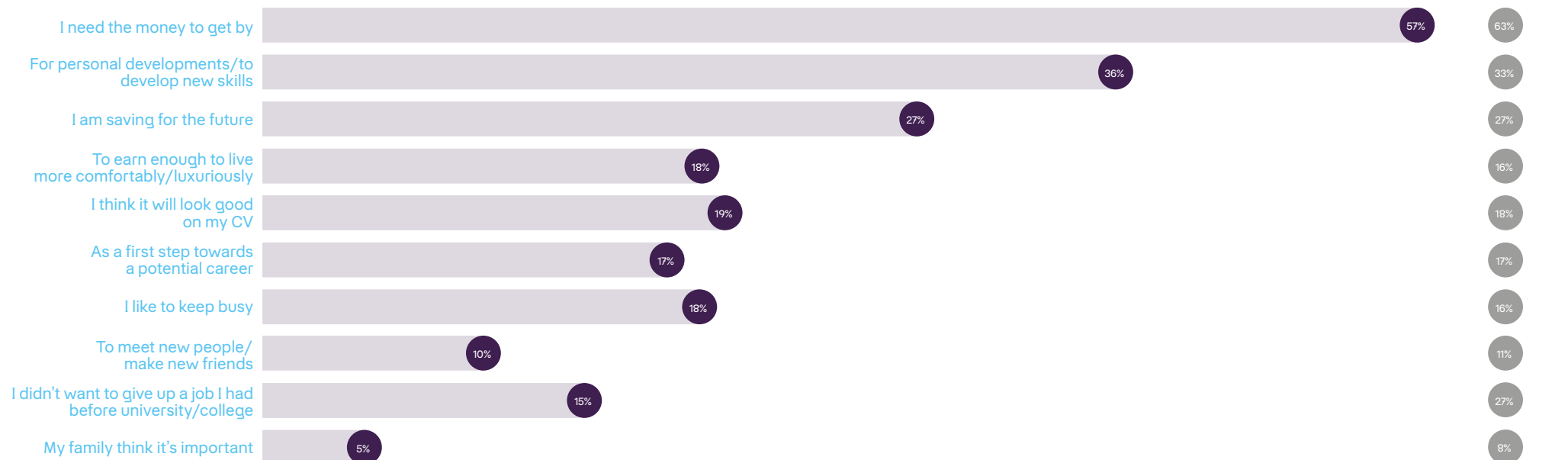


Q. Q. What is your employment status during term-time? If you're working a zero-hours/variable hours, please select an option based on your average working week.



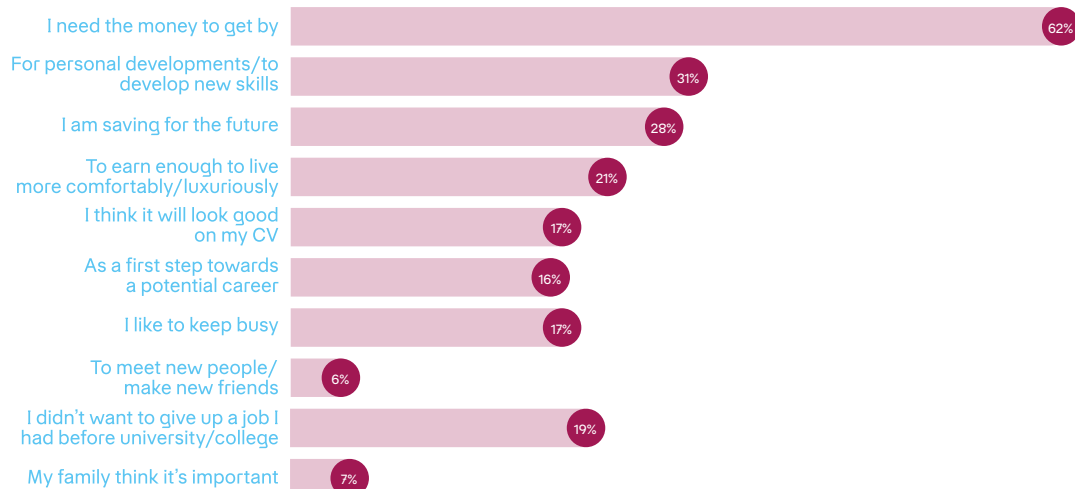
Q Which of the following best describes why you work during term-time?

All students



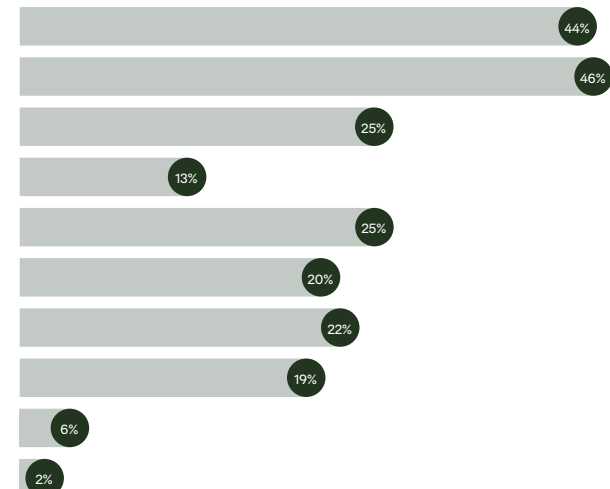
Base: all respondents 652

Home students



Base: all respondents 448

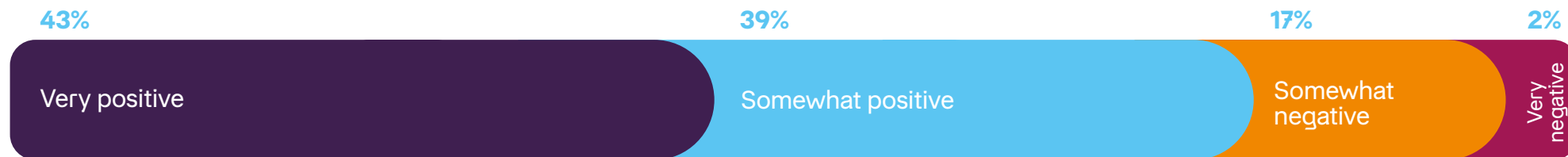
International students



Base: all respondents 204

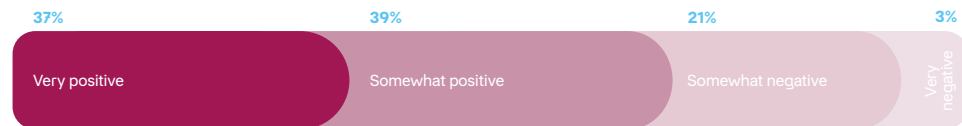
Q How would you describe the overall impact that working has on your university/college experience?

All students



Base: all respondents 652

Home students



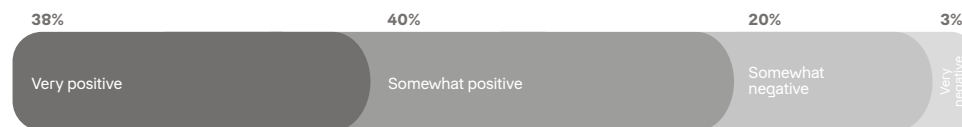
Base: all respondents 449

International students



Base: all respondents 203

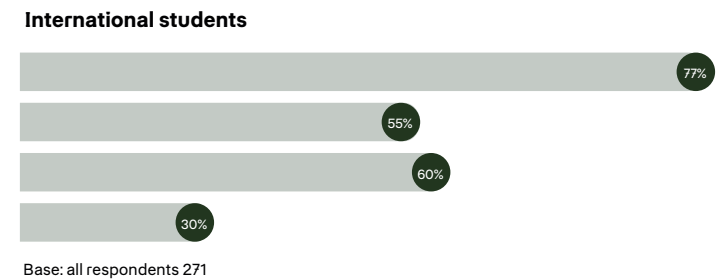
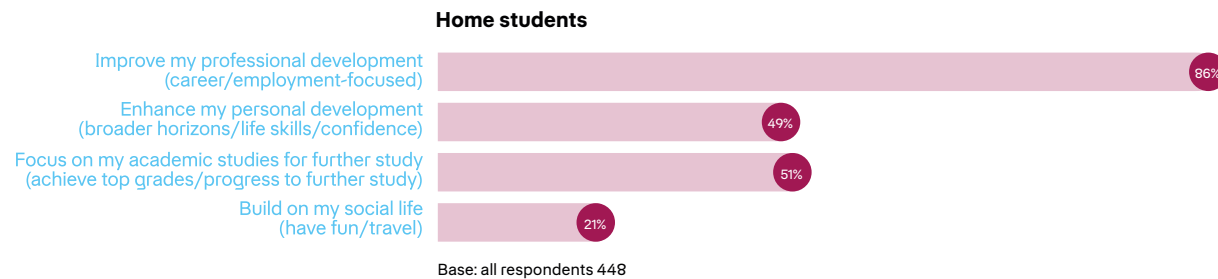
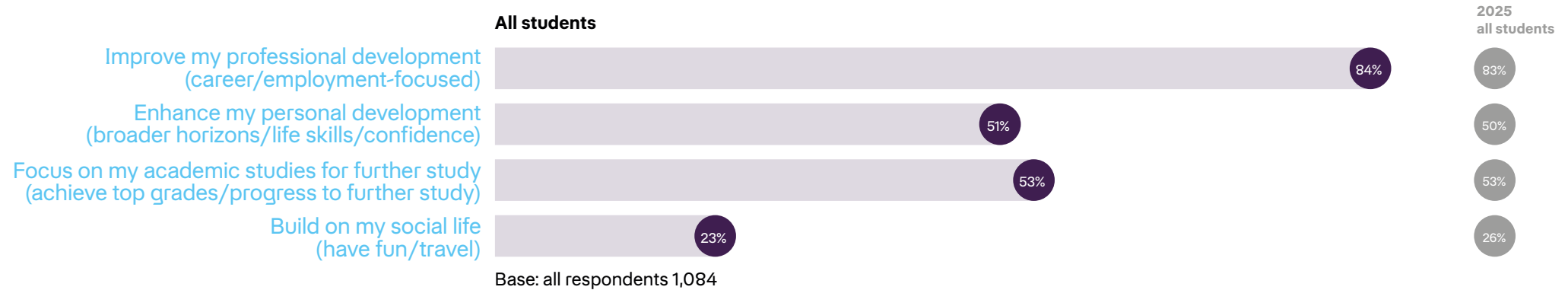
2025 all students



Base: all respondents 531

Motivations and aspirations

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



University experience

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

All students



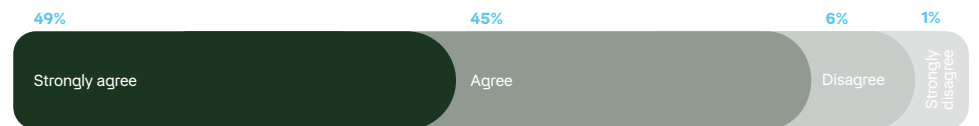
Base: all respondents 810

Home students



Base: all respondents 606

International students



Base: all respondents 204

2025 all students



Base: all respondents 918

Q To what extent do you agree or disagree with the following statement? “I am satisfied with my overall Students’ Union experience”

All students



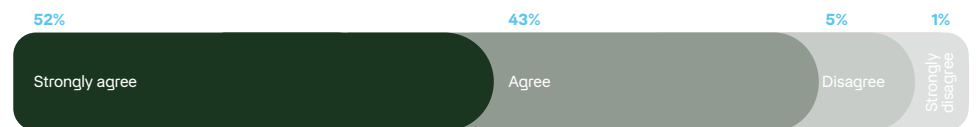
Base: all respondents 1,022

Home students



Base: all respondents 773

International students



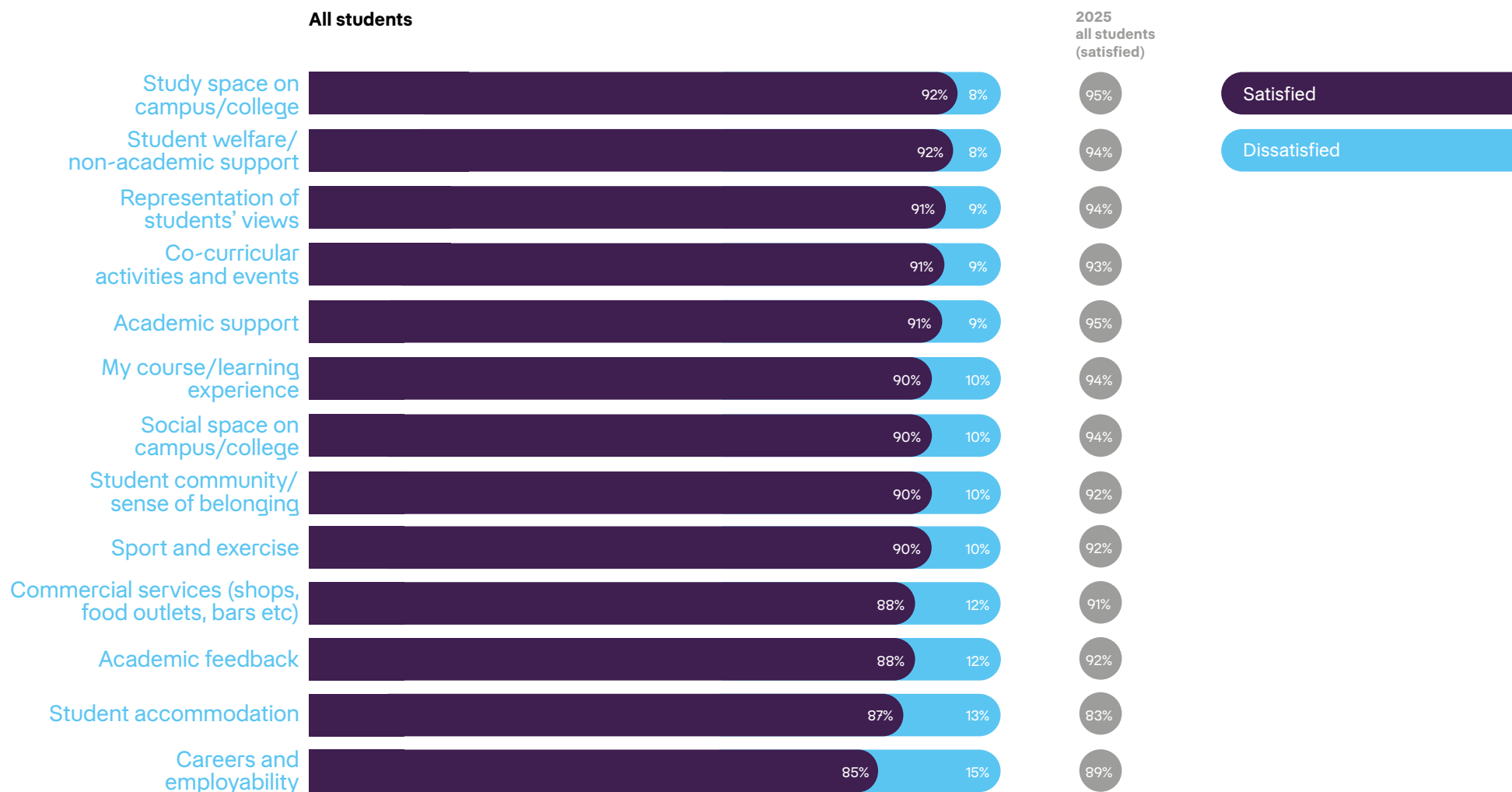
Base: all respondents 249

2025 all students



Base: all respondents 919

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



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

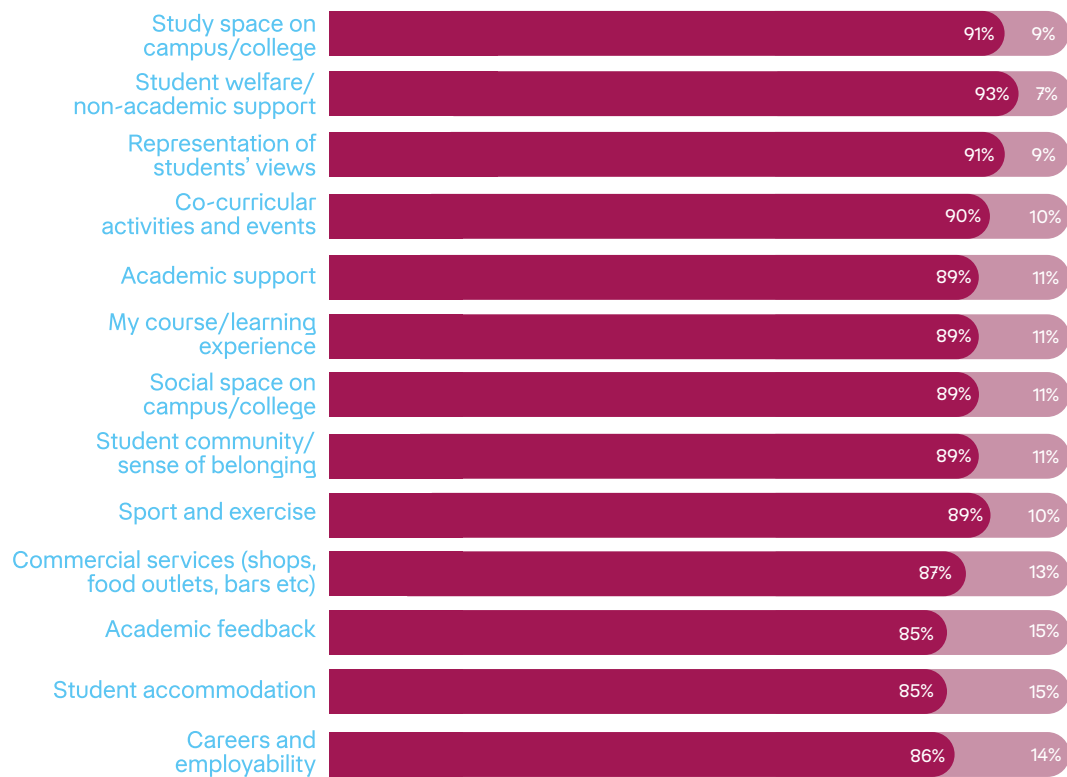
Satisfied

Dissatisfied

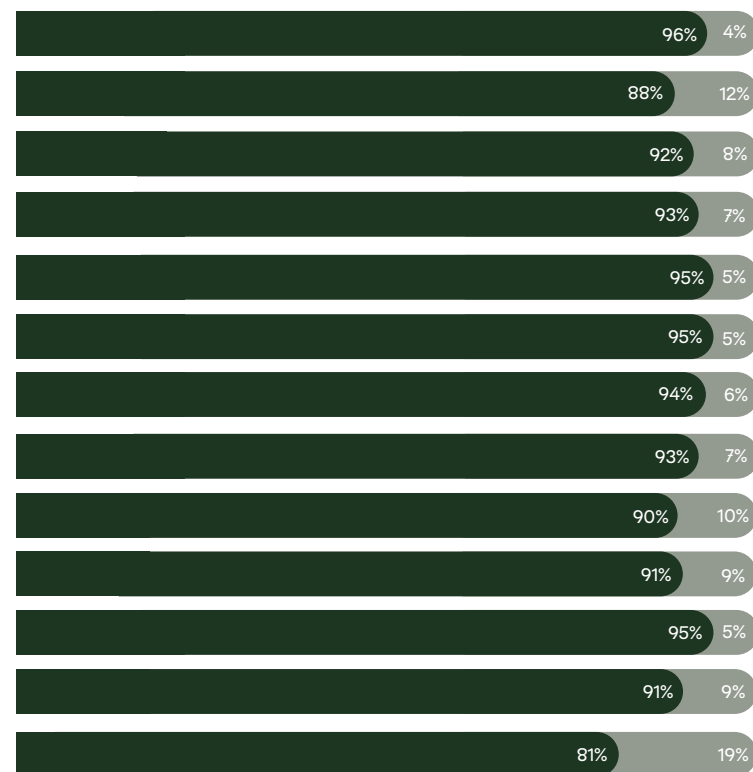
Satisfied

Dissatisfied

Home students



International students



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.”

All students



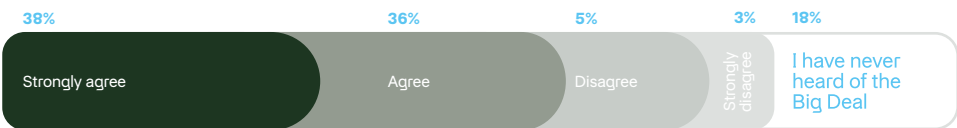
Base: all respondents 932

Home students



Base: all respondents 706

International students



Base: all respondents 226

2025 all students

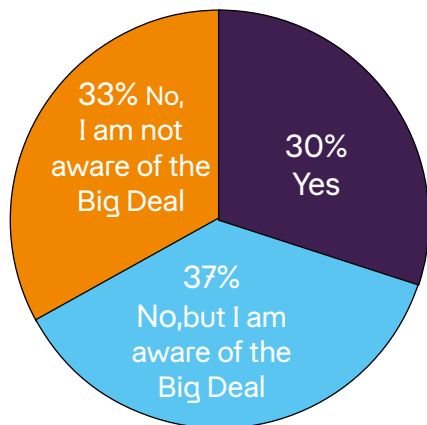


Base: all respondents 914

Big Deal activities

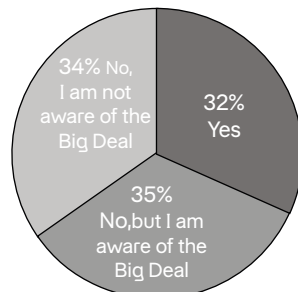
Q Have you taken part in any Big Deal activities?

All students



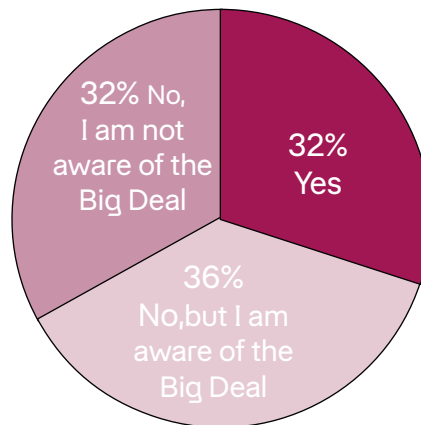
Base: all respondents 1,008

2025 all students



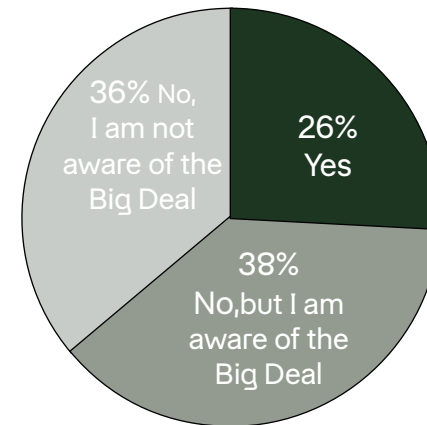
Base: all respondents 913

Home students



Base: all respondents 764

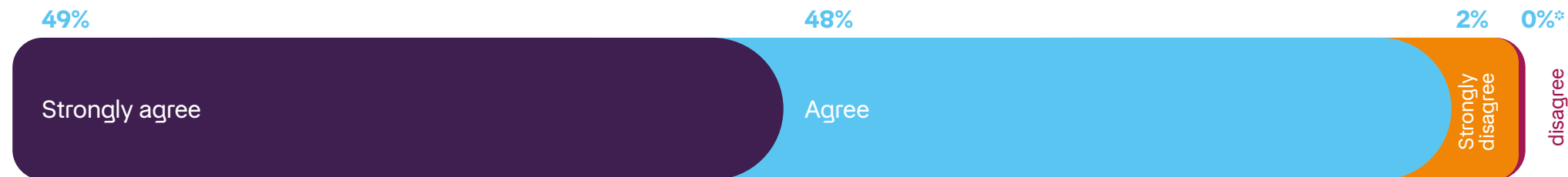
International students



Base: all respondents 244

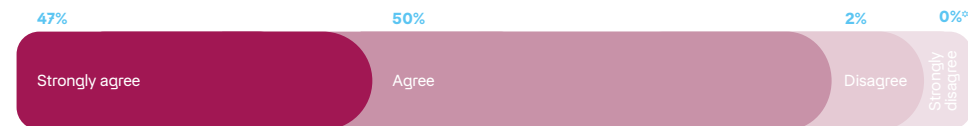
Q And to what extent do you agree or disagree with the following statement? **"Bucks Students' Union, and the Big Deal, makes life better for students at BNU."**

All students



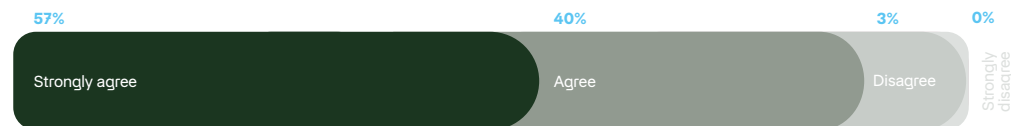
Base: all respondents 657

Home students



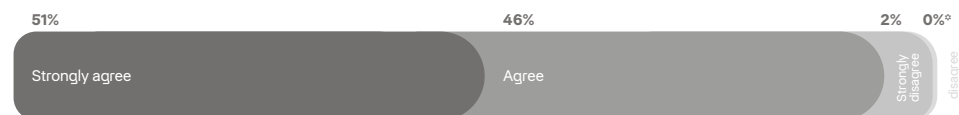
Base: all respondents 507

International students



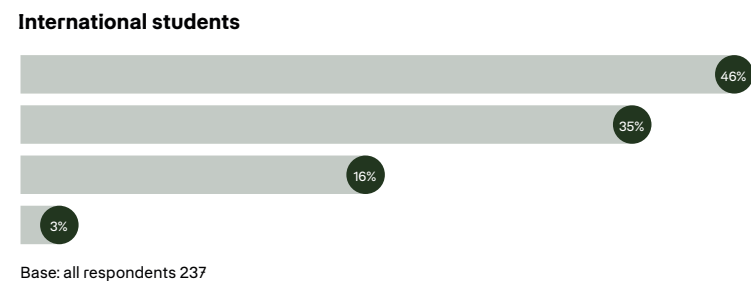
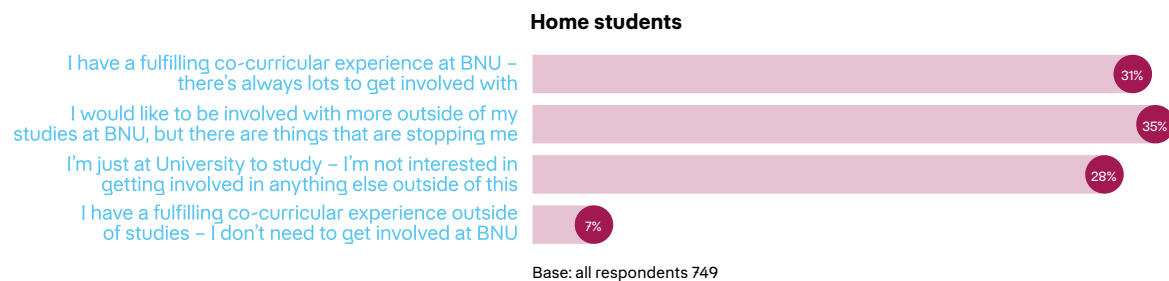
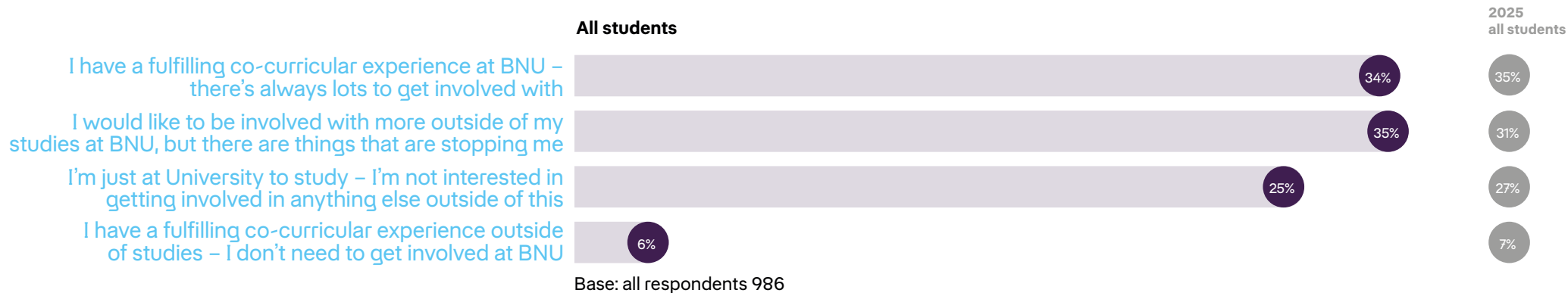
Base: all respondents 150

2025 all students

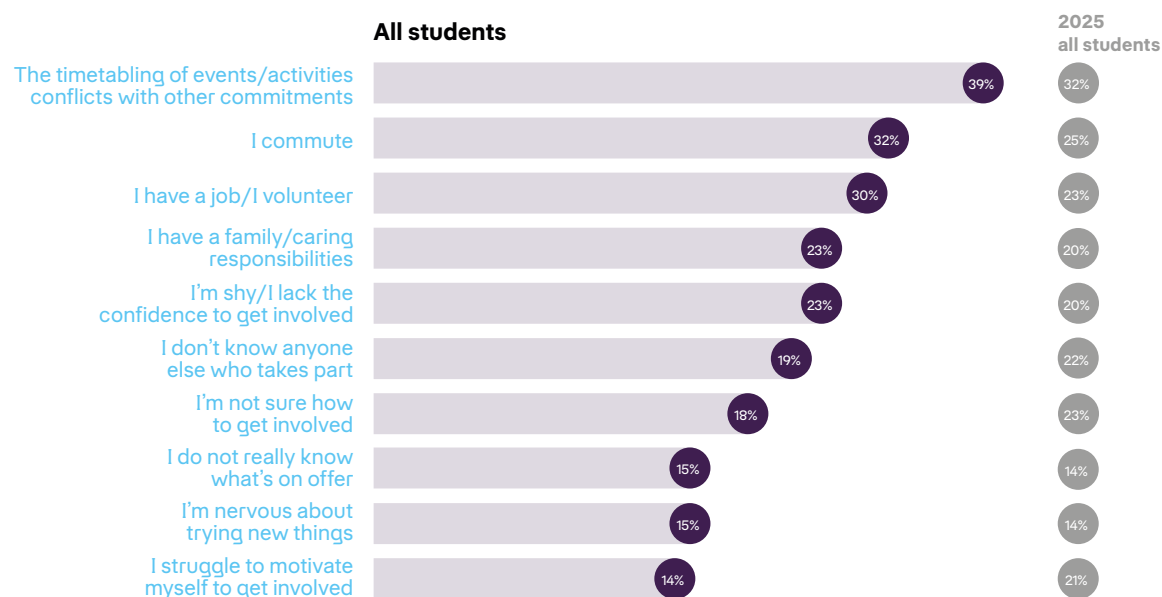


Base: all respondents 606

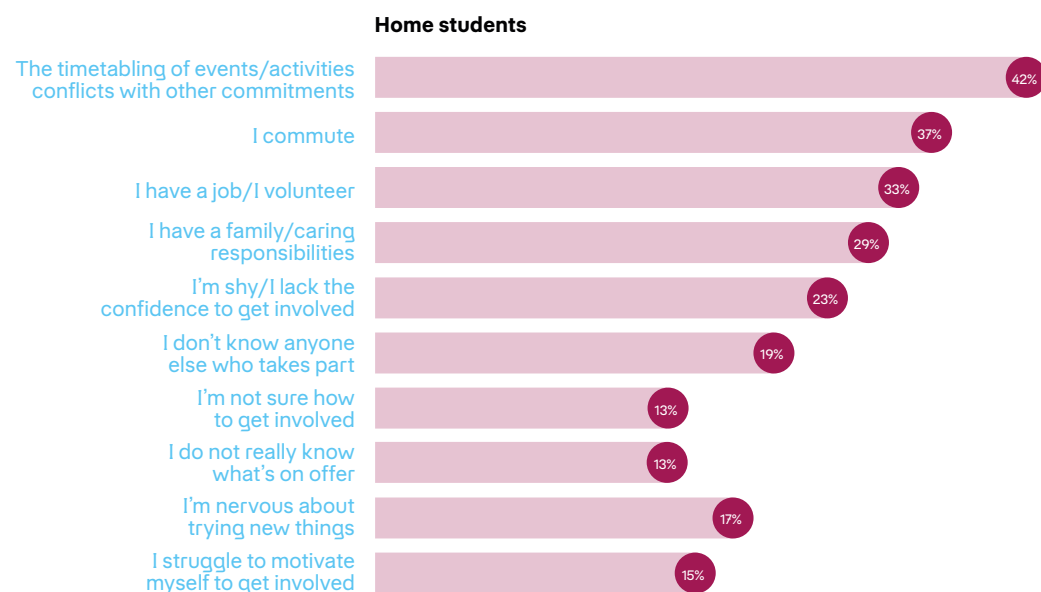
Q Which of the following statements best describes how you feel about Students' Union activities?



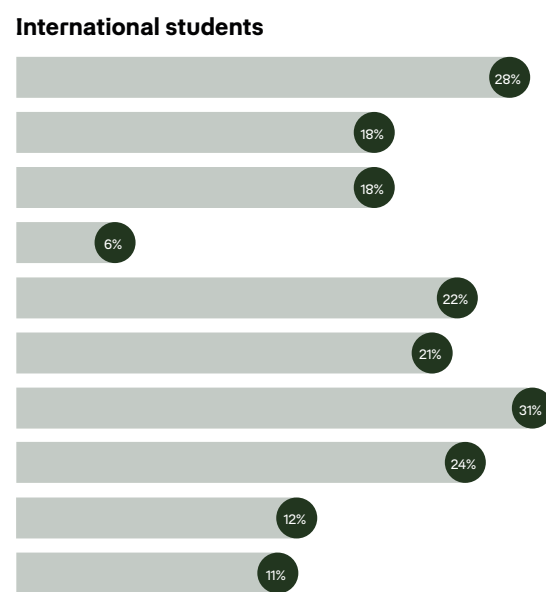
Q Which of the following best describe why you haven't been able to get as involved as you'd like to with Students' Union activities? [Top 10 reasons]



Base: all respondents 362



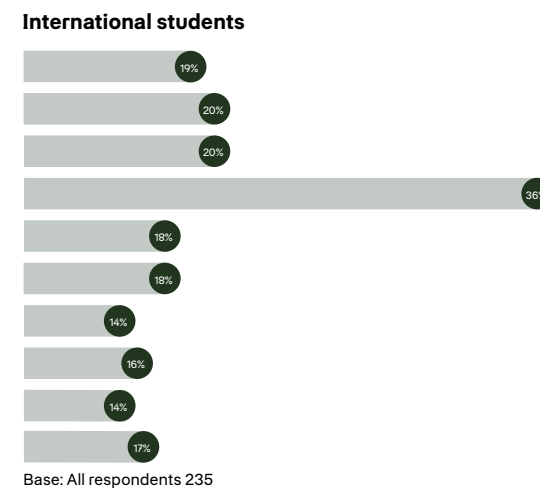
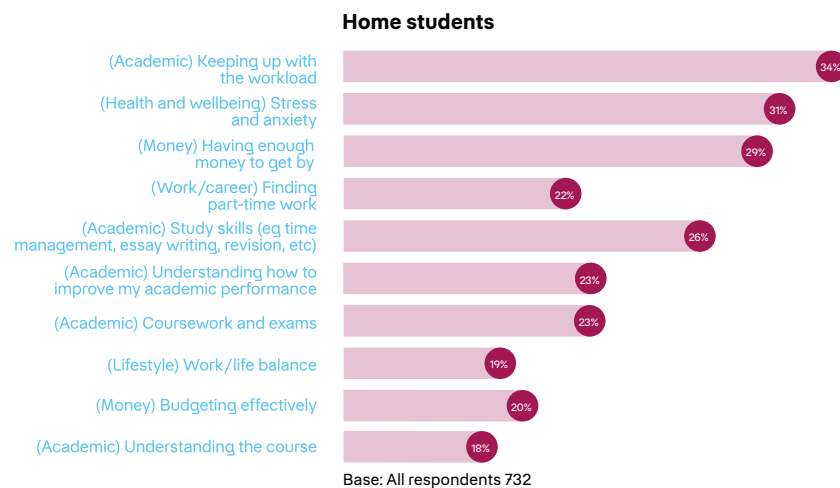
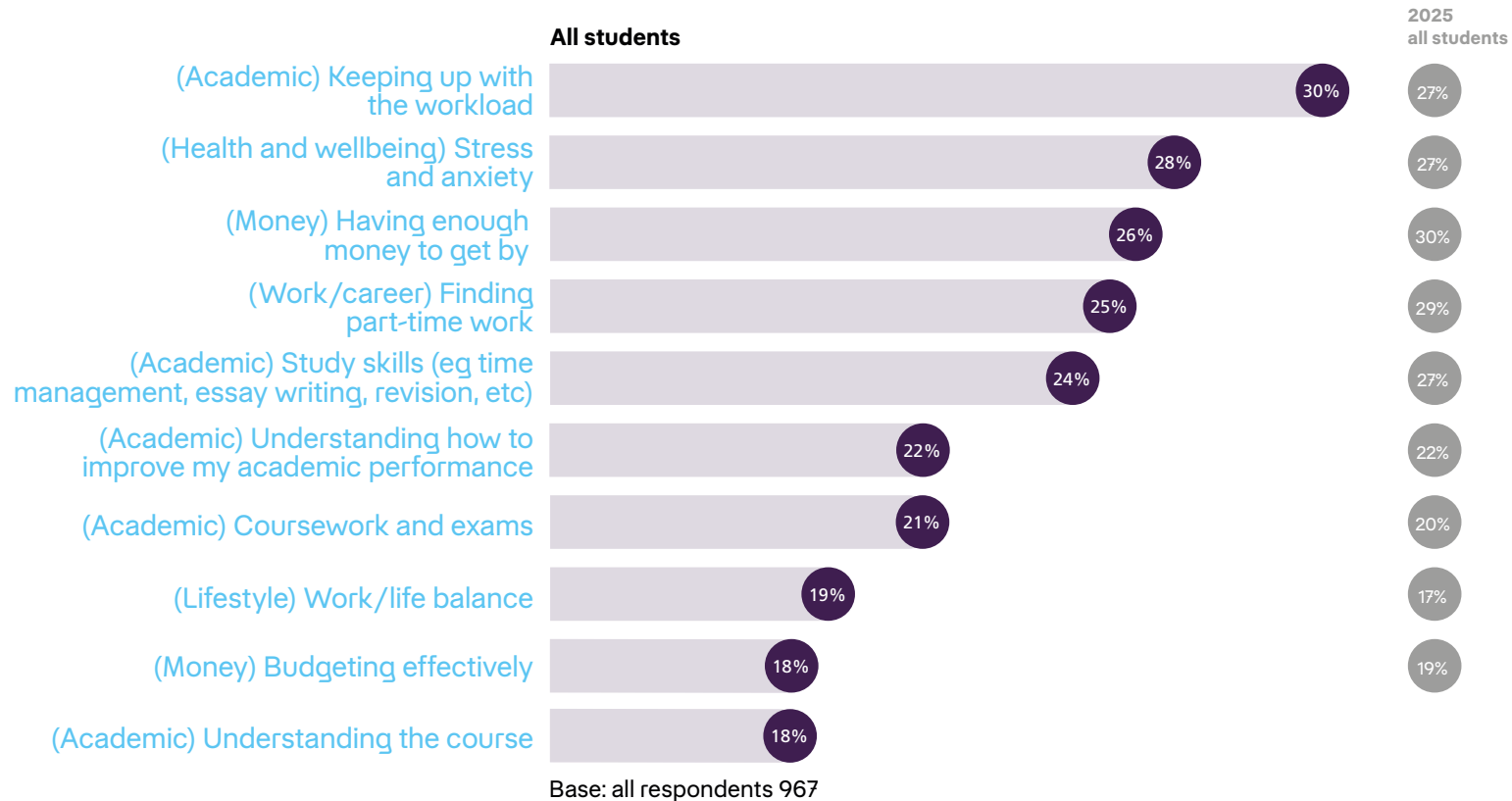
Base: all respondents 273



Base: all respondents 89

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]



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

All students



Base: all respondents 944

Home students



Base: all respondents 717

International students



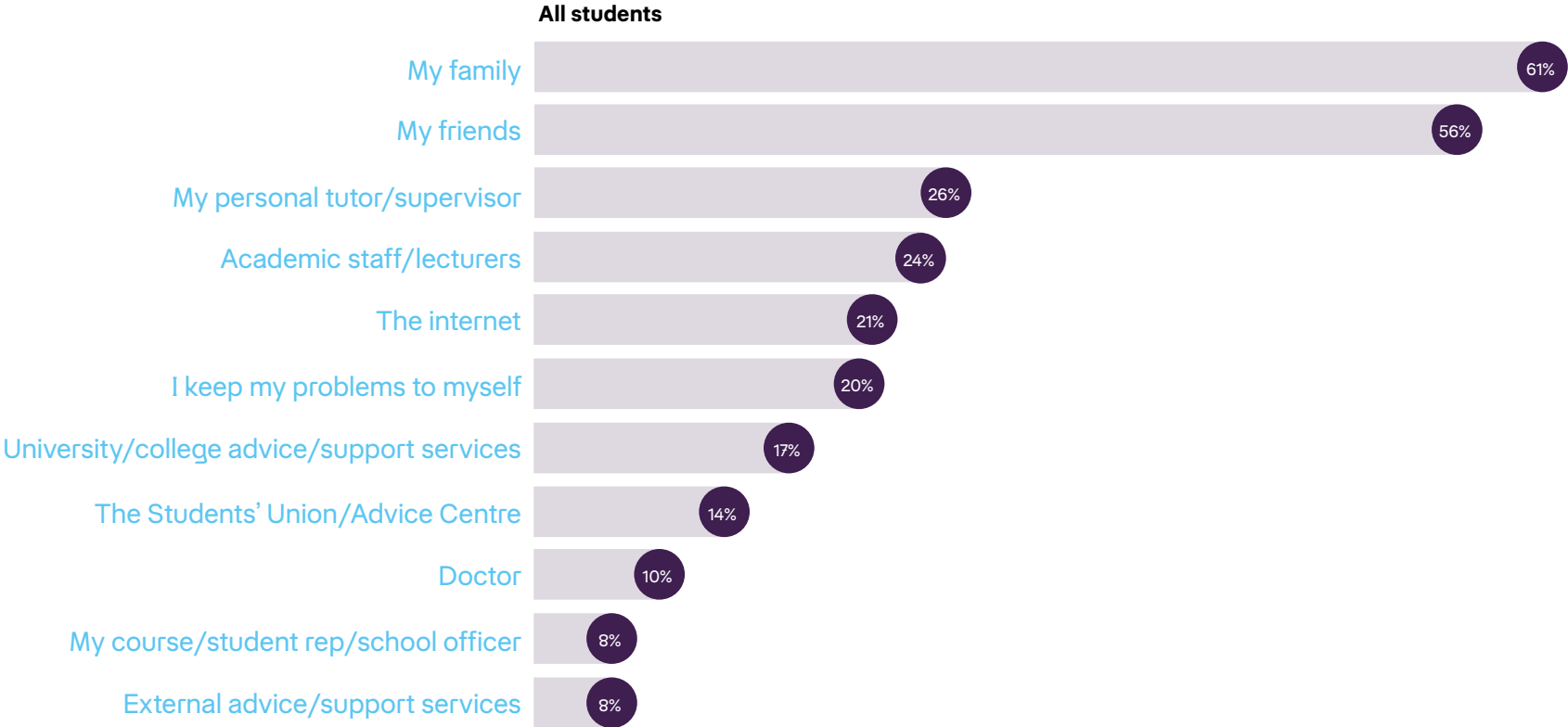
Base: all respondents 227

2025 all students

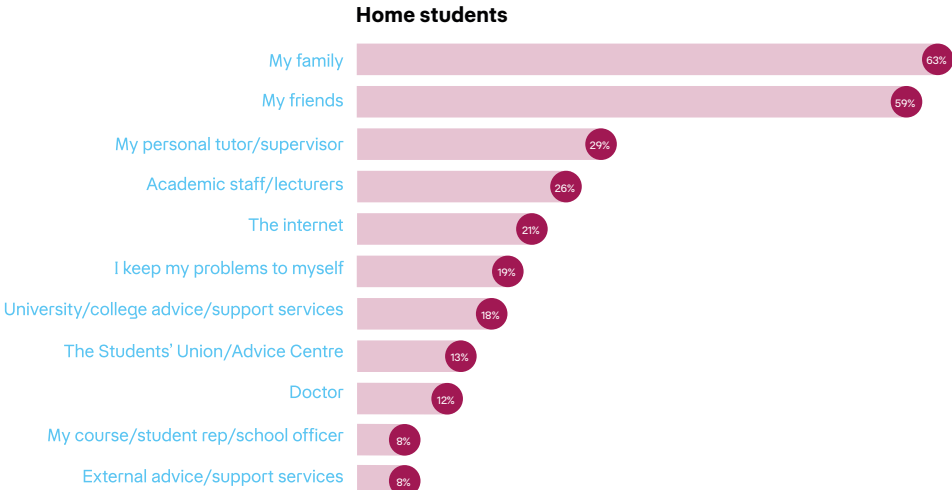


Base: all respondents 869

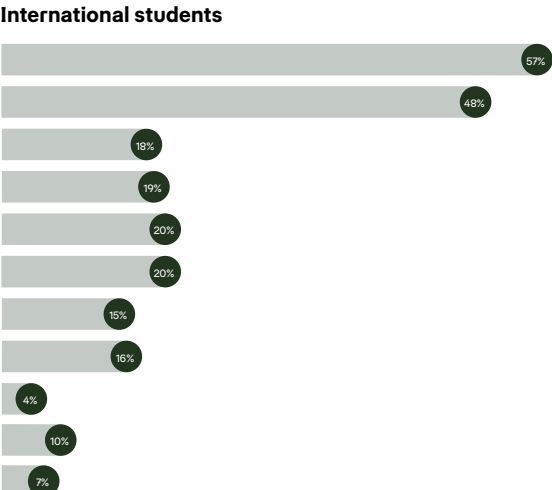
Q *Newly added question* Thinking about the things you've struggled with during your time at university/college, where have you turned to for help, advice and support?



Base: all respondents 796



Base: All respondents 605



Base: All respondents 191

Q Thinking about the areas you've struggled with during your time at university/college, do you feel that you get the help you need?

All students

75%

Yes

25%

No

Home students

76%

Yes

24%

No

International students

72%

Yes

28%

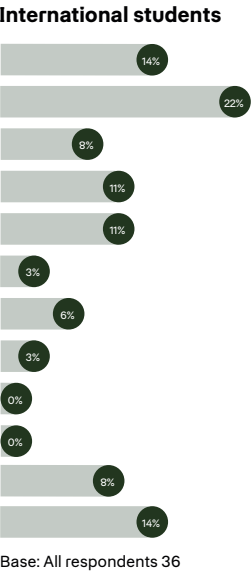
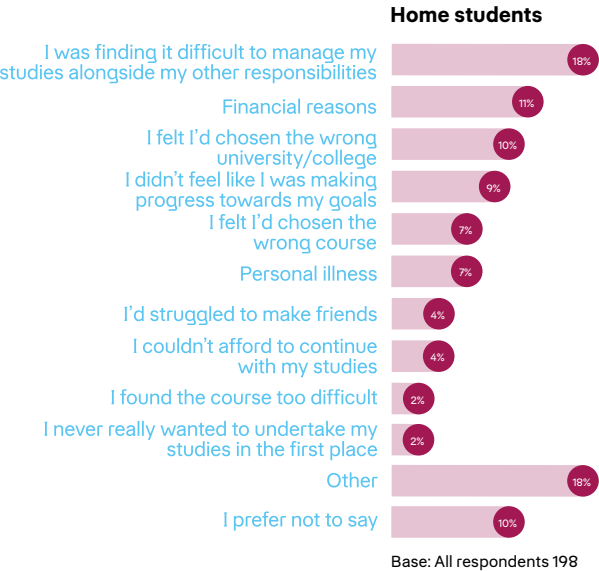
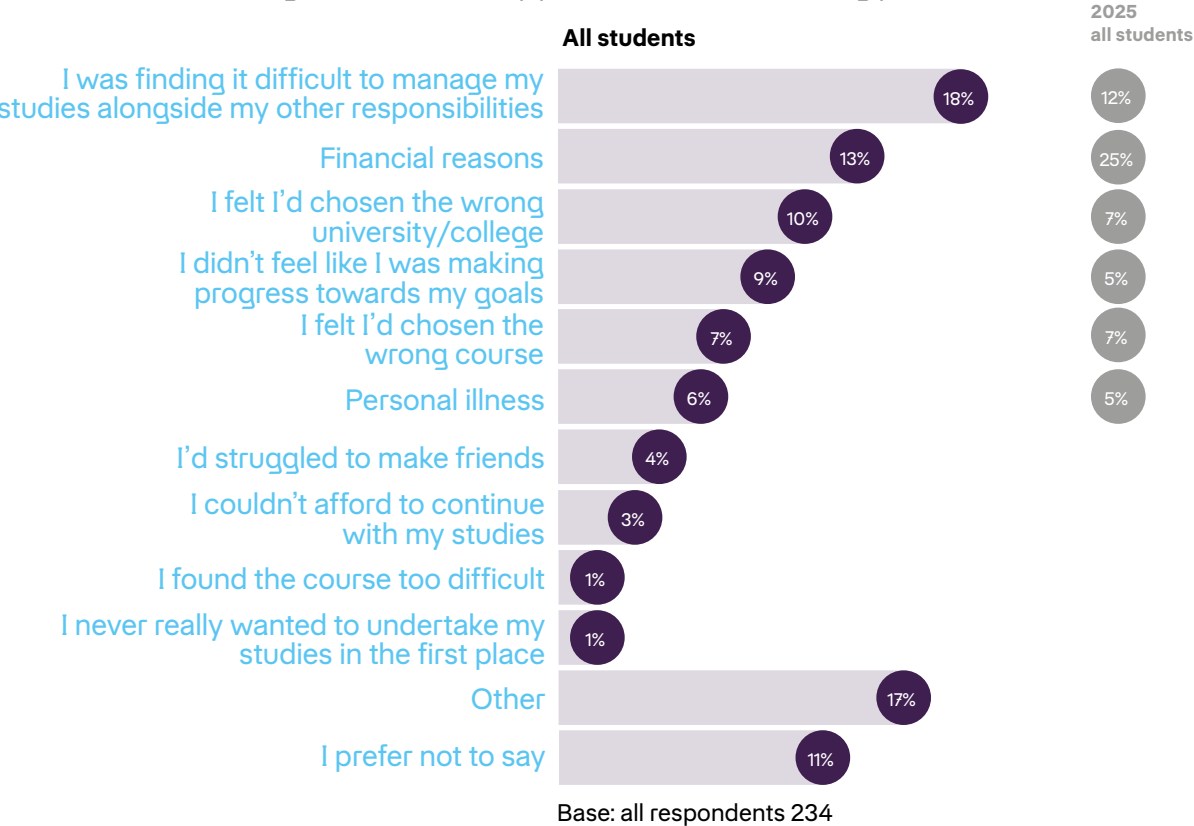
No

Base: all respondents 829

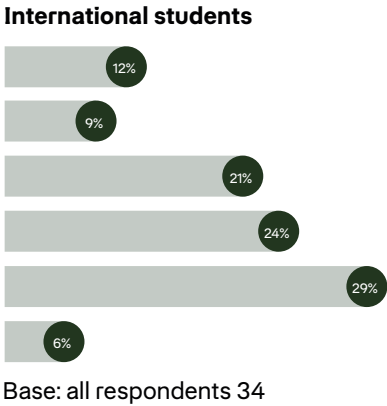
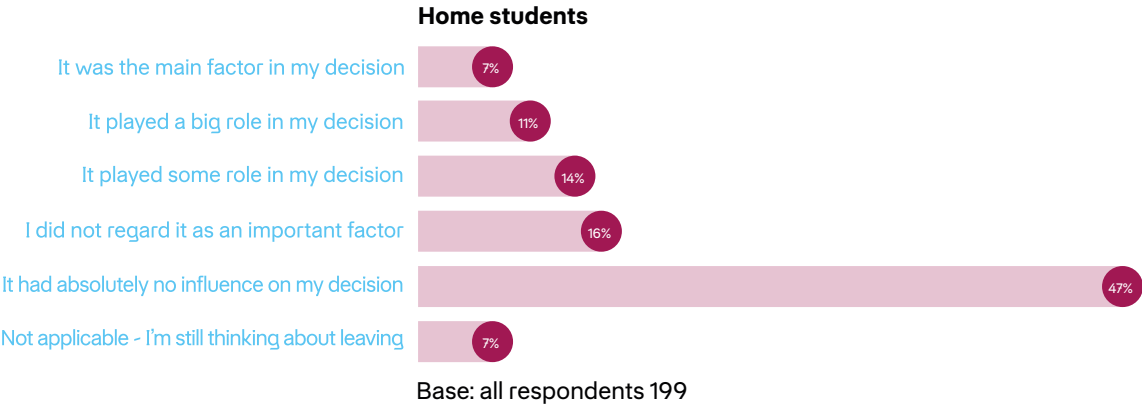
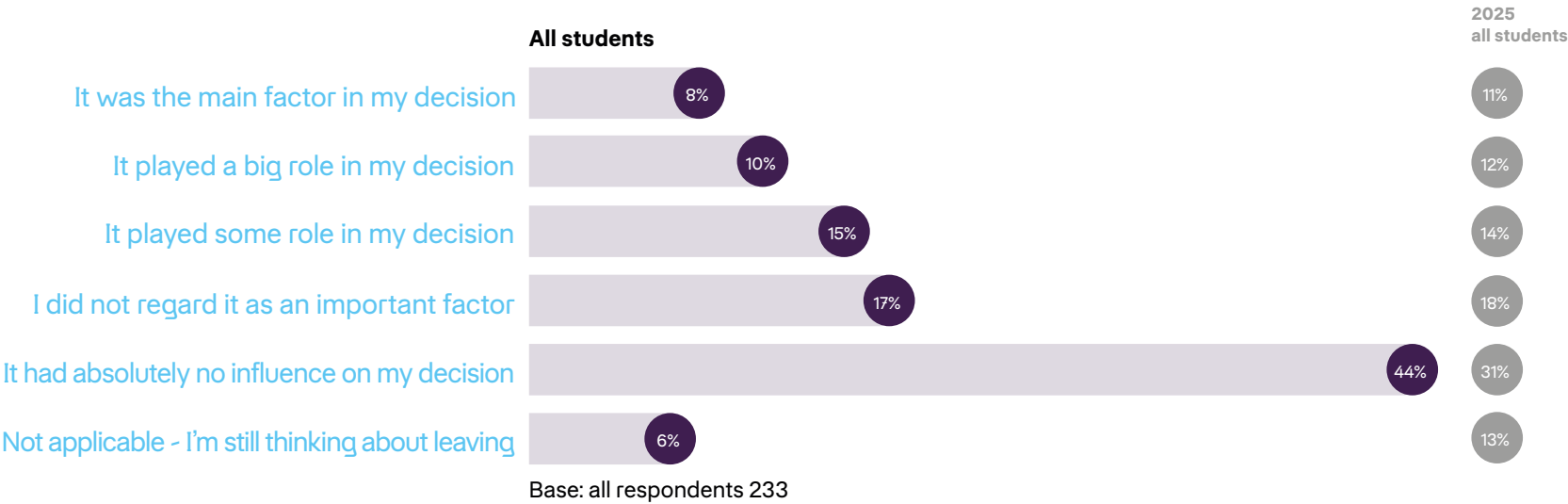
Base: home students 627

Base: International students 202

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

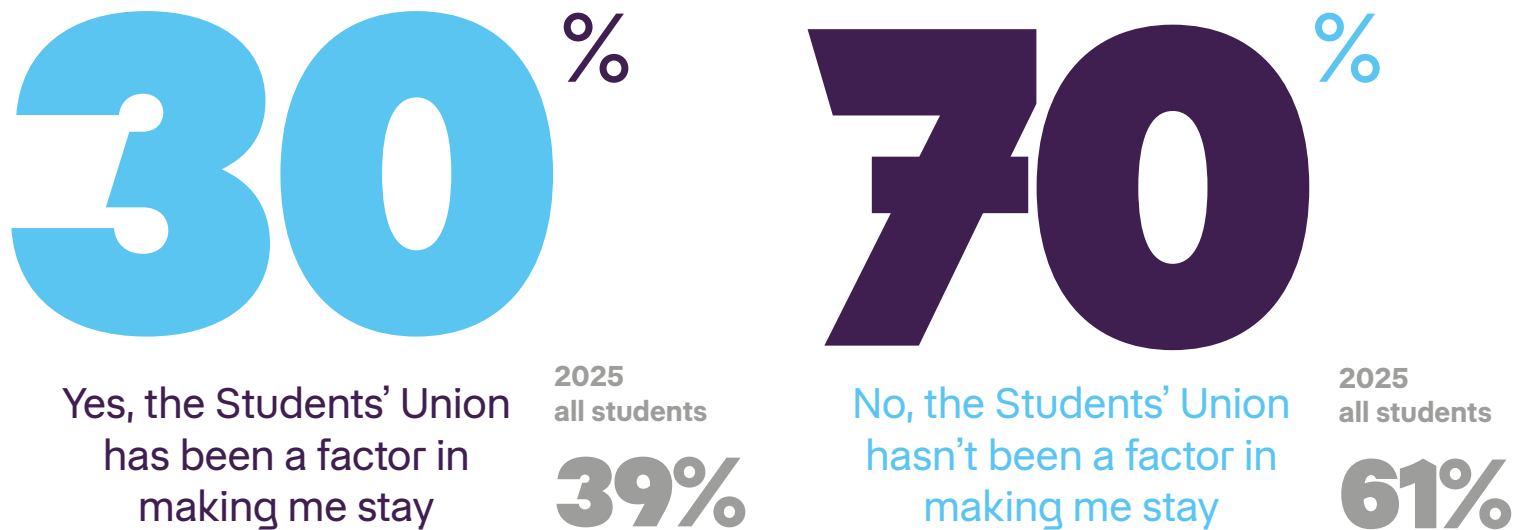


Q What role, if any, did involvement in Big Deal activities (ie being part of a team or society, attending activities or going to watch events, additional skills sessions and trips) play in your decision to remain at BNU?

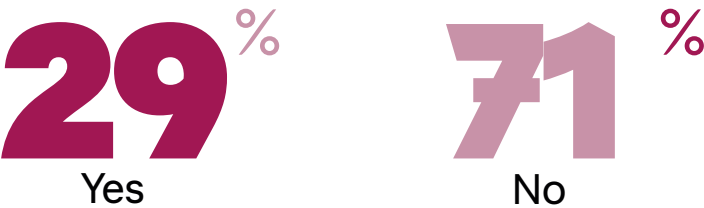


Q Were there any other services within the Students' Union (eg the Advice Centre) that influenced your decision to stay?

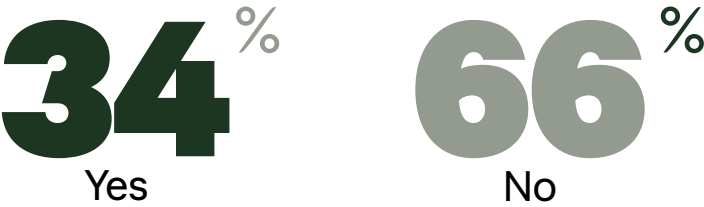
All students



Home students



International students

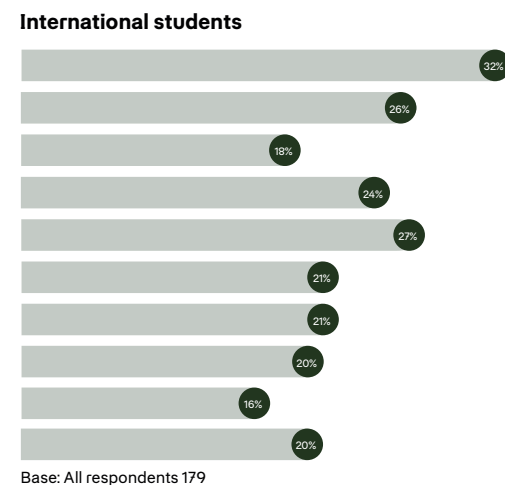
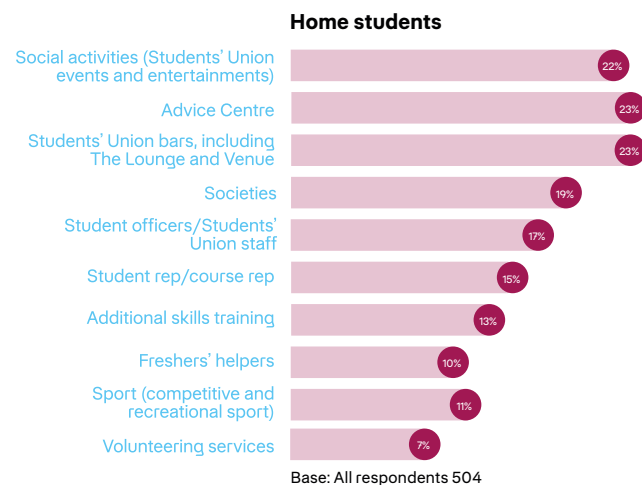
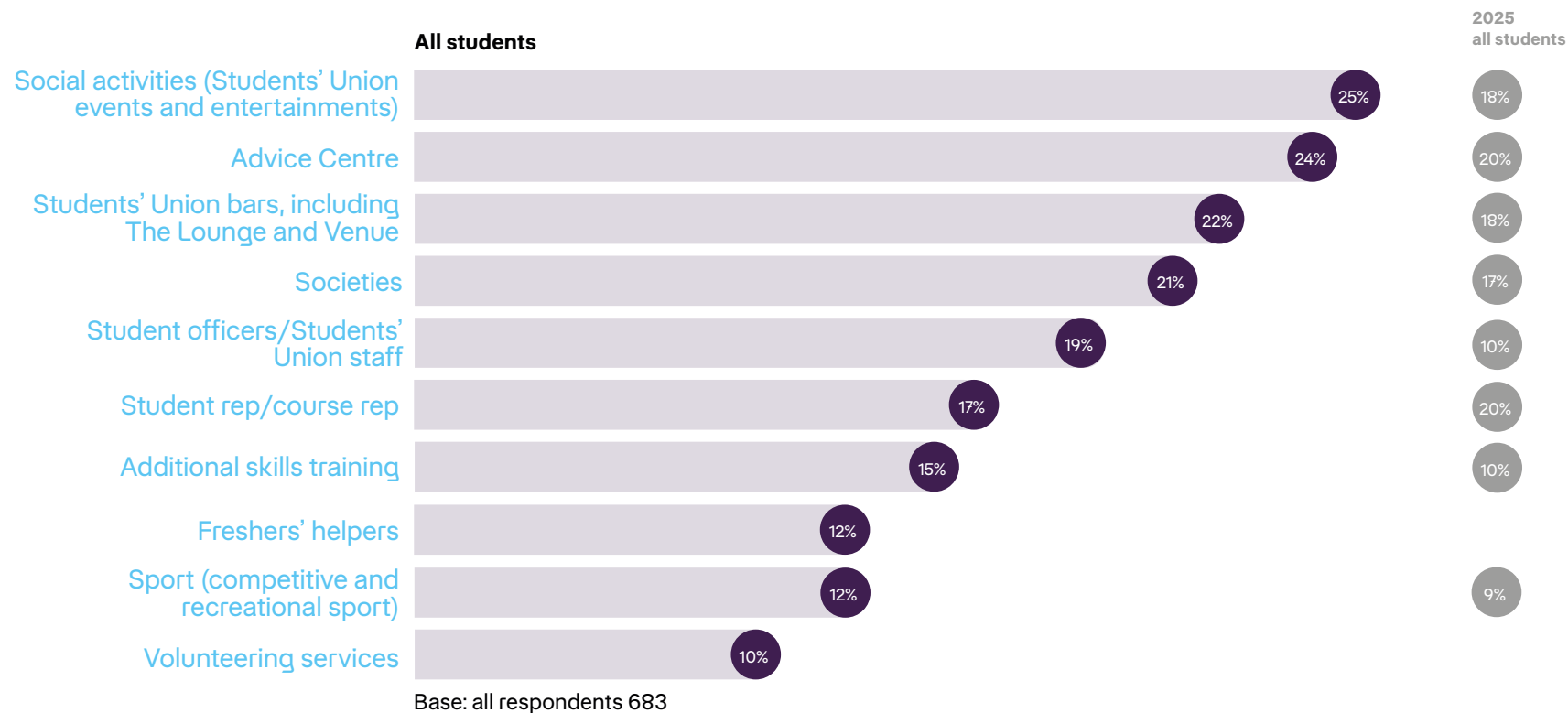


Base: all respondents 232

Base: home students 197

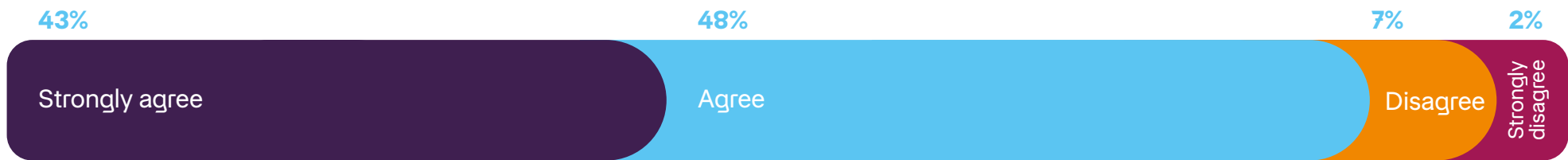
Base: International students 35

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



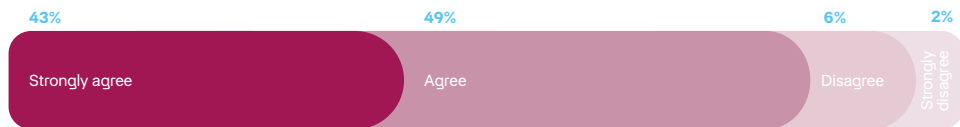
Community and belonging

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.”



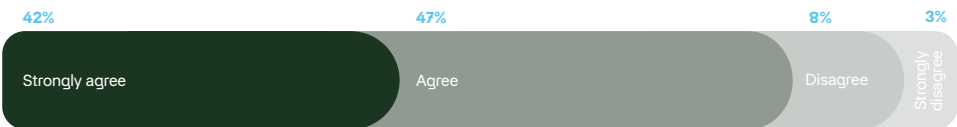
Base: all respondents 910

Home students



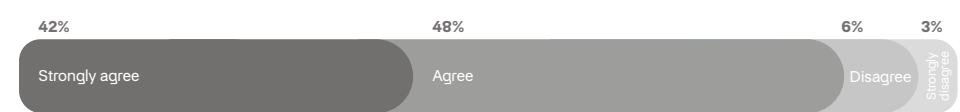
Base: all respondents 695

International students



Base: all respondents 215

2025 all students



Base: all respondents 852

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

All students



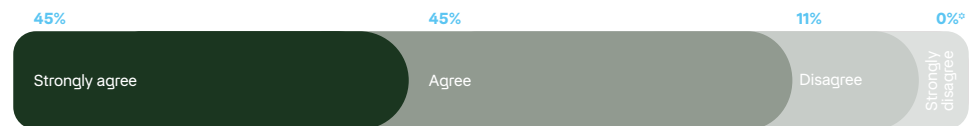
Base: all respondents 918

Home students



Base: all respondents 700

International students



Base: all respondents 218

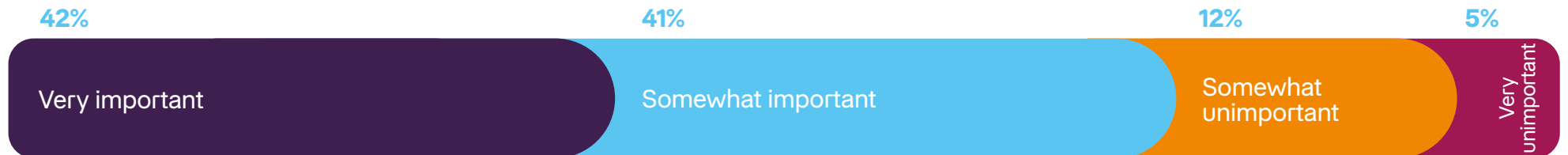
2025 all students



Base: all respondents 853

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

All students



Base: all respondents 922

Home students



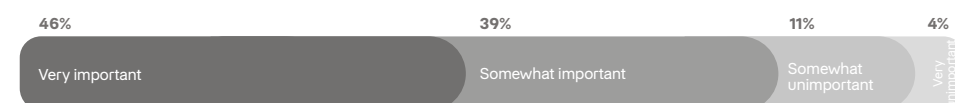
Base: all respondents 704

International students



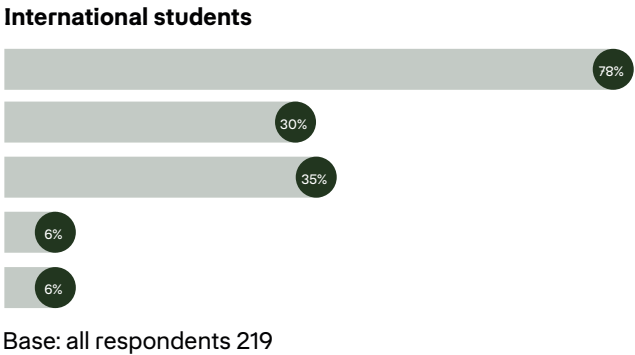
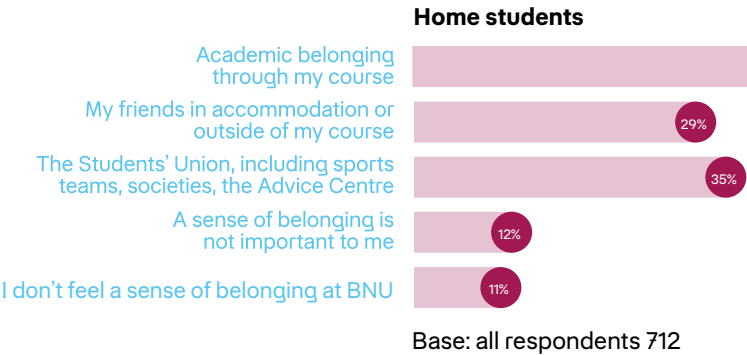
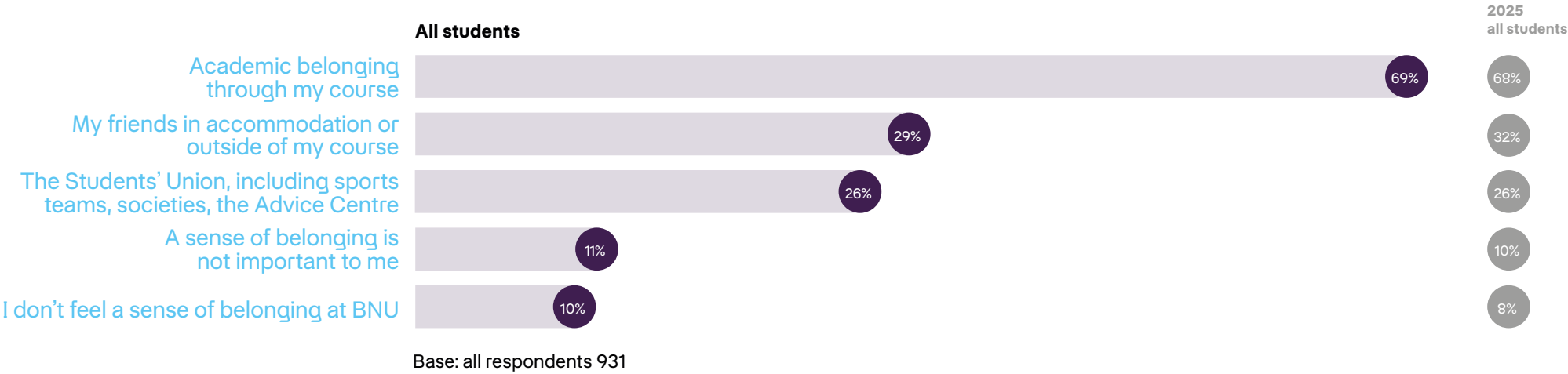
Base: all respondents 218

2025 all students



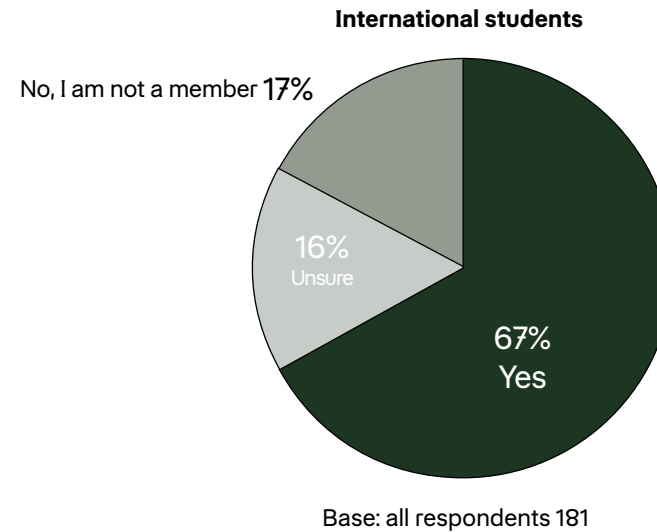
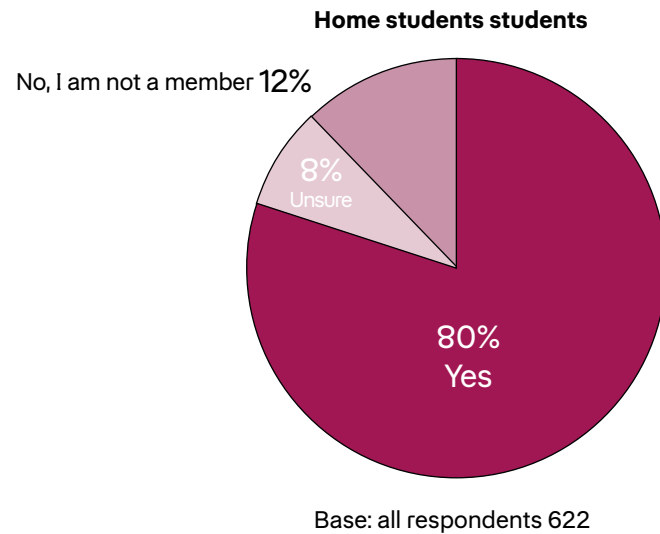
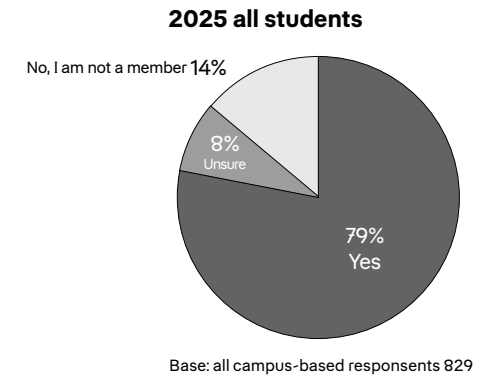
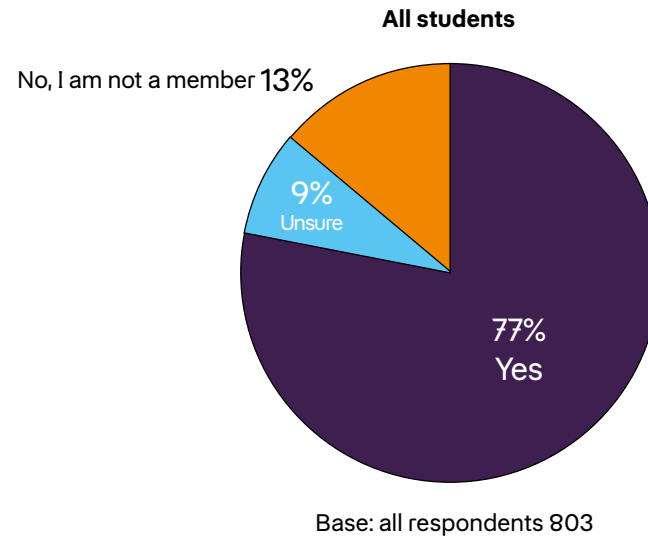
Base: all respondents 850

Q What gives you a sense of belonging at BNU?



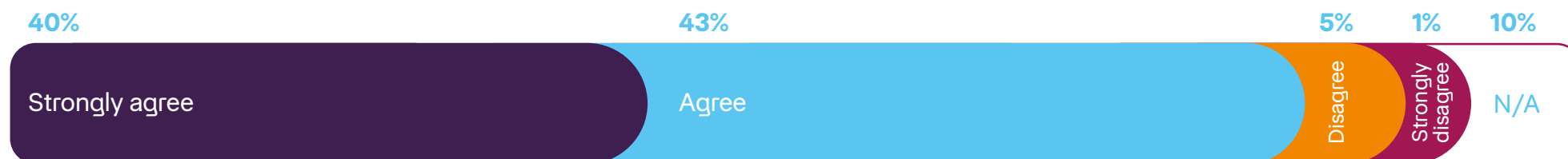
The Students' Union

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



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."**

All students



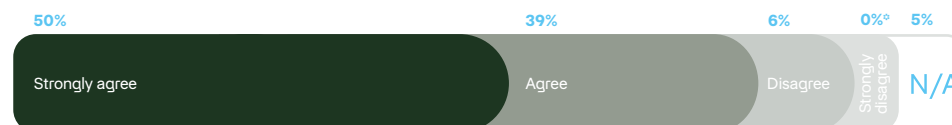
Base: all respondents 885

Home students



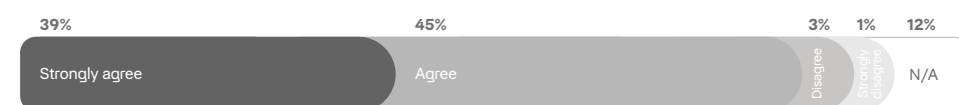
Base: all respondents 681

International students



Base: all respondents 204

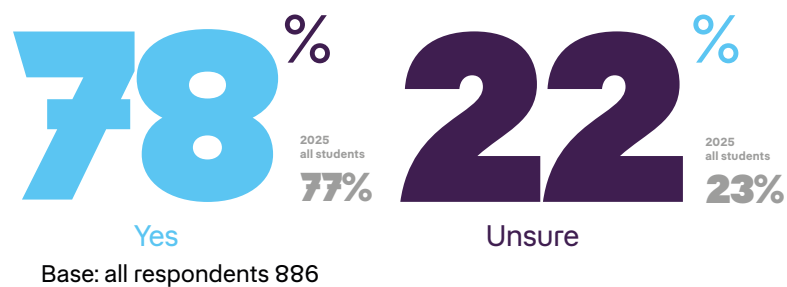
2025 all students



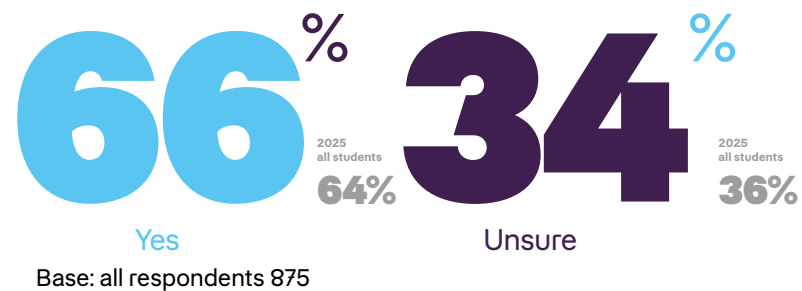
Base: all respondents 830

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

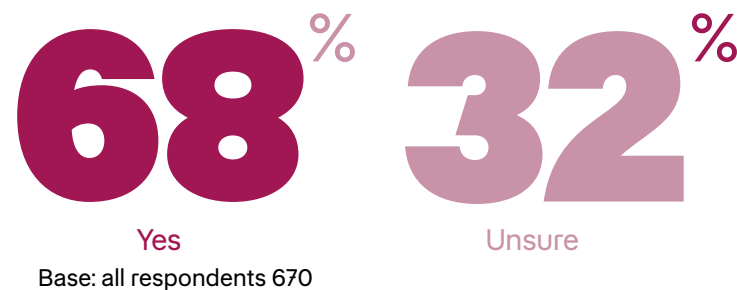
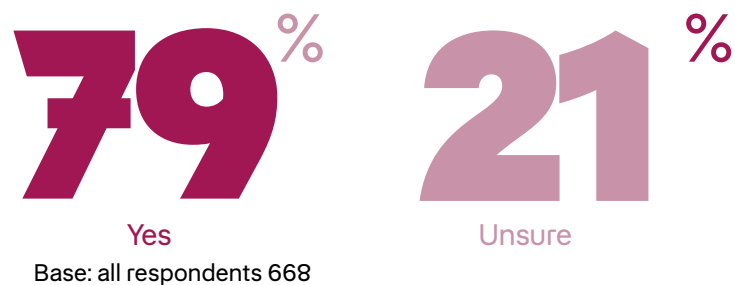
All students



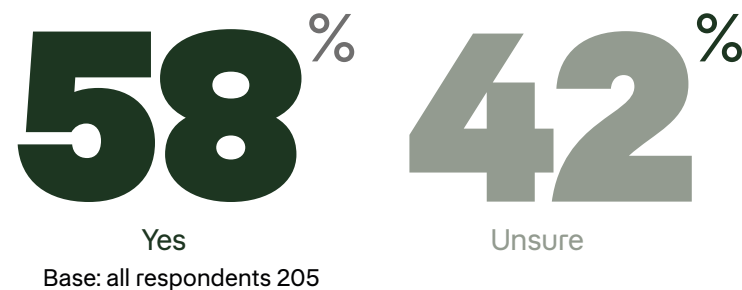
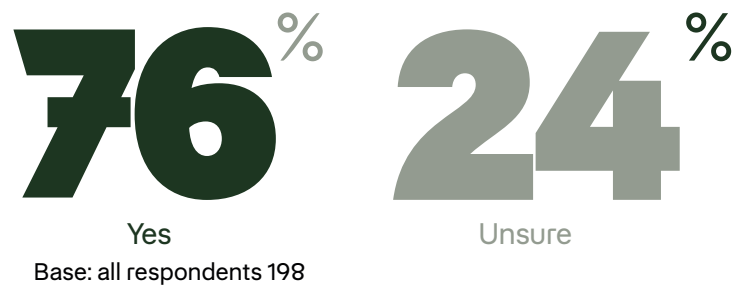
Q Do you feel as if you know how to contact the elected officers of the Students' Union?



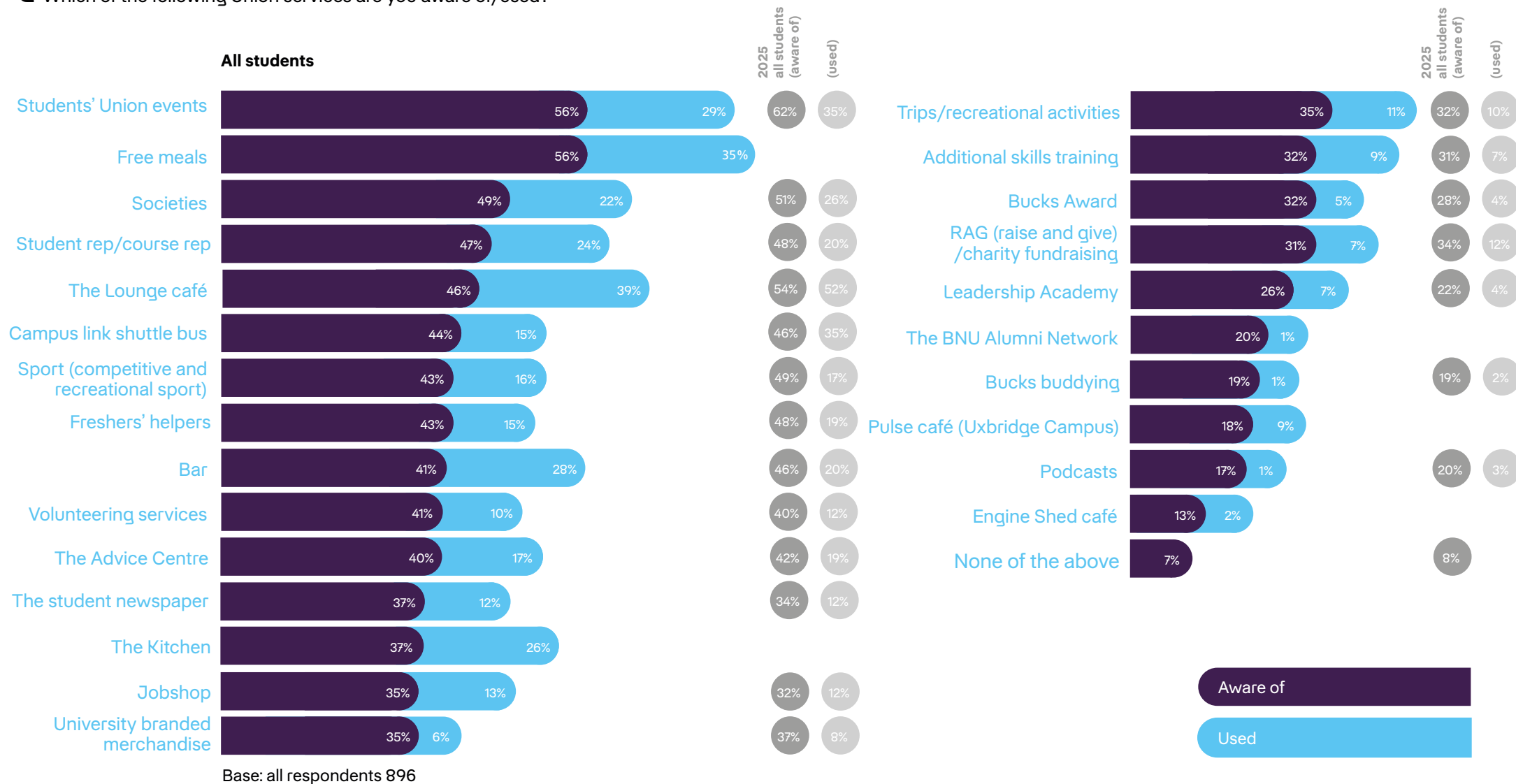
Home students



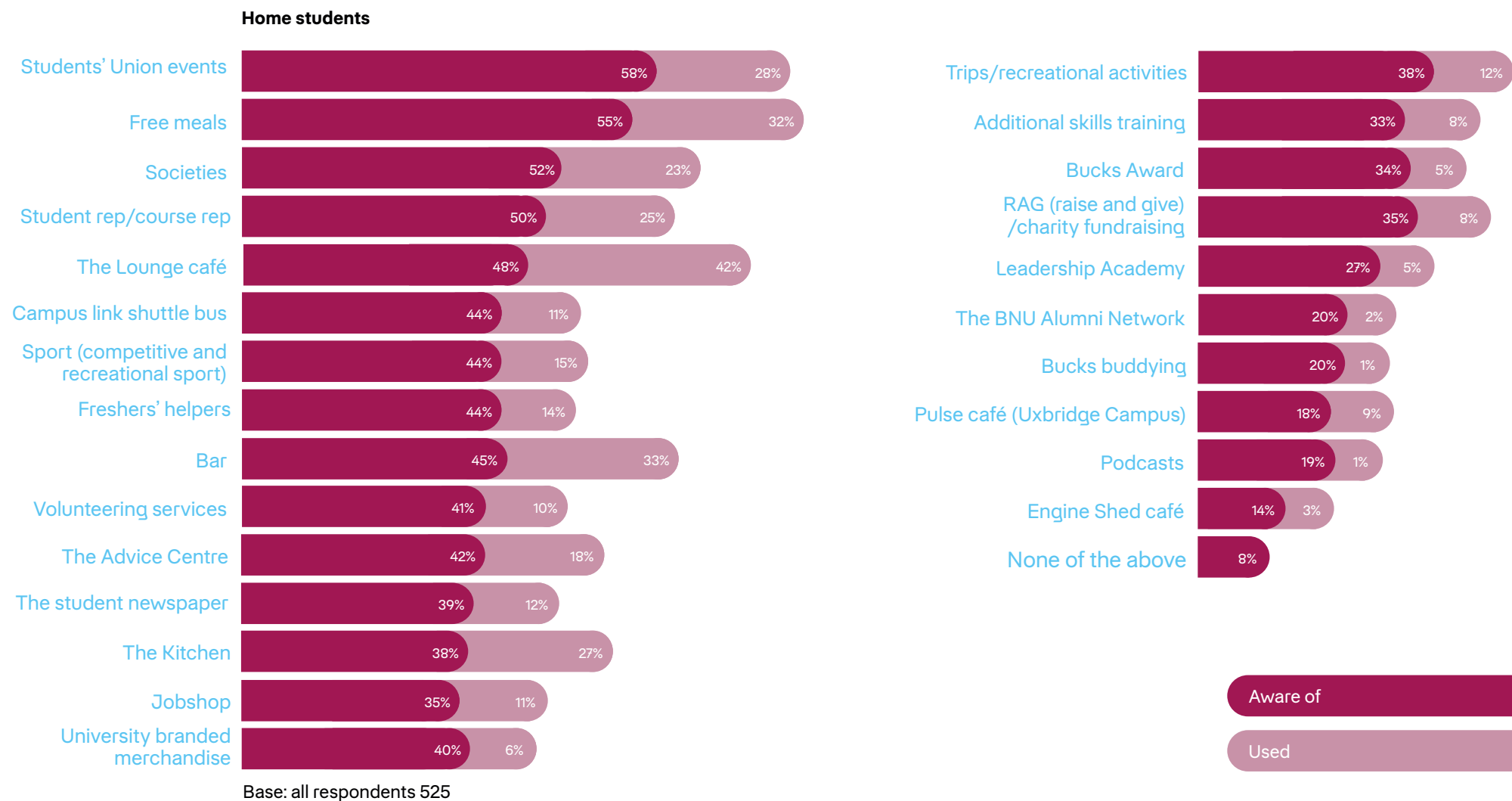
International students



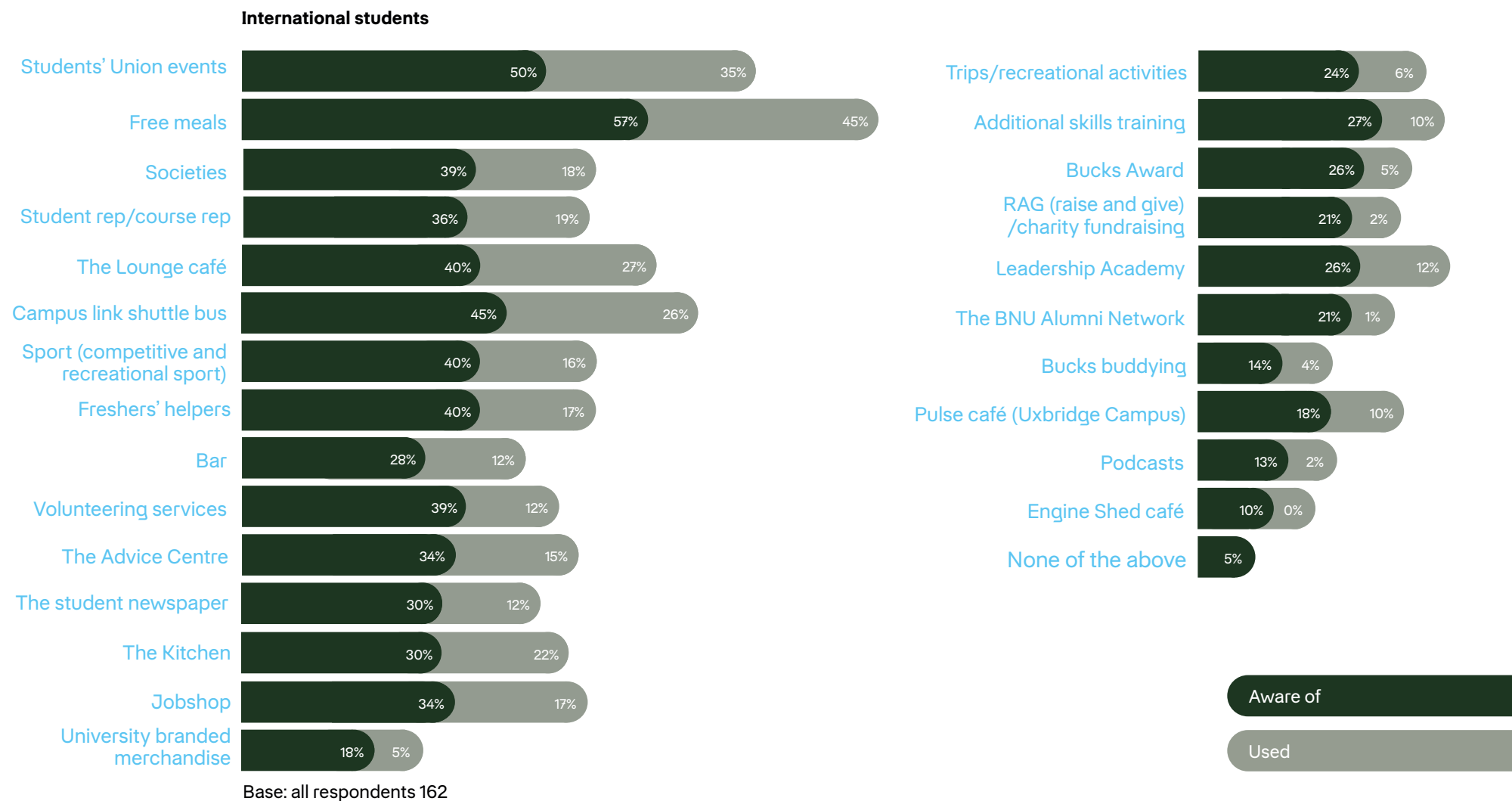
Q Which of the following Union services are you aware of/used?



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



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



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

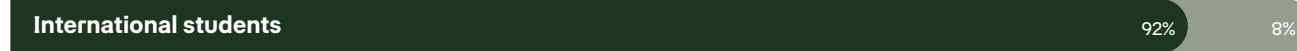
The Students' Union has the power to create real change and make things happen at my University



Base: all respondents 822



Base: all respondents 633



Base: all respondents 189

2025
all students
(agree)



The Students' Union effectively represents me and my views



Base: all respondents 816



Base: all respondents 629



Base: all respondents 187

All students

Agree

Disagree

Home students

Agree

Disagree

International students

Agree

Disagree

I feel the Students' Union effectively looks after my welfare



Base: all respondents 818



Base: all respondents 629



Base: all respondents 189

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



Base: all respondents 821



Base: all respondents 633



Base: all respondents 188

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



Base: all respondents 820



Base: all respondents 633



Base: all respondents 187

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



Base: all respondents 822



Base: all respondents 633



Base: all respondents 189

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



Base: all respondents 819



Base: all respondents 632



Base: all respondents 187

2025
all students
(agree)



All students

Agree

Disagree

Home students

Agree

Disagree

International students

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?

All students

60%

Yes, Students' Union activities have made me more employable

2025
all students
62%

40%

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

2025
all students
38%

Home students

57%
Yes

43%
No

International students

69%
Yes

31%
No

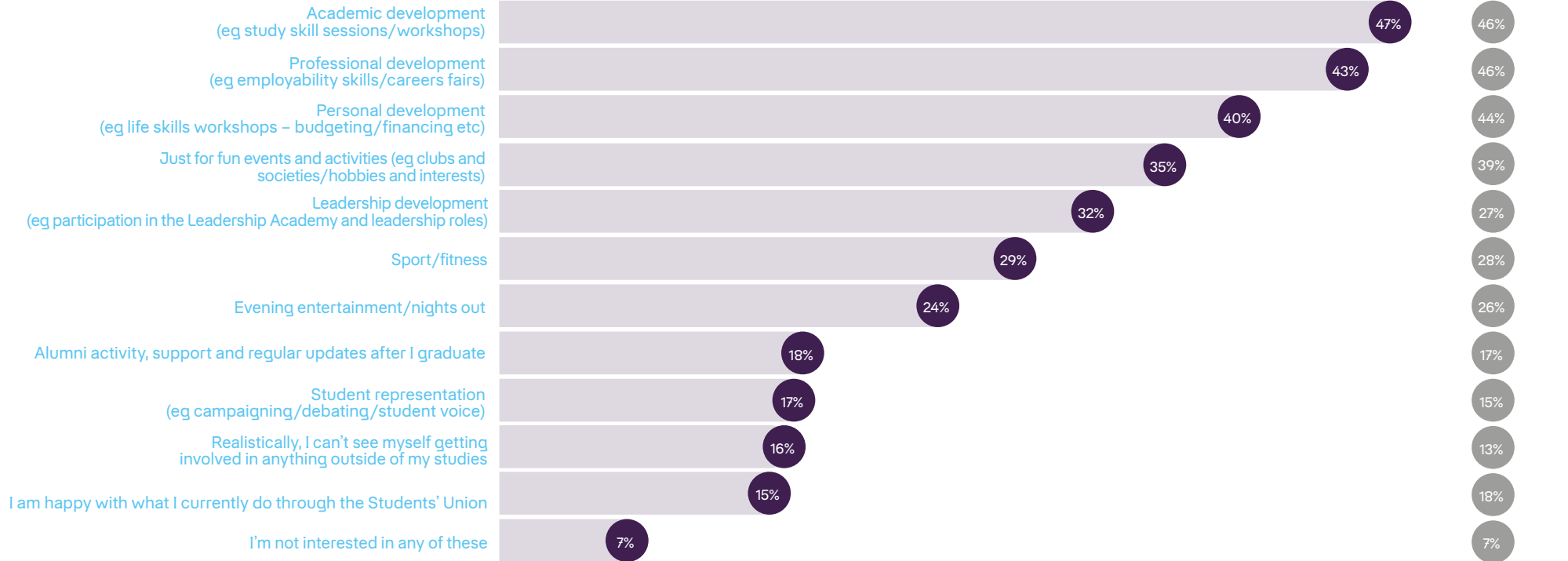
Base: all respondents 802

Base: home students 717

Base: International students 185

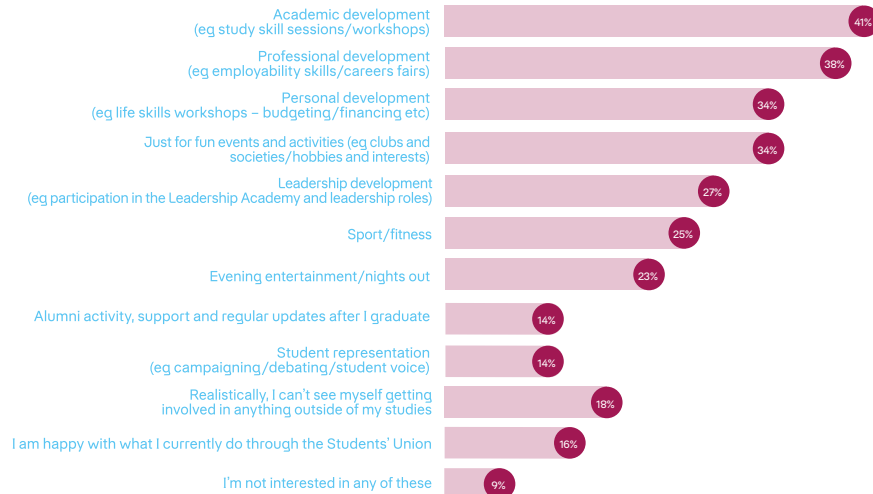
Q Which, if any, of the following would you be interested in getting (more) involved with in the future?

All students



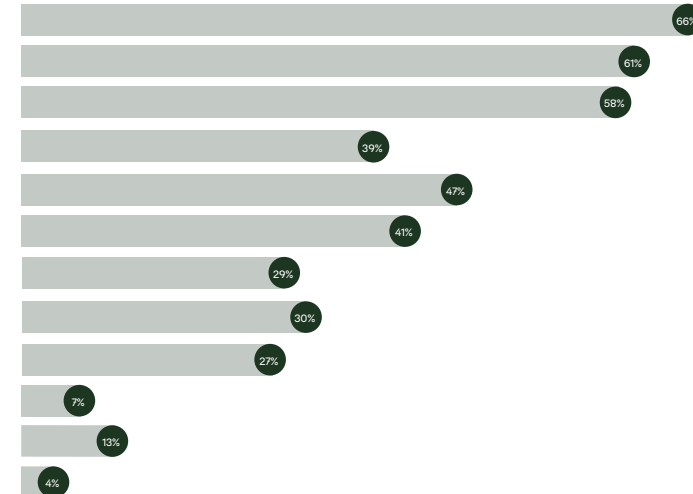
Base: all respondents 826

Home students



Base: All respondents 633

International students



Base: All respondents 193

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

All students



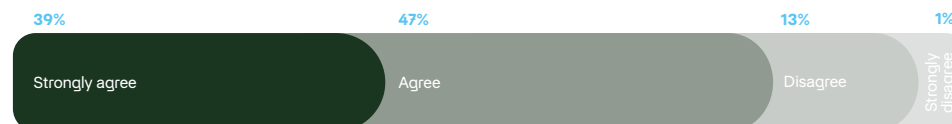
Base: all respondents 814

Home students



Base: all respondents 625

International students



Base: all respondents 189

2025 all students



Base: all respondents 918

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

All students



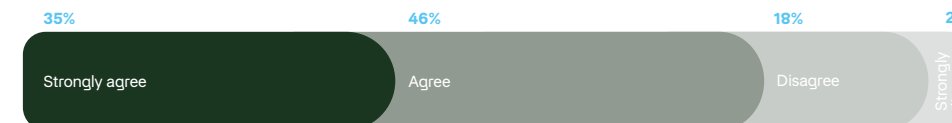
Base: all respondents 819

Home students



Base: all respondents 630

International students



Base: all respondents 189

2025 all students



Base: all respondents 728

The Students' Union tenaciously represents my interests

All students



Base: all respondents 810

Home students



Base: all respondents 624

International students



Base: all respondents 186

2025 all students

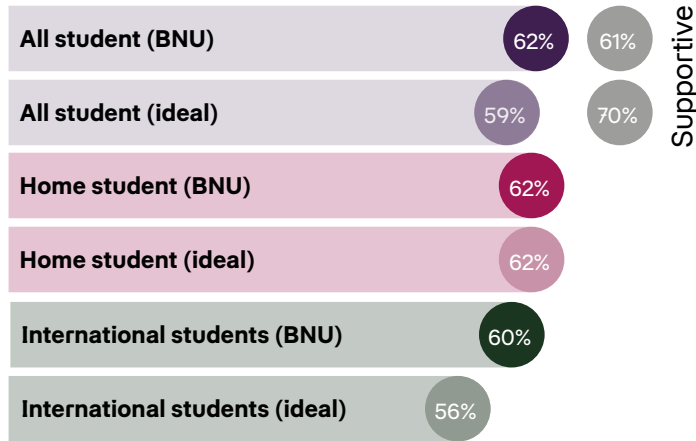


Base: all respondents 726

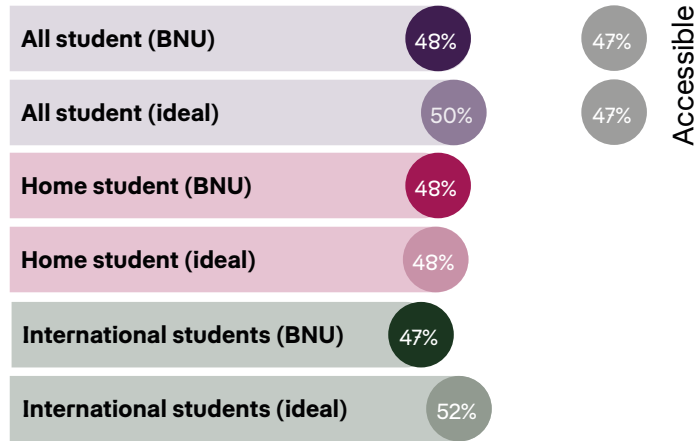
📌 Ideal students' union values versus Bucks Students' Union values [Top 9]

2025
all students

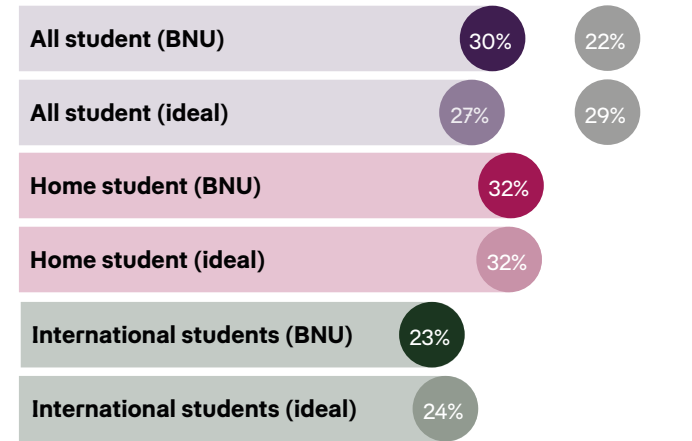
Friendly



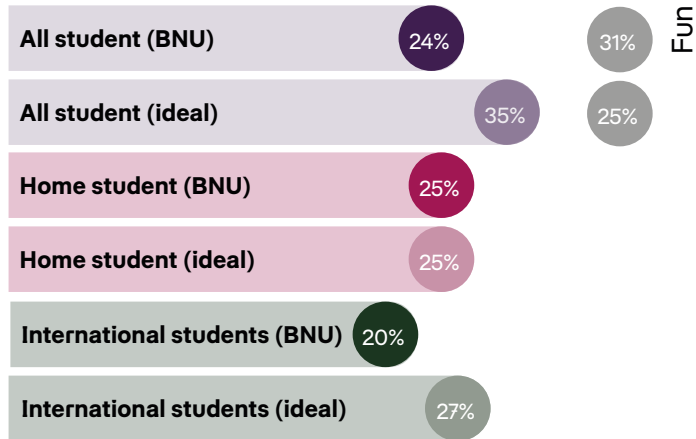
Supportive



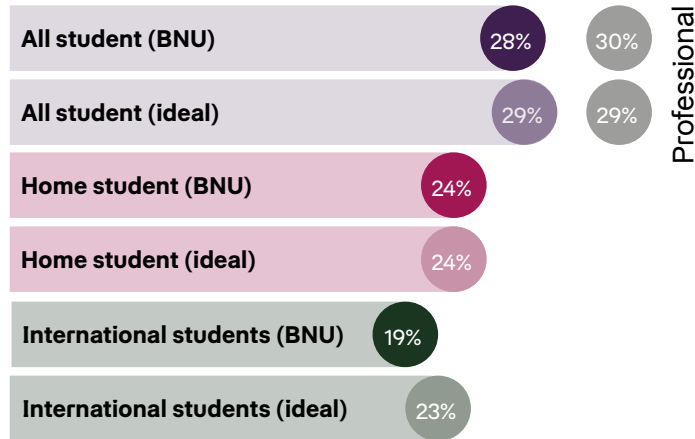
Accessible



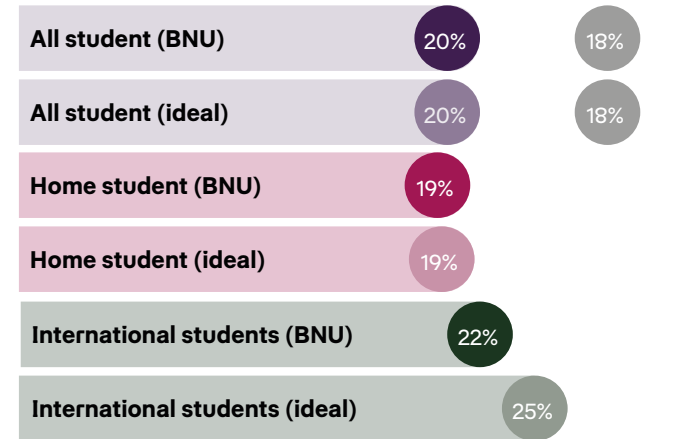
Reliable



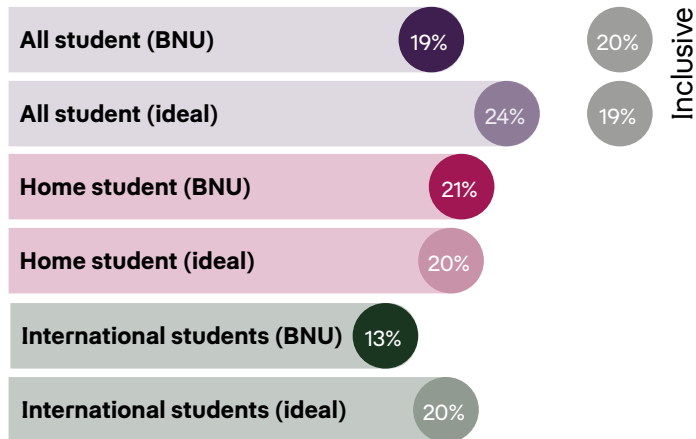
Fun



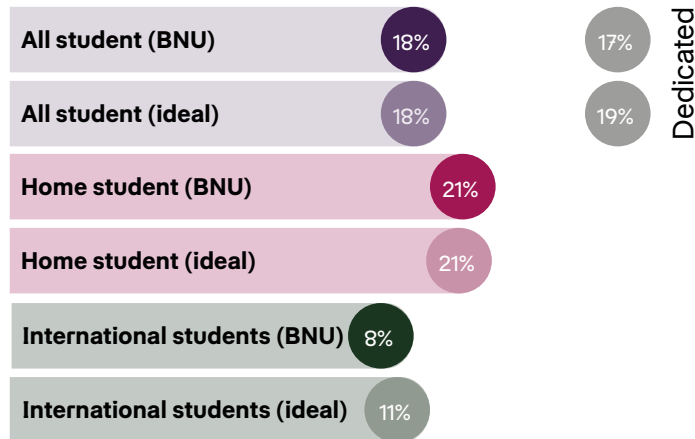
Professional



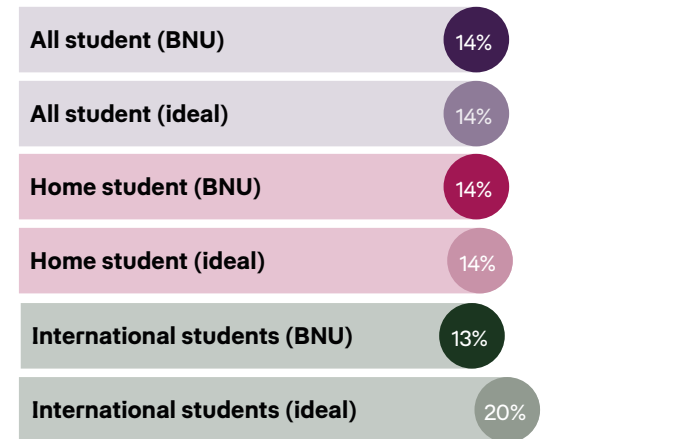
Proactive



Inclusive

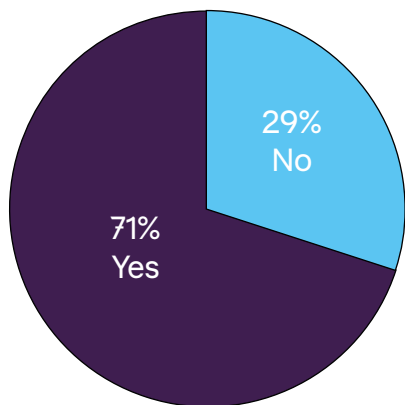


Dedicated

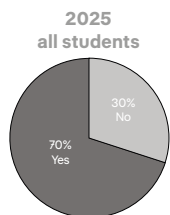


Q Have you joined a club or society this year?

All students

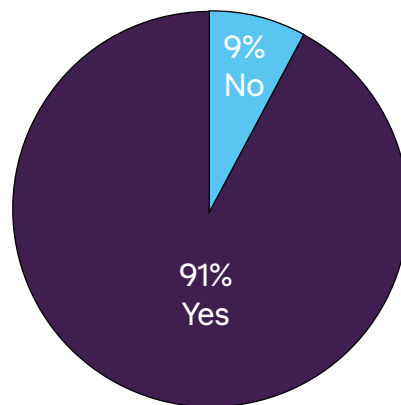


Base: all respondents 752

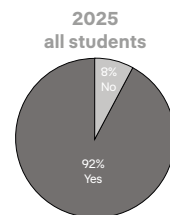


Base: all respondents 723

Q Have you felt included, welcomed and supported?

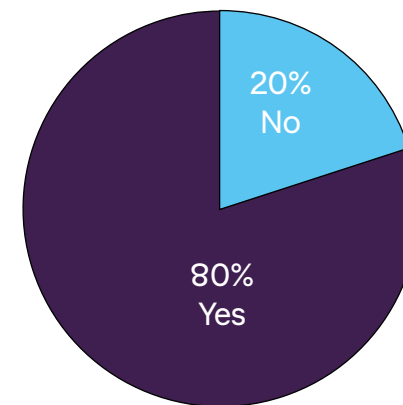


Base: all respondents 269

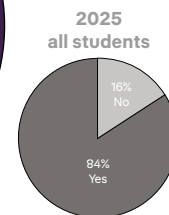


Base: all respondents 207

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

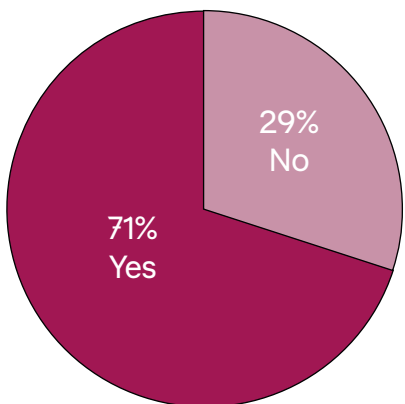


Base: all respondents 243

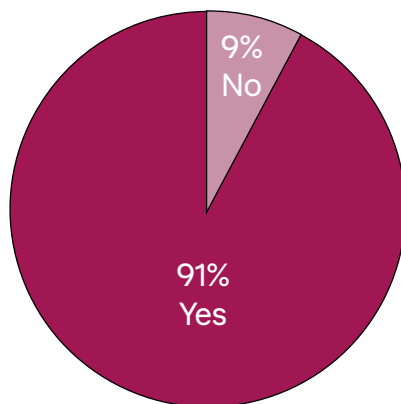


Base: all respondents 207

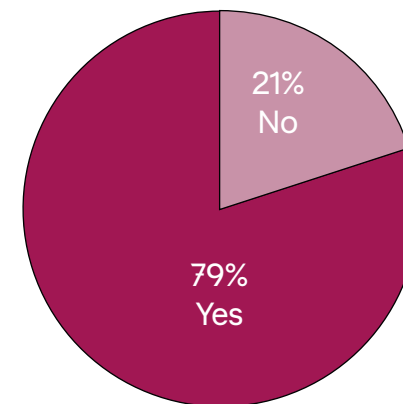
Home students



Base: all respondents 583

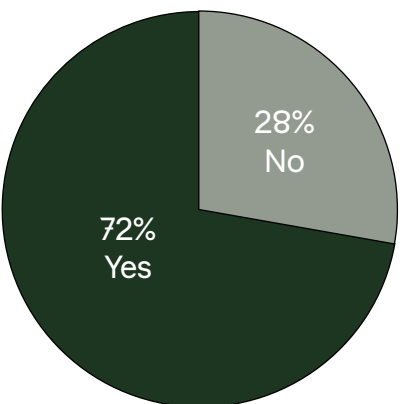


Base: all respondents 207

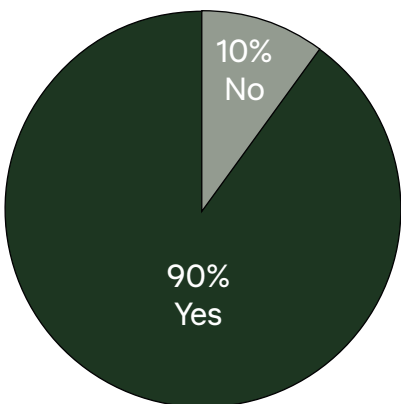


Base: all respondents 193

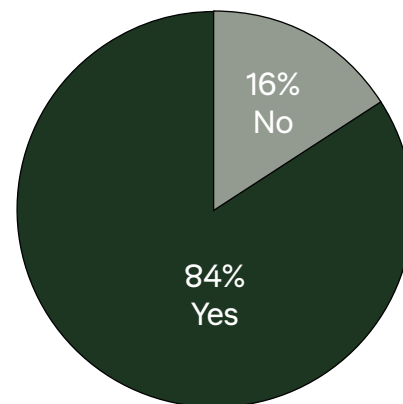
Home students



Base: all respondents 169



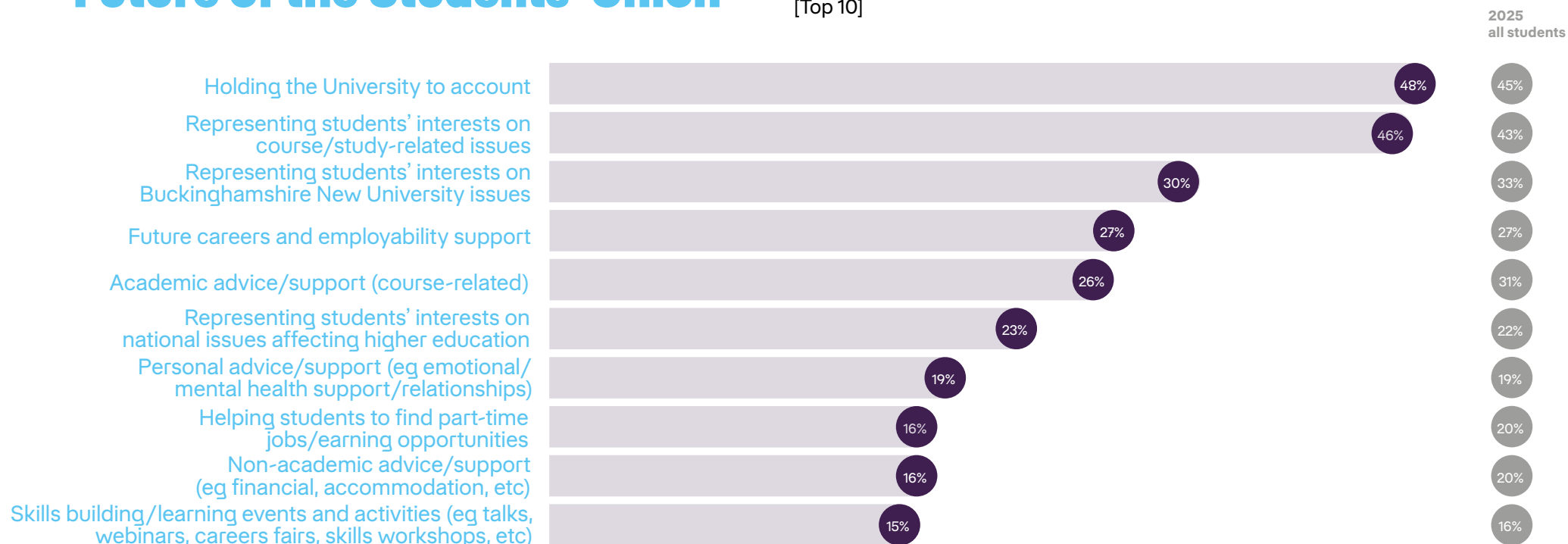
Base: all respondents 62



Base: all respondents 50

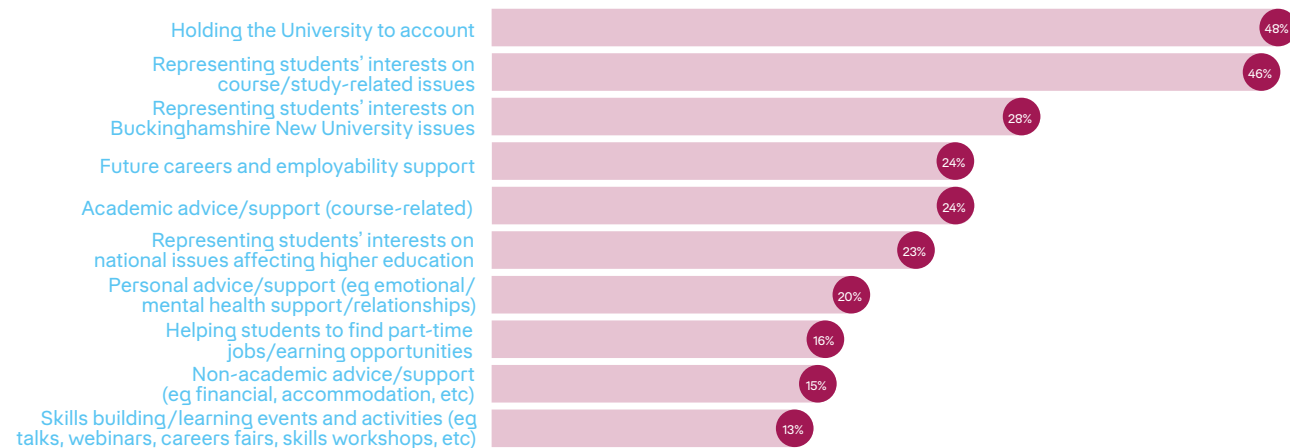
Future of the Students' Union

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



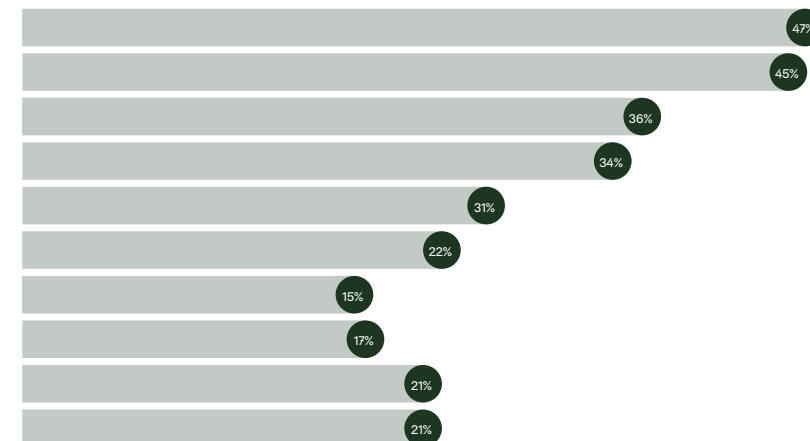
Base: all respondents 788

Home students



Base: all respondents 605

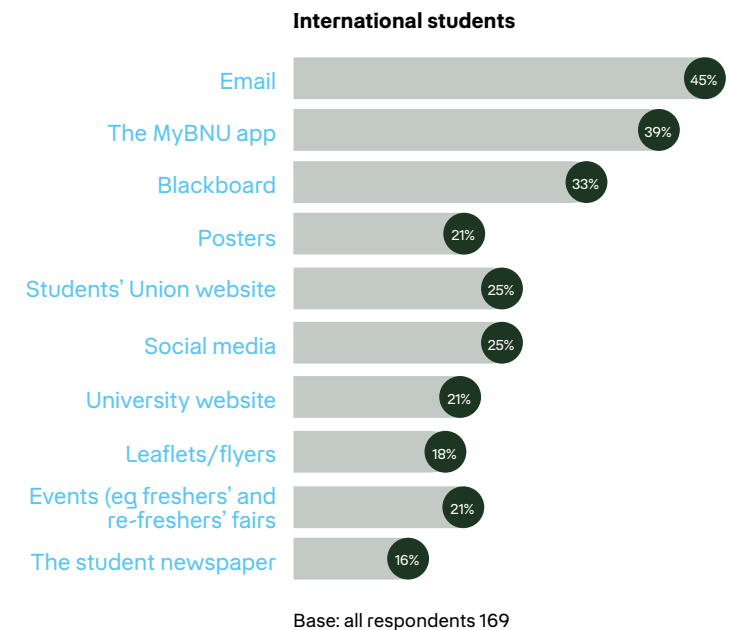
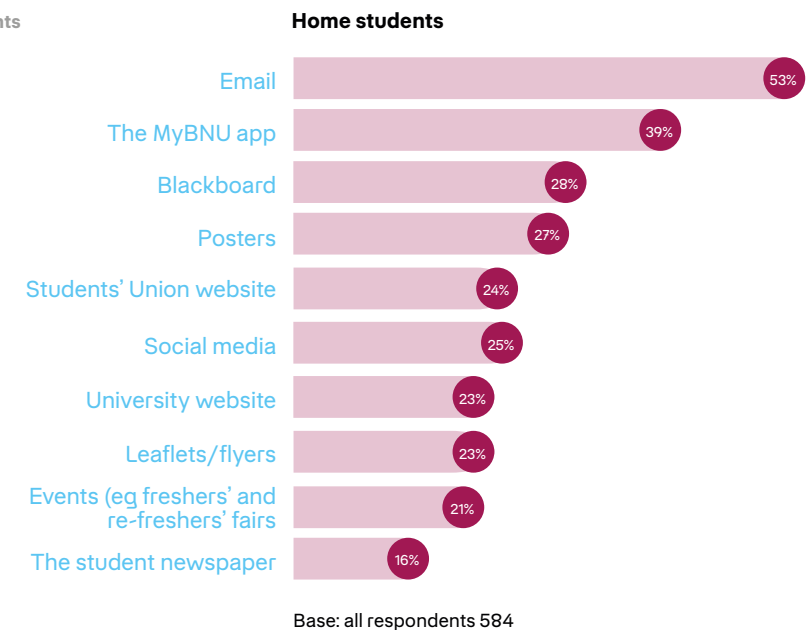
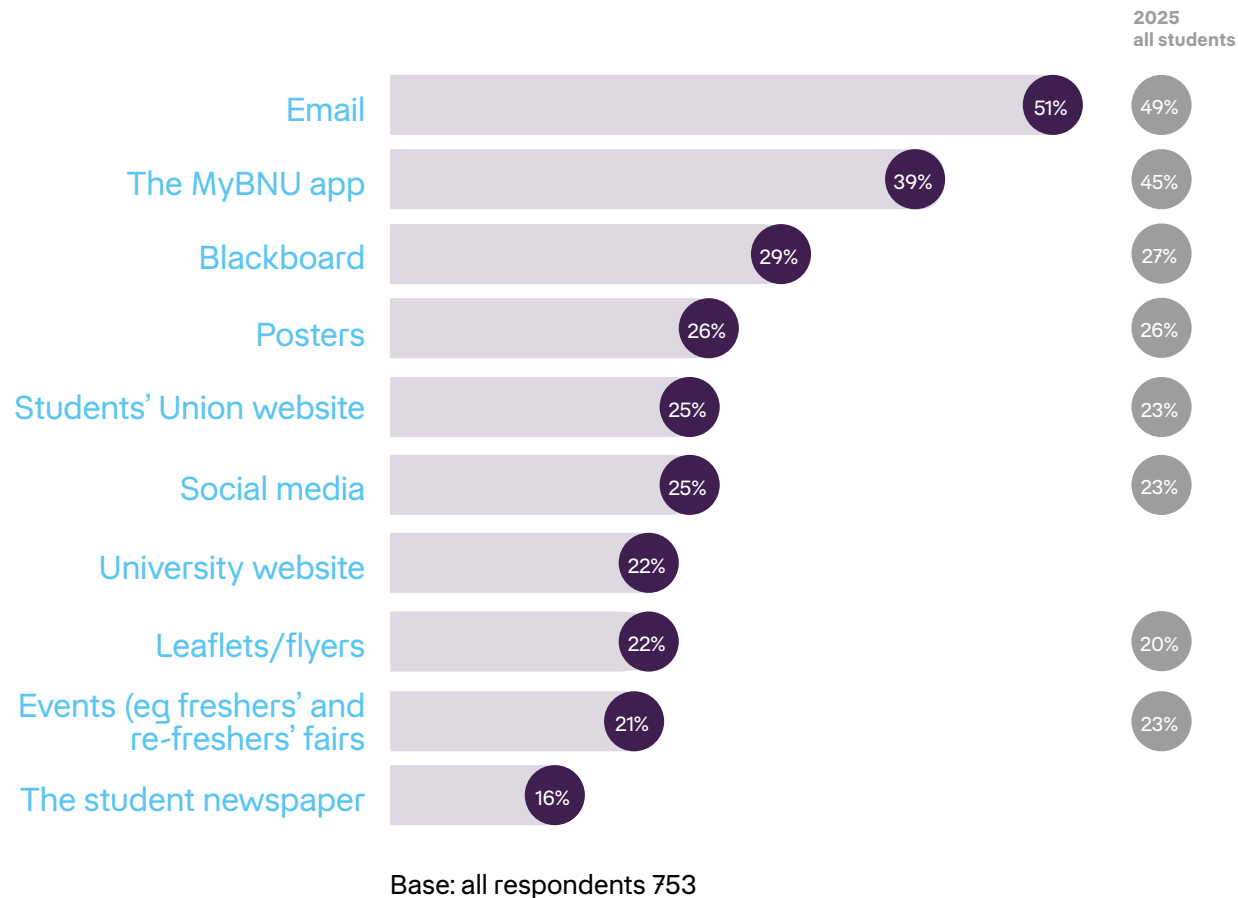
International students



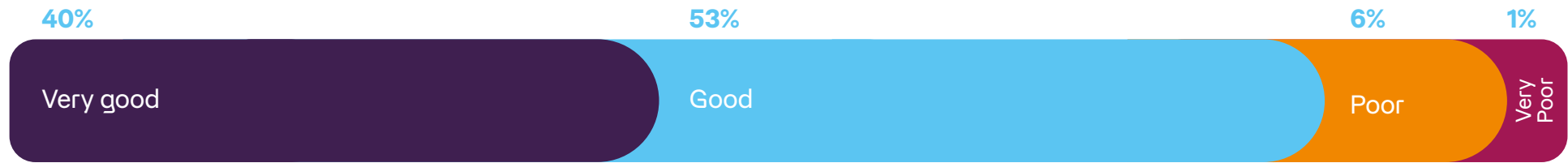
Base: all respondents 183

Communications

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

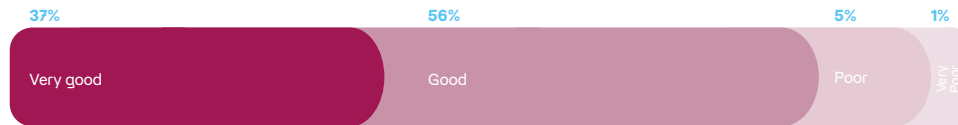


Q How would you rate the overall communication you have received from your Students' Union at BNU?



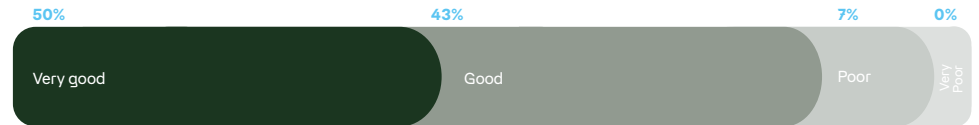
Base: all respondents 647

Home students



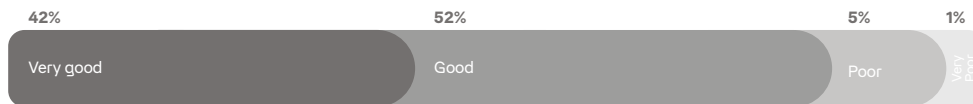
Base: all respondents 499

International students



Base: all respondents 148

2025 all students



Base: all respondents 663

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