

Ipsos MORI



University of Ulster Students' Union Survey

FINAL

23 March 2009

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1. Background

1. Background

The University of Ulster is the largest university on the island of Ireland with over 28,000 students and employing nearly 3,700 staff across its four campuses. It offers courses at sub-degree, undergraduate and postgraduate levels by full-time and part-time modes, and by distance learning.

The Students' Union is a semi-autonomous organisation which is part of the University of Ulster and can be found at each of the four campuses; Belfast, Coleraine, Jordanstown and Magee. The main role of this student run body is to look after the interests of the students and provide representation, commercial services and confidential information and advisory services on issues such as finances and welfare.

Across the four campuses there are specific areas for the Students' Union which are currently subject to the Students' Union Evaluation Initiative (SUEI) which aims to examine Union governance, financial procedures and how representative it is of student views. The main objective of SUEI is to make a positive difference to the lives of students by improving the outcomes of the work of the Students' Union. Other aims of SUEI include:

- Increasing the trust and confidence in Students' Unions from all in the Education Sector and beyond;
- To promote the legitimacy of Students' Unions to members, funders and other stakeholders;
- To encourage learning within and amongst Unions by identifying good practice from within and outside the sector and to promote increased collaboration;
- To enable new developments designed to enhance effective management;
- To promote effective governance;
- To increase the effectiveness of Students' Unions;
- To improve the services offered to members.

With this in mind the Students' Union commissioned Ipsos MORI to carry out a programme of market research which examined the levels of satisfaction among the student population with regard to the facilities, services and physical surroundings provided by the Students' Union at each campus. Levels of awareness, satisfaction and communication were sought in relation to the organisation known as the Students' Union.

The research will be used to ascertain how the Students' Unions at each campus are meeting the needs of its students, and will identify areas where the Union needs to improve what it does or offers.

2. Methodology

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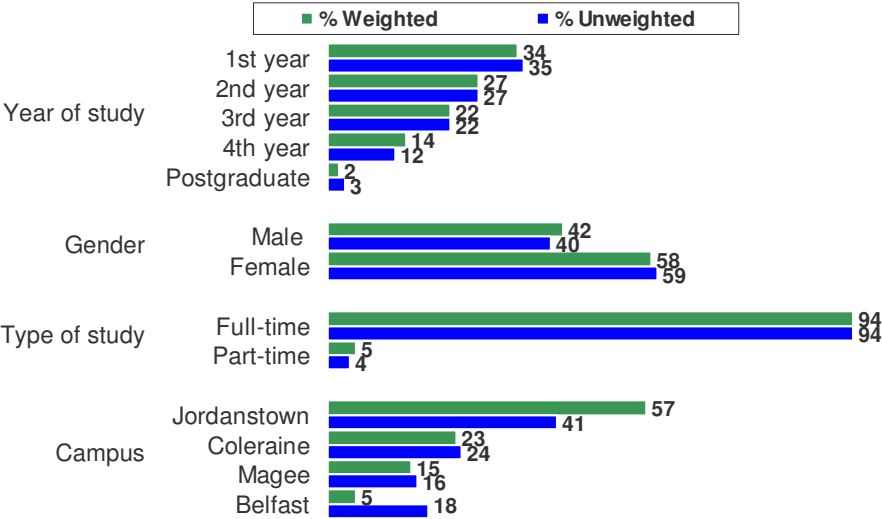
Face-to-face interviews were conducted with 633 University of Ulster students in the Students' Union area of each of the four campuses between 9th February and 9th March 2009. A systematic sampling approach was adopted to ensure a cross-section of students was surveyed. Interviewers were positioned in certain areas of the Students' Unions and instructed to approach the first person to cross an imaginary 'sight line', and ask them to participate in an interview provided they fell within quotas set for year of study. Once completed, the next person to cross the imaginary line was then asked for their co-operation. Only one interview per group of students was permitted. Provided they fell within the quotas.

At the data analysis stage corrective weighting was applied to all campuses to ensure that the results reflected the proportion of students at each campus. Due to the small portion of students who study at the Belfast campus, it was necessary to over-sample there in order to have sufficient numbers to analyse by (see table below)

Campus	Achieved (n)	% of population	Weighted to (n)
Belfast	112	5%	32
Coleraine	153	23%	145
Jordanstown	262	57%	360
Magee	106	15%	96
Total	633	100%	633

Quotas were also placed on the year of study for the students. The chart below shows the weighted demographic breakdown of the students interviewed. Please note that where percentages do not add up to 100% this can be due to rounding of numbers.

Demographics



Base: 633 University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI



Source: Ipsos MORI

3. Summary

3. Summary

Overall, awareness of the Students' Union is very high with 99% of students having heard of it. Awareness of all the Students' Union facilities is also high with awareness of the bar at 98%, shop awareness at 96% and café or sandwich bar awareness at 94%.

The Students' Union facilities

- Students consider a Students' Union Shop to be the most important facility within the Union, followed by a café or sandwich bar. A Students' Union bar is considered important but less so than other facilities.
- Facilities provided by the Students' Union are rated highly by 56% of students with those who study at the Coleraine campus being significantly more positive about their facilities than students at other campuses.
- The Students' Union Shop receives the highest overall rating with four in five who have ever used rating it as 'very' or 'quite' good. Two thirds feel the Students' Union café or sandwich bar is adequate while just over half rate the Students' Union bar as 'good'.
- The physical environment of the Students' Union is not rated particularly well with two in five students considering it to be 'very' or 'quite' good while almost two in five refer to it as 'average'. Dissatisfaction with the Students' Union building is most prominent at the Jordanstown campus where 27% rate it as 'very' or 'quite' poor compared to 15% at Belfast and Magee and 12% at Coleraine.

Students' Union: The organisation

- Individuals who represent the student body are relatively unknown to the students. Students are more likely to know class representatives (39%) than the Sabbatical Officers (17%) and the Site Executive Committee (7%).
- In terms of contacting any of these representatives, just over three in five say they would know how to contact their class representative. This falls to 22% who would know how to contact with Site Executive Committee members and 37% who know how to contact the Sabbatical Officers.
- 39% feel that the Students' Union supports and represents the interest of students well, however this view varies between the four campuses with those at Coleraine (56%) and Magee (45%) believing the support received is 'very' or 'quite' good compared to those in Jordanstown (31%).
- Almost a fifth of students (18%) say that the Students' Union considers their opinions 'a lot' when planning student policy, with 37% saying they do so a 'moderate amount'.
- The availability of welfare (89%) and financial (92%) advice is considered to be important to many students. Three in four know that they can contact the Students' Union to get advice on a range of issues, but a quarter are unaware that this service is available to them. Even though students are aware of this service, only two thirds agree they can approach the Students' Union for help with academic or welfare issues.

Students' Union communication

- Just under half of students have visited the University of Ulster Students' Union website and, of those who have accessed it, four in five found the content useful.
- A third are aware of Ufouria but only half of those who are aware of it have read it. Three quarters of those who read this publication describe it as 'useful'.
- Despite the fact that students have access to a Students' Union magazine and website, only a third say they are 'very' or 'quite' well informed about what the Students' Union is doing.

Clubs and societies

- Nine in ten students know that they can join a Students' Union sports club or a society.
- Despite a large proportion of students knowing they can join a club and society, just over half of students are aware that they can apply for financial and administrative support if they want to set-up their own club or society.

Overall

- Close to two thirds of students say that the Students' Union has had a positive impact on their time at University.
- A Students' Union Shop is considered to be the most important facility provided by the Students' Union, closely followed by a café/sandwich bar and finally a Students' Union bar.
- Across the aspects measured, those who attend the Coleraine campus appear to be the most satisfied with their Students' Union, and are also more likely to be informed about what is going on within the Union. Coleraine students are more likely to rate the Students' Union facilities 'good' with a considerably larger share of students using the bar than at other campuses. Ratings for the facilities are generally higher than at other campuses and students feel the facilities offer good value for money. In addition, those attending the Coleraine campus are more likely to be aware of student representatives, indicate that they receive good support from the Students' Union and feel that their opinions are considered by the Students' Union. Perhaps this combination of factors explains why significantly bigger proportion of students at the Coleraine campus (79%) feel that the Students' Union has had a positive impact on their time at University when compared to those who attend other campuses.
- Although students in their fourth year know more about student representation and events at the Students' Union, they are more likely to give poorer ratings to the facilities provided compared to their counterparts. Only a third of fourth year students rate the Students' Union as 'very' or 'quite' good, while a larger proportion who feel that the Students' Union buildings are poor and are not very accessible. These students also feel that the level of student support and representation is poor compared with first, second and third year students.

4. Commentary

4. Commentary

4.1 Awareness of the Students' Union

Nearly all students at the University of Ulster are aware of the Students' Union (99%). Students at the Magee campus (96%) are slightly less likely to say that they know of the Students' Union compared to students at the other three campuses (100% at Jordanstown, Coleraine and Belfast).

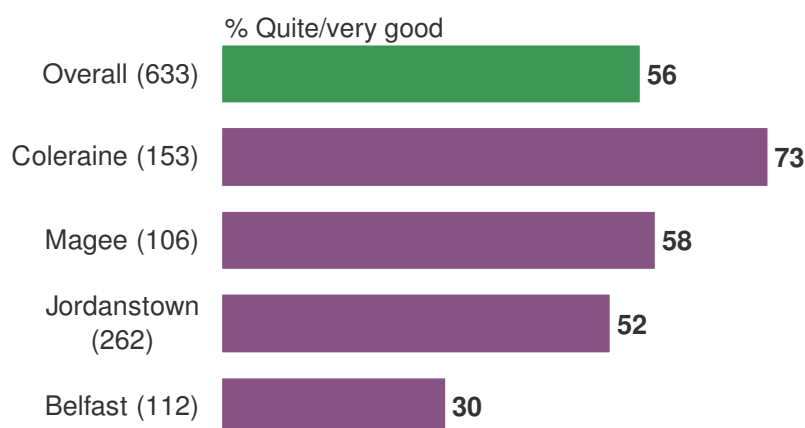
4.2 Students' Union facilities

Over half (56%) of students agree that the facilities provided by the University of Ulster Students' Union are 'very' or 'quite' good. Of these, only 11% consider the facilities to be 'very' good with the remainder (45%) describing them as 'quite' good. The facilities are rated as 'average' by a third (33%) while one in ten feel they are 'very' or 'quite' poor.

Students in Coleraine are the most positive about the facilities on their campus with 73% rating them as 'very' or 'quite' good. Those based at Jordanstown and Magee are less positive with the facilities provided on site with 52% and 58% respectively rating the facilities as 'very' or 'quite' good. Those in Belfast give the poorest rating to the Students' Union facilities (30%).

Overall rating of Students' Union facilities by campus

What is your overall rating of the facilities in the University of Ulster provided by the Students' Union?



Base: University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI

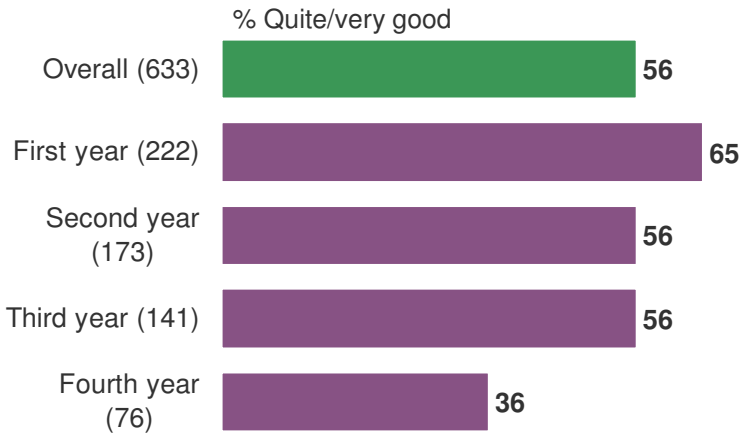


Source: Ipsos MORI

Furthermore, fourth year students (36%) do not rate the on-campus facilities as good as those in first year (65%), second year (56%), or third year (56%).

Overall rating of Students' Union facilities by year of study

What is your overall rating of the facilities in the University of Ulster provided by the Students' Union?



Base: University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



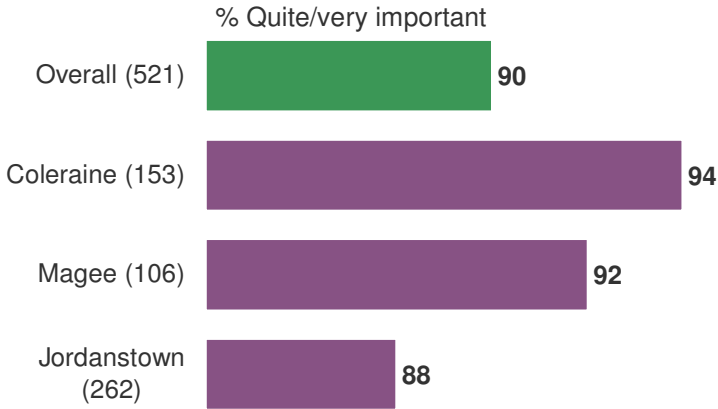
Source: Ipsos MORI

4.3 The Students' Union shop

The presence of a Students' Union shop is essential to the vast majority of students (90%) with three in five (58%) stressing that it is 'very' important to have this facility on site. A considerably larger share of students at the Coleraine campus (94%) indicate that a shop is an important element of the Students' Union than those in Jordanstown (88%).

Importance of a Students' Union shop

How important do you think it is that the Students' Union runs a shop for students on-campus?



Base: 633 University of Ulster students, 9th February – 9th March 2009
Ipsos MORI

Source: Ipsos MORI



Source: Ipsos MORI

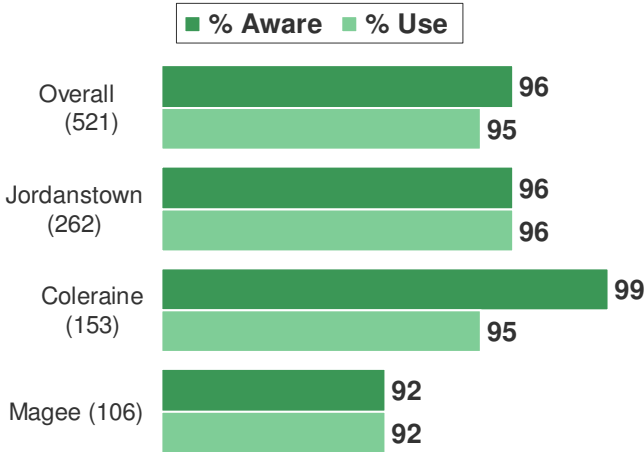
Almost all students (96%) are aware of the Students' Union shop. Awareness is consistently high across all campuses with students at Coleraine most likely to know of the Students' Union shop (99%).

Usage of the Students' Union shop is also high with 95% of students having ever used the shop. The Students' Union shop is very well used across all campuses and there is little variation as to how much it is used at each campus.

Students' Union shop

Are you aware of the Students' Union Shop?

Have you ever used the Students' Union Shop?



Base: University of Ulster students at the Jordanstown, Coleraine and Magee campuses, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI

Source: Ipsos MORI

The Students' Union shop is rated relatively highly among those who have ever used it. 82% of students report the shop as 'very' or 'quite' good with 31% of these rating it as 'very good' and the remaining 51% describing it as 'quite good'.

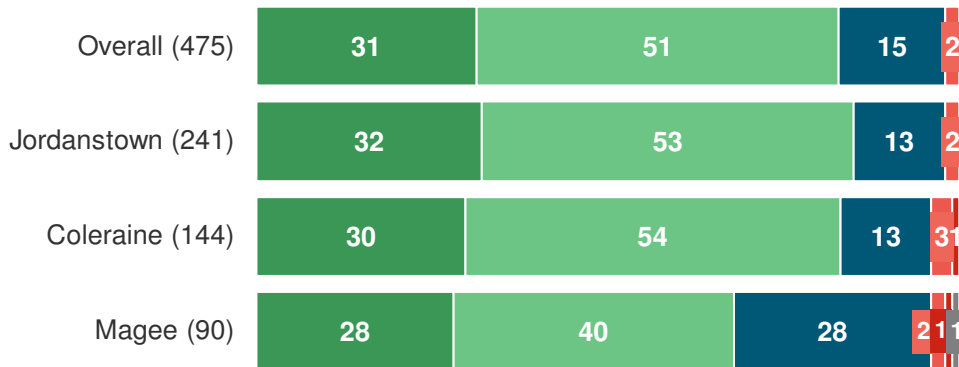
Students' Union shops are rated highly across all four campuses with 85% at Jordanstown, 84% at Coleraine and 68% at Magee stating the shop is 'very' or 'quite' good. This does not indicate that the Magee shop is rated poorly compared to the other shops, instead significantly higher proportion of students at this campus rated it as 'average' (28% compared with 13% at both Jordanstown and Coleraine).

Students in their first year tend to have a higher opinion of the shop than those in their third and fourth year (88% compared to 77% and 70% respectively).

Rating the Students' Union shop

How would you rate the Students' Union shop overall?

■ % Very good ■ % Quite good ■ % Average ■ % Quite poor ■ % Very poor ■ % Don't know



Base: students at Jordanstown, Coleraine and Magee who have used the Students' Union Shop, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI

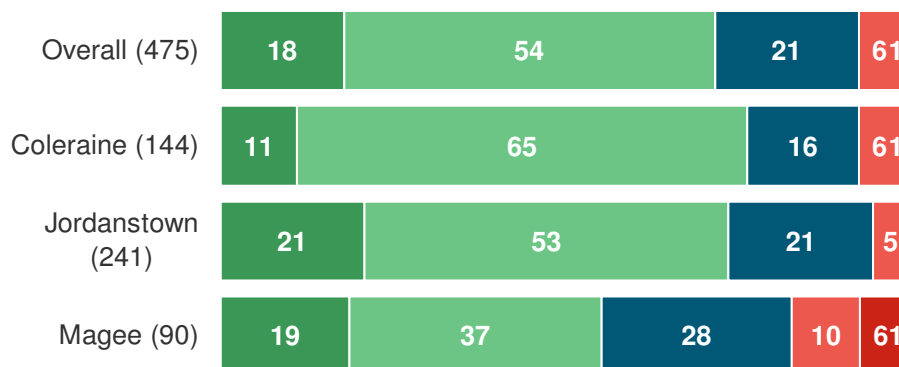
Source: Ipsos MORI

Just under three quarters of students feel that the Students' Union shop offers quite/very 'good' value for money with a small proportion (7%) considering it 'very' or 'quite' poor. When looking at individual campuses, a larger proportion of students in Coleraine and Jordanstown feel that they get good value for money at the shop.

Value for money at the Student's Union shop

Would you agree or disagree that the Students' Union shop offers good value for money?

■ % Strongly agree ■ % Tend to agree ■ % Neither ■ % Tend to disagree ■ % Strongly disagree ■ % Don't know/not stated



Base: students at Jordanstown, Coleraine and Magee who have used the Students' Union Shop, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI

Source: Ipsos MORI

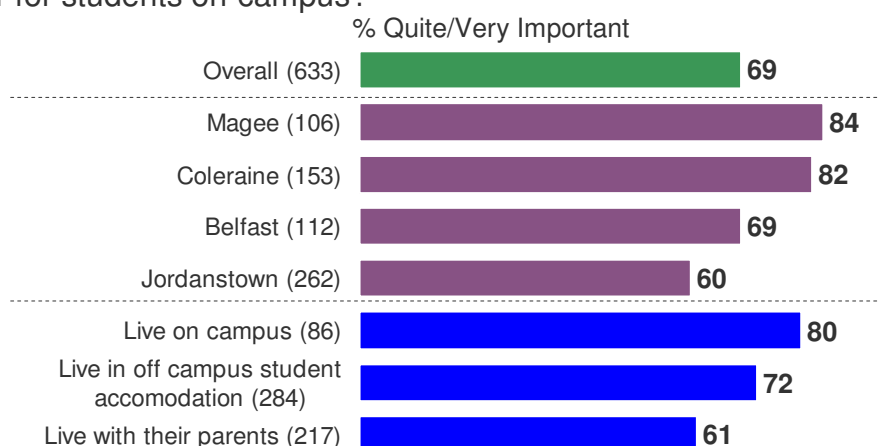
4.4 The Students' Union bar

The presence of a Students' Union bar is of importance to more than two thirds (69%) of students with almost two in five (37%) saying this is 'very important'. Those studying at Coleraine (82%) and Magee (84%) place more importance on a bar than those in Belfast (69%) and Jordanstown (60%).

Students who live with their parents (61%) are less likely to rate a Students' Union bar as important as those living either on-campus or in off-campus student accommodation (80% and 72% respectively).

Importance of the Students' Union bar

How important do you think it is that the Student's Union runs a bar for students on-campus?



Base: 633 University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



Source: Ipsos MORI

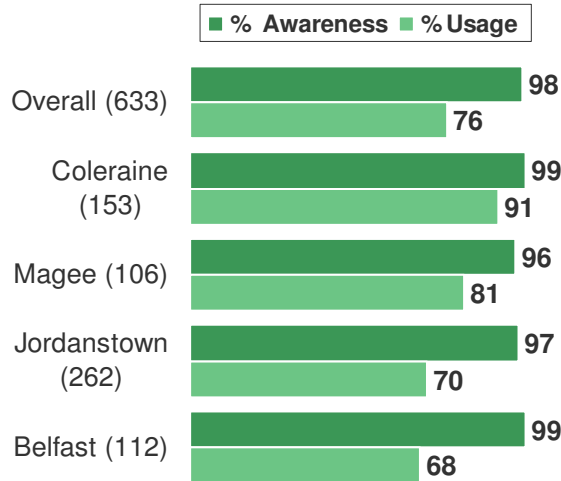
A higher proportion of students (98%) are aware of the Students' Union bar. This does not differ notably across campuses.

In terms of usage, only 76% of students have ever visited the bar with a higher percentage of men than women (82% compared to 72%) doing so. The Coleraine campus bar seems to be used more with 91% of students there saying they have ever visited it compared to 81% of students in Magee, 70% of those in Jordanstown and 68% of Belfast students.

Awareness and usage of the Students' Union bar

Are you aware of the Students' Union Bar?

Have you ever used the Students' Union Bar?



Base: University of Ulster students, 9th February – 9th March 2009
Ipsos MORI

Source: Ipsos MORI



Source: Ipsos MORI

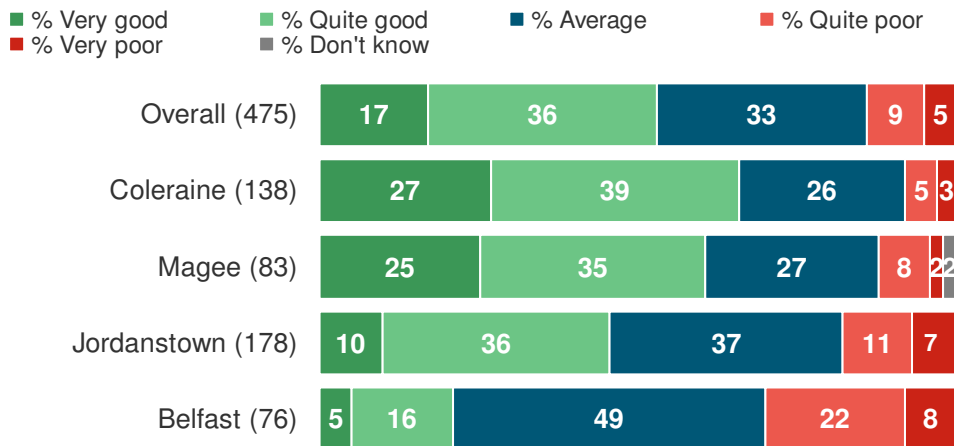
Overall, just over half of students who have ever visited the bar rate it as 'very' or 'quite' good with a third describing it as 'average'. One in ten students find the bar 'poor' including 5% of these stating it to be 'very poor'.

The overall rating for the bar at Coleraine (66%) is relatively high as is the rating with the bar at the Magee campus (60%). However, the bars at Jordanstown and Belfast do not fare so well. 46% of Jordanstown students and 21% of students in Belfast rate their Students' Union bar as 'good'.

The hot food served in the Students' Union bar at Coleraine is rated positively with 58% of students' saying it is 'very' or 'quite' good. Only 9% feel the hot food they purchased is 'very' or 'quite' poor, while just 14% have never purchased hot food from the bar at Coleraine.

Rating the Students' Union bar

How would you rate the Students' Union bar overall?



Base: students who have used the Students' Union Bar, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



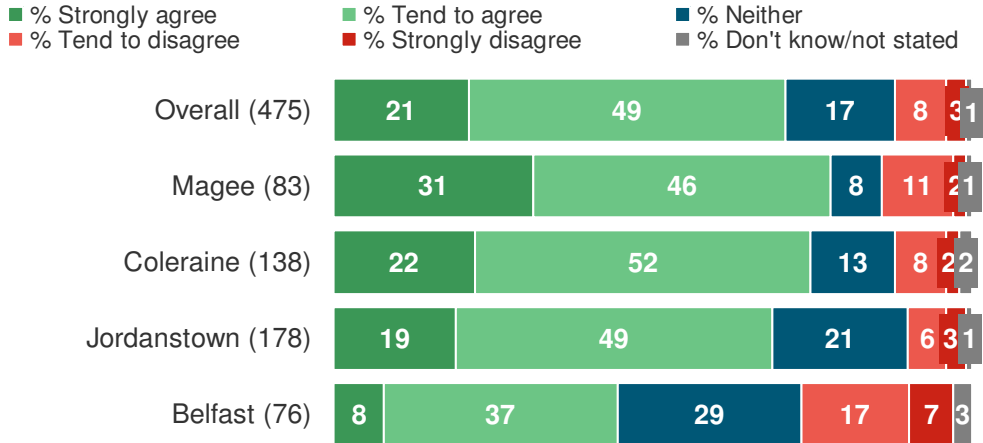
Source: Ipsos MORI

Seven in ten students (70%) believe the Students' Union bar offers good value for money while 17% think it is 'average'. One in ten (11%) do not feel they get value for money when they visit the bar.

A small proportion of those who frequent the Students' Union bar on the Belfast campus feel it offers good value for money compared to students at other campuses. Just under half (45%) feel they get good value for money at this bar compared to 77% of Magee students, 75% of Coleraine students and 69% of Jordanstown students.

Value for money at the Student's Union bar

Would you agree or disagree that the Students' Union bar offers good value for money?



Base: students who have used the Students' Union Bar, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



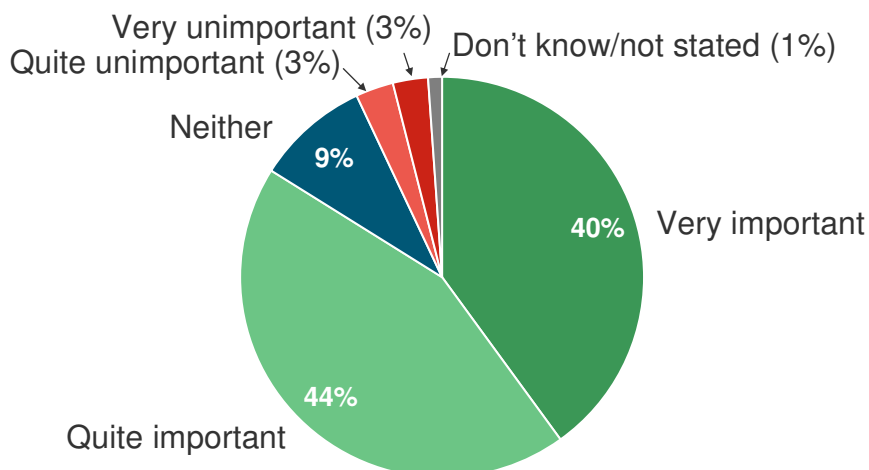
Source: Ipsos MORI

4.5 Students' Union café/sandwich bar

At an overall level, students (84%) think that it is important that the Students' Union provides a café on site and this does not vary dramatically from campus to campus.

Importance of a Students' Union café/sandwich bar

How important do you think it is that the Student's Union runs a café/sandwich bar for students on-campus?



Base: 521 University of Ulster students at Jordanstown, Coleraine and Magee campuses, 9th February – 9th March 2009

Ipsos MORI



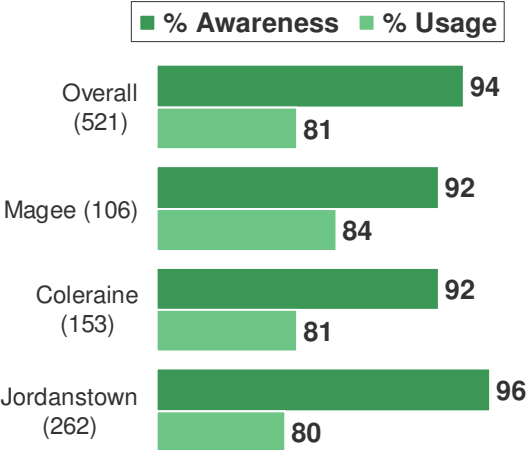
Source: Ipsos MORI

Knowledge of the Students' Union café (including the sandwich bar at Coleraine) is high (94%) both at an overall level and across Jordanstown, Coleraine and Magee.

The proportion of students using the cafe or sandwich bars is also very high (81%), however there appears to be a significant proportion of students at each campus who are aware of the cafés/sandwich bars but do not actually use them.

Awareness and usage of the Students' Union café/sandwich bar

Are you aware of the Students' Union café/sandwich bar?
 Have you ever used the Students' Union café/sandwich bar?



Base: 521 University of Ulster students at Jordanstown, Coleraine and Magee campuses, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI



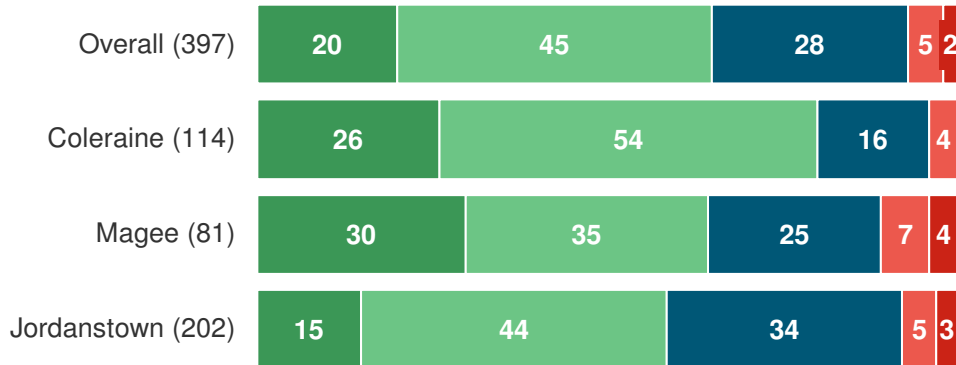
Source: Ipsos MORI

The Students' Union cafés and sandwich bars are rated as 'very' or 'quite' good by two thirds (65%) of students. However, at the Coleraine campus a significantly larger share of students consider the cafes 'very' or 'quite' good in comparison with Jordanstown (58%) and Magee (64%). However, of those at Magee who are happy with the Bunker Café (64%), 30% who describe it as 'very' good.

Rating the Students' Union café/sandwich bar


How would you rate the Students' Union café/sandwich bar overall?

■ % Very good ■ % Quite good ■ % Average ■ % Quite poor ■ % Very poor



Base: University of Ulster students who are aware of the Student's Union Café/Sandwich bar, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI 

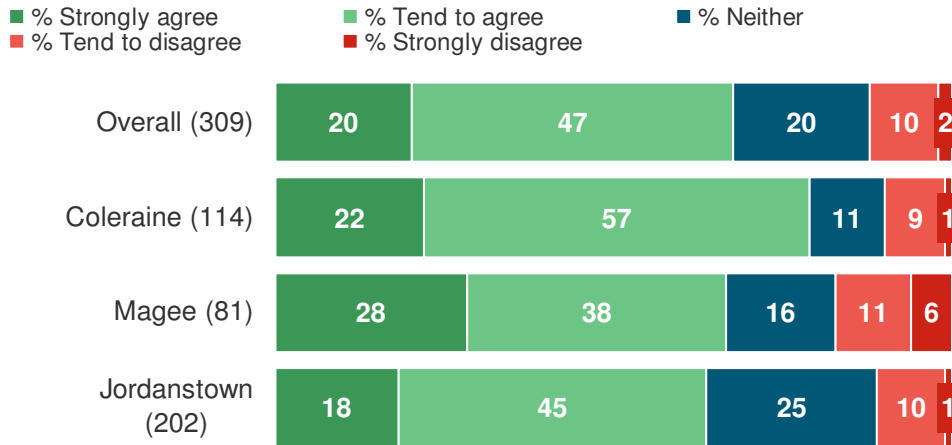
Source: Ipsos MORI

Value for money is considered to be 'very' or 'quite' good among the Students' Union cafés and sandwich bar (67%). However, over one in ten (12%) feel that the catering facilities are too expensive. Students at Coleraine are more likely to agree that they get value for money at the sandwich bar (79%). A smaller proportion of students in Jordanstown agree that their café is good value for money (63%) with a bigger share describing it as 'average' (25%) compared to other campuses.

Meanwhile, a significantly higher proportion of female (75%) than male students (58%) agree that the Students' Union cafés and sandwich bars are good value for money.


Value for money at the Student's Union café/sandwich bar

Would you agree or disagree that the Students' Union café/sandwich bar offers good value for money?



Base: University of Ulster students who are aware of the Student's Union Café/Sandwich bar, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI 

Source: Ipsos MORI

When questioned about the Students' Union building 71% consider it to have 'very' or 'quite' good accessibility, 22% describe access as 'average' and 6% state it to be 'very' or 'quite' poor. Accessibility is rated highly across all campuses, however, there are differences in how this is viewed depending on year of study. Those in fourth year are less likely to rate accessibility as 'very' or 'quite' good with just over half (55%) doing so (compared to 77% of first years, 71% of second years and 70% of third years).

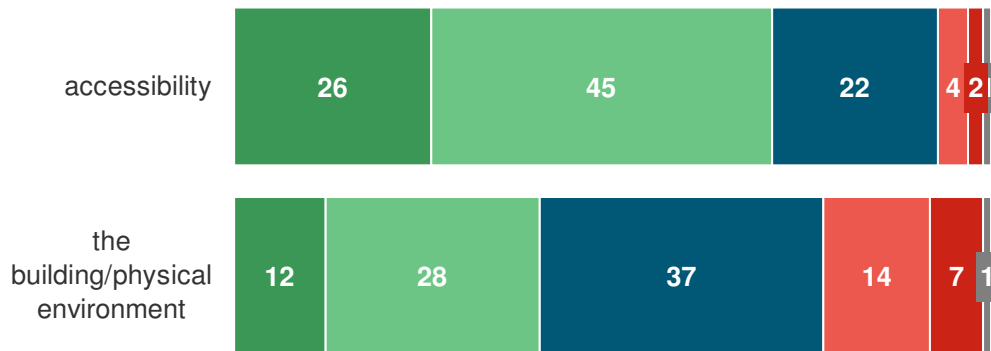
Meanwhile, the physical environment of the Students' Union is not considered to be particularly good with two in five rating this aspect of the building 'very' or 'quite' good. The building is described as 'average' by just under two in five while one in five feel the physical environment of the Students' Union is 'very' or 'quite' poor. This is particularly the case with the Students' Union at Jordanstown which has a significantly larger proportion of students describing the building as 'very' or 'quite' poor (27% compared to 15% at Belfast and Magee and 12% at Coleraine).

Furthermore, students in their fourth year are more likely to rate the physical surroundings of the Students' Union poorer than students in other year groups. 43% indicate the Students' Union is 'very' or 'quite' poor compared to 20% of both second and third years and 13% of first years.

The Students' Union building

How would you rate the Students' Union area in the University in terms of...?

■ % Very good ■ % Quite good ■ % Average ■ % Quite poor ■ % Very poor ■ % Don't know



Base: 633 University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



Source: Ipsos MORI

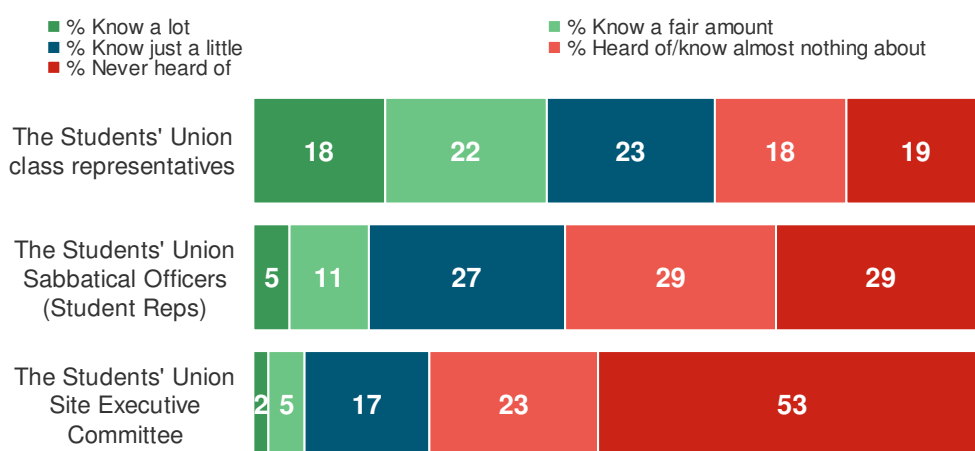
4.6 Students' Union: The organisation

Those who represent the students within the Students' Union are generally not well known. The most commonly known individuals are the Students' Union class representatives with two in five knowing either 'a fair amount' or 'a lot' about them.

16% students know a 'fair amount' or 'a lot' about the Sabbatical Officers with only 7% knowing a similar amount about the Site Executive Committee.

Awareness of Student Representation

Please tell me how much do you know about the following?



Base: 633 University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



Source: Ipsos MORI

Despite the fact that students have little knowledge of the individuals who represent them, a higher proportion of students say that if they had to they would be able to contact them. When it comes to contacting any of the Student Representatives, over three in five (63%) are confident that they would know how to make contact with their Class Representatives.

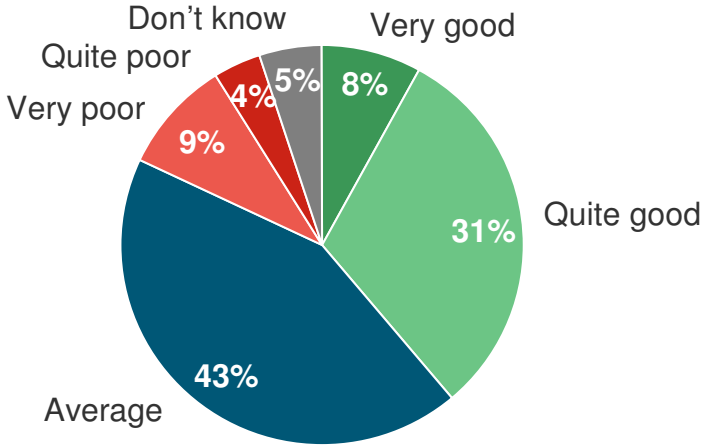
If they had to, only 37% would know how to contact the Sabbatical Officers, for example the Site Vice President or Welfare Officers. A significantly smaller proportion of students in Jordanstown (24%) would know how contact these members of the Students' Union compared to Magee (60%), Coleraine (50%) and Belfast (49%). Furthermore, those who live on campus (47%) are more likely to know how to contact the Sabbatical Officers than students who live off-campus with their parents (30%).

The Students' Union Site Executive Committee is the least accessible to the students - only 22% would know how to contact them. Again, a small share of students based at Jordanstown know how to contact the people who represent them, with only 14% who know how to contact members of the Site Executive Committee. In comparison, 37% of Coleraine students, 31% of those attending Magee and 26% of students based in Belfast would know how to contact members of the Site Executive. Students in their third (27%) and fourth year (29%) are much more likely to know how to contact the Site Executive Committee members than first year students (18%).

39% feel that the support and representation provided by the Students' Union is either 'very' or 'quite' good, while 43% describe the support as 'average'. A minority (13%) do not feel that that students are supported and represented well by the Students' Union. These views vary from campus to campus with a considerably larger proportion of students in Coleraine (56%) and Magee (45%) saying they receive adequate support than those in Jordanstown (31%). Female students (43%) are also more likely to rate Students' Union support as 'good' than male students (34%).

Support from the Students' Union

How good or poor do you feel the Students Union is at supporting and representing student interests??



Base: 633 University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



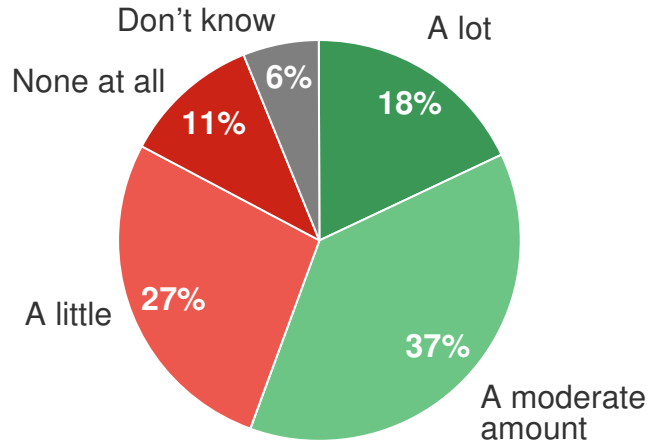
Source: Ipsos MORI

Opinion is split among students as to whether the Students' Union considers their views when creating Students' Union policies. Almost 18% feel the Union considers students' opinions 'a lot' with 37% who feel they do so a 'moderate amount'. Student opinion is not considered at all according to 11% with 27% who feel that 'little' student opinion is taken into account when planning Student Union policy.

Students studying at the Coleraine campus (29%) are more likely to feel that their views and attitudes are listened to 'a lot' compared to students in Belfast (13%) and Jordanstown (12%). Across all four campuses, a notably larger proportion of students in the Belfast campus (38%) state that their opinion is never considered compared to 15% in Jordanstown, 4% at Magee and 1% at Coleraine.

Students' opinions

To what extent do you think the Students' Union considers students' opinions when planning Student Union Policy?



Base: 633 University of Ulster students, 9th February – 9th March 2009
Ipsos MORI

Source: Ipsos MORI

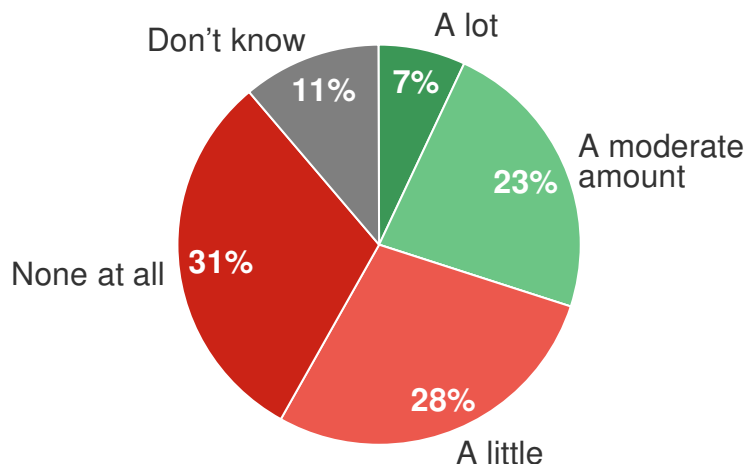


Source: Ipsos MORI

Students do not feel they are provided with sufficient opportunity to feedback their views and attitudes about the Students' Union (31% who say 'none at all'). This is more likely to be the case among students in Jordanstown and Coleraine (45% and 46% respectively). Additionally, those who live off-campus with their parents (38%) are less likely to air their ideas and suggestions to the Students' Union in comparison with 29% who live in off-campus students' accommodation and 19% who live on-campus.

Providing feedback to the Student's Union

To what extent are students given the opportunity to provide feedback to the Students' Union regarding their ideas and suggestions about the Union?



Base: 633 University of Ulster students, 9th February – 9th March 2009
Ipsos MORI

Source: Ipsos MORI



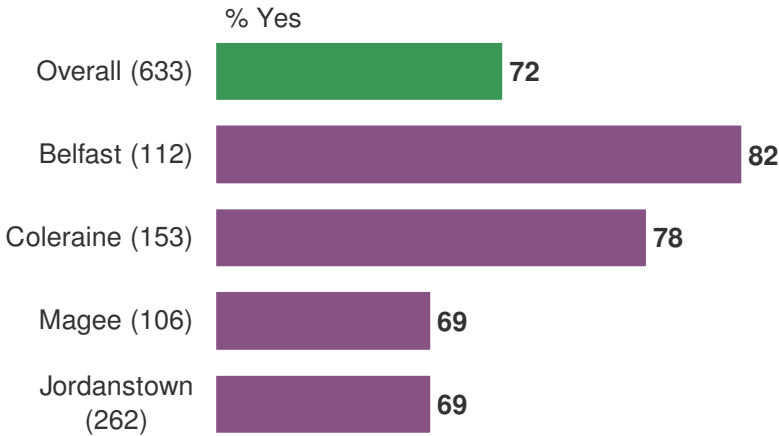
Source: Ipsos MORI

4.7 Students' Union Advisory services

Three quarters (72%) of students are aware that they can contact the Students' Union for help and advice on a range of issues. Students' in Coleraine (78%) and Belfast (82%) are more likely to know how to do this than students at the other campuses. However, a sizeable proportion (25%) still do not know that this service is available to them.

Awareness of advisory service

Are you aware that the Students' Union provides advice to students on a wide range of issues?



Base: University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



Source: Ipsos MORI

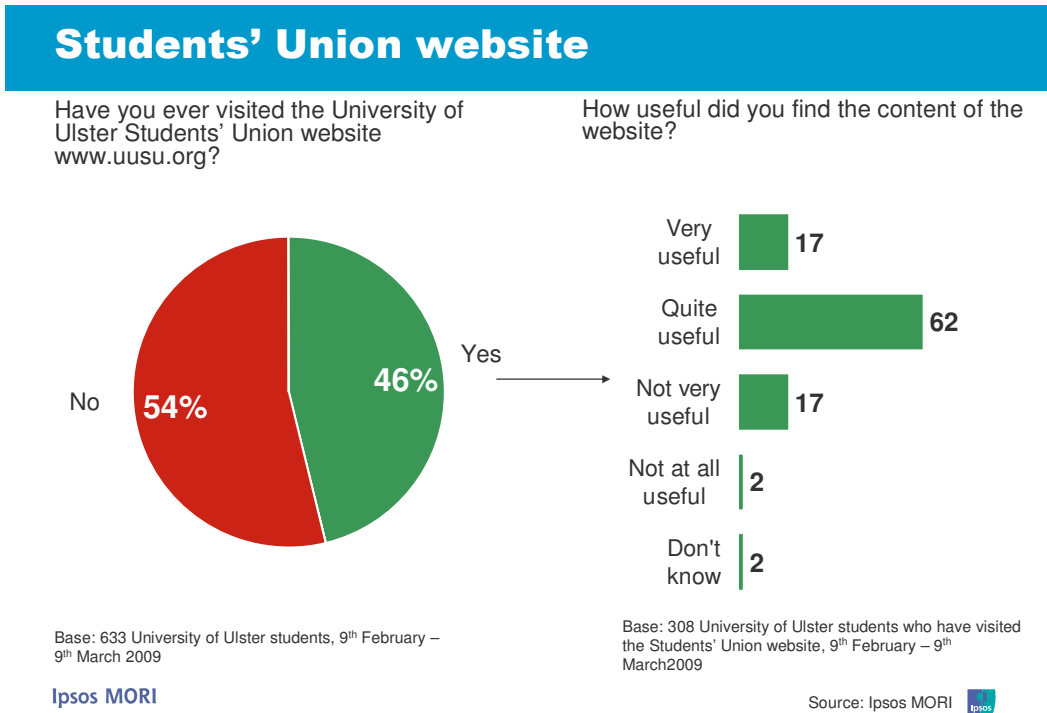
Although, 72% of students admit to knowing they can contact the Students' Union for advice on a range of issues, only two thirds (65%) feel that they can approach the Students' Union for help with academic or welfare issues. Female students (68%) agree that they can go to the Students' Union for help (in comparison with 61% of male students) while significantly larger proportion of those based at the Coleraine campus feel they can contact a representative in the Students Union' to discuss academic or welfare problems they are having (compared to 67% at Magee and 58% in Jordanstown).

The availability of both welfare (89%) and financial advice (92%) are considered to be important services by the vast majority of students. Both of these services are important to a significantly higher proportion of those in their first year of study, female students and those based in the Coleraine campus, than their counterparts.

4.8 Students' Union communication

Just under half (46%) of students have ever visited the University of Ulster Students' Union website. Students at Jordanstown are considerably less likely to have ever visited the website than those at other campuses (35% compared to 63% at Magee, 59% at Coleraine and 54% at Belfast).

Of those who have ever visited the website, 78% find the content useful with 17% describing it as 'very useful' and 62% describing it as 'quite useful'. However, 17% describe the website as 'not very useful' while 2% say it is 'not at all useful'.



Source: Ipsos MORI

Only a third (35%) have heard of the Student magazine Ufouria and students at Coleraine are more likely to be aware than students at the other campuses (46%). In addition, significantly bigger proportion of male (40%) than female students (32%) have heard of the magazine.

Of those who are aware of Ufouria, half (51%) have read it. Students who live in off-campus student accommodation are much more likely to read the magazine (59%) than those who live on-campus (39%). Furthermore, those in Belfast (71%) and Coleraine campuses (69%) are more likely to have read Ufouria compared to students at Magee (49%) and Jordanstown (38%).

Overall, students think that Ufouria is useful with 13% describing it as 'very' useful and 61% as quite useful. One in five (23%) say that they do not find Ufouria useful.

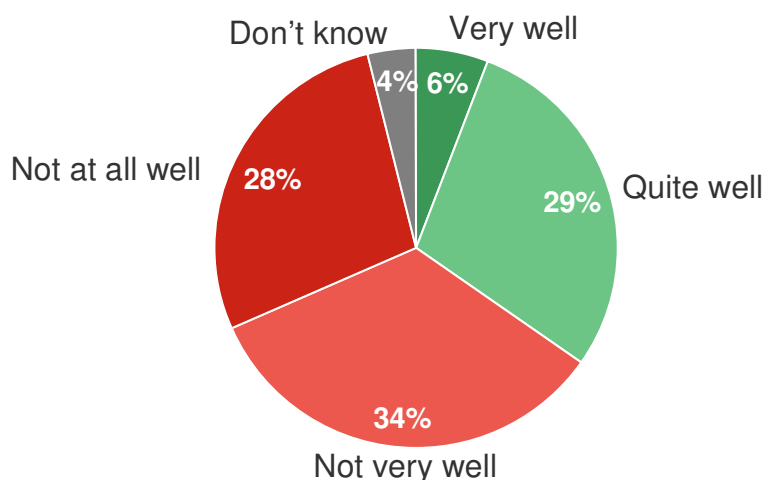
Despite having access to Ufouria and the Students' Union website, only one third (34%) of students feel that they are either 'very' or 'quite' well informed about what the Union is doing with a larger proportion of students in the Magee campus saying they are 'very' well informed in comparison to any other campus (16% compared to 3% at Jordanstown, 6% at Coleraine, and 5% in Belfast).

Those interviewed at Jordanstown are the biggest critics of the communication between the Students' Union and the students, with two in five (39%) stating they are 'not at all' well informed about the Students' Union. This compares to 25% of students in Belfast, 13% of Magee students and 10% of those attending Coleraine.

Students who live on-campus (53%) are more likely to be better informed than those who live in off-campus student accommodation (34%) or live with their parents (30%).

Information about Students' Union

How well informed do you personally feel about what the Students' Union is doing?



Base: 633 University of Ulster students, 9th February – 9th March 2009
Ipsos MORI

Source: Ipsos MORI



Source: Ipsos MORI

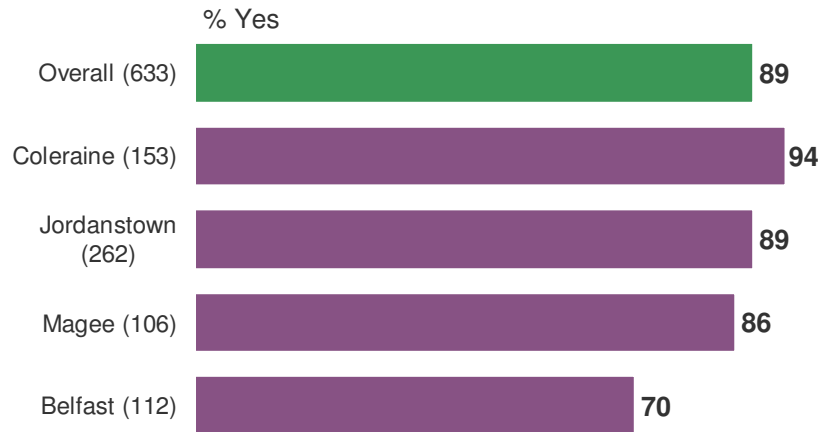
4.9 Clubs and societies

A significant proportion (89%) of University of Ulster students are aware that they can join a Students' Union sports club or a society, with male students (93%) more likely to know this than female students (86%).

Students in the Belfast campus are the least aware of this aspect of the Students' Union. Under three quarters (70%) know this as opposed to 94% of Coleraine students, 89% of students at Jordanstown and 86% of Magee students. However, this could be attributed to the fact that although the Belfast campus has clubs and societies it does not have any sports facilities and students have to travel to Jordanstown to access these.

Joining Students' Union Sports clubs or societies

Did you know students can join a Students' Union sports club or a society?



Base: University of Ulster students, 9th February – 9th March 2009

Source: Ipsos MORI

Ipsos MORI



Source: Ipsos MORI

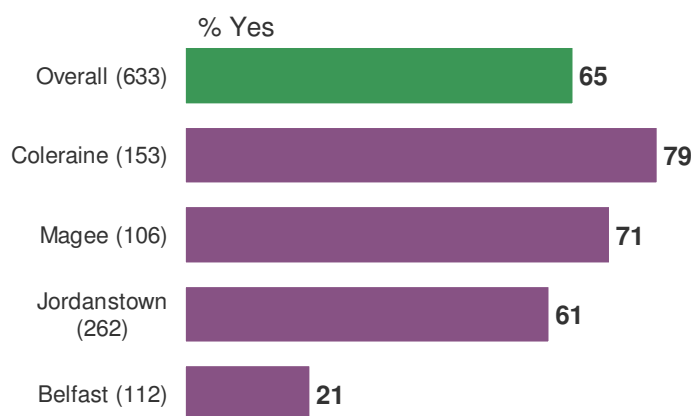
Although awareness of clubs and societies are high, only half (53%) of students know that they can approach the Students' Union for financial or administrative support if they would like to establish their own club or society. Again we can see differing levels of knowledge depending on the campus as students at Coleraine and Magee (69% and 59% respectively) are more likely to know this support is available. Under half of students at Jordanstown and Belfast indicate that they are aware of financial and administrative support for clubs and societies (45% and 42% respectively). Societies are also considered to be a 'quite' or 'very' important aspect of student life by four out of five students (80%). Students in their first year of study (83%) and those living on-campus (88%) are particularly more likely to state that Students' Union societies are important to them.

4.10 Impact

Close to two thirds of students report that the Students' Union has had a positive impact on their time at University. Students who attend the Coleraine campus seem to be the most positive about the Students' Union with four in five (79%) stating that the Students' Union has had a positive impact on their time at University. Seven in ten students at Magee (71%) and six in ten at Coleraine (61%) also believe that the Students' Unions at these campuses have had a positive impact on their time as students.

Impact the Students' Union has had

Overall, has the Students' Union had a positive impact on your time at University?



Base: University of Ulster students, 9th February – 9th March 2009

Ipsos MORI

Source: Ipsos MORI



Source: Ipsos MORI

5. Appendices

5. Appendices

Questionnaires were adapted to suit the facilities at each campus. This is the questionnaire used at the Coleraine campus which contains the questions for all facilities.

5.1 University of Ulster Students' Union Questionnaire

Good morning/afternoon. My name is from Ipsos MORI. We are an independent market research company. We are carrying out a survey of students at all four campuses of the University of Ulster to assess attitudes towards the Students' Union.

Classification

Q.A	What is your year of study?	1st	1	CHECK QUOTA
		2nd	2	
		3 rd	3	
		4 th	4	
		Postgraduate	5	

Q.B	Gender	Male	1
		Female	2

Q.C	Are you studying full time or part time?	Part time	1
		Full time	2

Q.D	Where do you live during term?	On-campus accommodation (Halls)	1
		Off-campus (private student accommodation)	2
		Off-campus (with parents)	3
		Other (please specify)	4

Q.E	Campus	Jordanstown	1
		Coleraine	2
		Magee	3
		Belfast	4

Students' Union: The organisation

Q.1	Are you aware that there is an organisation known as the Students' Union at the University of Ulster which represents the interests of students?	Yes	1
		No	2

SHOWCARD

Q.2 Please tell me how much do you know about the following?

	Know a lot	Know a fair amount	Know just a little	Heard of/know almost nothing about	Never heard of
The Students' Union Sabbatical Officers often known as Student Representatives. Each year the Students' Union democratically elects 9 students who ensure the Union represents the varied interests of all students. These representatives work full-time for the Students' Union and are either on a gap year from their course or have just graduated. E.g. Site Vice Presidents.	5	4	3	2	1
The Students' Union Site Executive Committee comprised of part-time officers. They belong to the Site Executive Committee at each campus and represent students from specific interest groups such as international and mature students.	5	4	3	2	1
The Students' Union class representatives who are elected by each class.	5	4	3	2	1

Q.3 If you had to, would you know how to contact each of the following?

READ OUT EACH IN TURN	Yes	No
Sabbatical Officers also known as Student Reps e.g. Site Vice Presidents or Education & Welfare Officer	1	2
The Students' Union Site Exec (part time officers)	1	2
Your class representative	1	2

Q.4 How good or poor do you feel the Students' Union is at supporting and representing student interests? Please rate on a scale of 1-5, 5 being very good and 1 being very poor.

Very good	5
Quite good	4
Average	3
Quite poor	2
Very poor	1
Don't know	00

Q.5 To what extent do you think the Students' Union considers students' opinions when planning Student Union policy? PROBE TO PRECODES

A lot	4
A moderate amount	3
A little	2
None at all	1
Don't Know	00

Q.6	To what extent are students given the opportunity to provide feedback to the Students' Union regarding their ideas and suggestions about the Union? Please rate on a scale of 1-4, 4 being a lot and 1 being none at all.	A lot	4
		A moderate amount	3
		A little	2
		None at all	1
		Don't Know	00

Q.7	How well informed do you personally feel about what the Students' Union is doing? Please rate on a scale of 1-4, 4 being very well and 1 being not at all well.	Very well	4
		Quite well	3
		Not very well	2
		Not at all well	1
		Don't know	00

Q.8	Are you aware that the Students' Union provides advice to students on a wide range of issues?	Yes	1
		No	2

The Students' Union: services and facilities

Q.9 How would you rate the Students' Union area in the University in terms of...? Please rate on a scale of 1-5, 5 being very good and 1 being very poor.

	Very good	Quite good	Average	Quite poor	Very poor	Don't know
accessibility	5	4	3	2	1	00
the building/physical environment	5	4	3	2	1	00

Q.10	How important do you think it is that the Students' Union runs a shop for students on-campus? Please rate on a scale of 1-5, 5 being very important and 1 being very unimportant.	Very important	5
		Quite important	4
		Neither	3
		Quite unimportant	2
		Very unimportant	1
		Don't know	00

Q.11	Are you aware of the Students' Union Shop located in the South buildings?	Yes	1	CONTINUE
		No	2	GO TO Q.15

Q.12	Have you ever used the Students' Union Shop ?	Yes	1	CONTINUE
		No	2	GO TO Q.15

Q.13	How would you rate the Students' Union Shop overall? Please rate on a scale of 1-5, 5 being very good and 1 being very poor.	Very good	5
		Quite good	4
		Average	3
		Quite poor	2
		Very poor	1
		Don't know	00

Q.14	Would you agree or disagree that the Students' Union Shop offers good value for money. Please rate on a scale of 1-5, 5 being strongly agree and 1 being strongly disagree.	Strongly agree	5
		Tend to agree	4
		Neither agree nor disagree	3
		Tend to disagree	2
		Strongly disagree	1
		Don't know	00

Q.15	How important do you think it is that the Students' Union runs a bar for students on-campus? Please rate on a scale of 1-5, 5 being very important and 1 being very unimportant.	Very important	5
		Quite important	4
		Neither	3
		Quite unimportant	2
		Very unimportant	1
		Don't know	00

Q.16	Are you aware of the Students' Union Bar located in the South buildings?	Yes	1	CONTINUE
		No	2	GO TO Q.21

Q.17	Have you ever used the Students' Union Bar ?	Yes	1	CONTINUE
		No	2	GO TO Q.21

Q.18	How would you rate the Students' Union Bar overall? Please rate on a scale of 1-5, 5 being very good and 1 being very poor.	Very good	5
		Quite good	4
		Average	3
		Quite poor	2
		Very poor	1
		Don't know	00

Q.19	How satisfied or dissatisfied are you with the hot food served in Students' Union Bar ? Please rate on a scale of 1-5, 5 being very satisfied and 1 being very dissatisfied.	Very good	5
		Quite good	4
		Average	3
		Quite poor	2
		Very poor	1
		Have never purchased hot food from the bar	6
		Don't know	00

Q.20	Would you agree or disagree that the Students' Union Bar offers good value for money. Please rate on a scale of 1-5, 5 being strongly agree and 1 being strongly disagree.	Strongly agree	5
		Tend to agree	4
		Neither agree nor disagree	3
		Tend to disagree	2
		Strongly disagree	1
		Don't know	00

Q.21	How important do you think it is that the Students' Union runs a Cafe for students on-campus? Please rate on a scale of 1-5, 5 being very important and 1 being very unimportant.	Very important	5
		Quite important	4
		Neither	3
		Quite unimportant	2
		Very unimportant	1
		Don't know	00

Q.22	Are you aware of the Students' Union Sandwich bar located on the top floor of the South buildings?	Yes	1	CONTINUE
		No	2	GO TO Q.26

Q.23	Have you ever used the Students' Union Sandwich bar ?	Yes	1	CONTINUE
		No	2	GO TO Q.26

Q.24	How would you rate the Students' Union Sandwich bar overall? Please rate on a scale of 1-5, 5 being very good and 1 being very poor.	Very good	5
		Quite good	4
		Average	3
		Quite poor	2
		Very poor	1
		Don't know	00

Q.25	Would you agree or disagree that the Students' Union Sandwich bar offers good value for money. Please rate on a scale of 1-5, 5 being strongly agree and 1 being strongly disagree.	Strongly agree	5
		Tend to agree	4
		Neither agree nor disagree	3
		Tend to disagree	2
		Strongly disagree	1
		Don't know	00

Q.26	What is your overall rating of the facilities in the University of Ulster provided by the Students' Union?	Very good	5
		Quite good	4
		Average	3
		Quite poor	2
		Very poor	1
		Don't know	00

Student Clubs and societies

Q.27	Did you know students can join a Students' Union Sports club or a society?	Yes	1
		No	2

Q.28	Are you aware that the Students' Union gives financial and administrative support to help students set up clubs/societies?	Yes	1
		No	2

READ OUT

Q.29 Please rate how important each one is to you on a scale of 1 to 5 with 5 being very important and 1 not at all important.

READ OUT	Very important	Quite important	Neither	Not very important	Not at all important
Student Representation e.g. sabbatical presence on University committees	5	4	3	2	1
Welfare Advice	5	4	3	2	1
Finance Advice	5	4	3	2	1
Sports clubs	5	4	3	2	1
Societies	5	4	3	2	1

Q.30 How strongly do you agree or disagree with the following statements. Please rate on a scale of 1-5, with 5 being strongly agree and 1 being strongly disagree.

READ OUT ↓	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
The Students' Union provides you with an opportunity to make new friends.	5	4	3	2	1
The Students' Union is a place I can go for help with academic or welfare issues.	5	4	3	2	1

Students' Union Media

Q.31	Have you ever visited the University of Ulster Students' Union website www.uusu.org ?	Yes	1	CONTINUE
		No	2	GO TO Q.33
		Don't know	00	

Q.32	How useful did you find the content of the website? PROBE TO PRECODES	Very useful	4
		Quite useful	3
		Not very useful	2
		Not at all useful	1
		Don't Know	00

Q.33	Are you aware of the Students' Union Magazine - Ufouria?	Yes	1	CONTINUE
		No	2	GO TO Q.36
		Don't know	00	

Q.34	Have you read Ufouria?	Yes	1	CONTINUE
		No	2	GO TO Q.36
		Don't know	00	

Q.35	How useful did you find Ufouria? PROBE TO PRECODES	Very useful	4
		Quite useful	3
		Not very useful	2
		Not at all useful	1
		Don't Know	00

And finally...

Q.36	Overall, has the Students' Union had a positive impact on your time at University?	Yes	1
		No	2
		Don't know	00

5.2 Statistical Reliability for General Public Survey

Because a sample, rather than the entire population, was interviewed the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the people in a weighted sample of 633 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 4 percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures). An indication of approximate sampling tolerances are given in the table below.

Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)			
	10% or 90%	30% or 70%	50%
Size of sample or sub-group on which survey result is based	+/-	+/-	+/-
All students (633)	+/-2	+/-4	+/-4
1 st year students (222)	+/-4	+/-6	+/-7

Source: Ipsos MORI

Strictly speaking the tolerances shown here apply only to random samples; in practice good quality quota sampling has been found to be as accurate.

Tolerances are also involved in the comparison of results between different elements of the sample. A difference must be of at least a certain size to be statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons between sub-groups.

Differences required for significance at the 95% confidence level at or near these percentages			
	10% or 90%	30% or 70%	50%
Size of sample on which survey result is based			
1 st year student (222) vs 2 nd year student (173)	+/-6	+/-9	+/-10
Jordanstown (262) vs Coleraine (153)	+/-6	+/-9	+/-10
<i>Source: Ipsos MORI</i>			

5.3 Data tables