

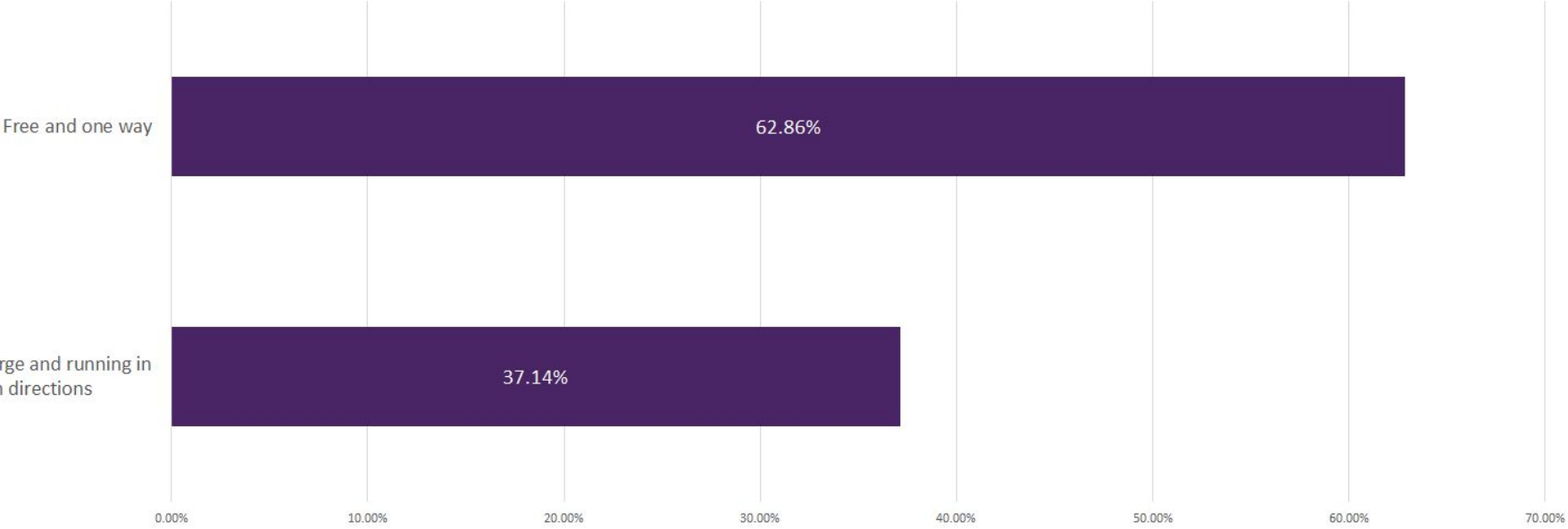
Annual Survey October 2019
By UPSU Insights Function

Introduction

- The annual survey ran from Monday 7th to Sunday 20th October 2019
- There were 1301 unique respondents, with 140 of these being partial responses which have been included in the analysis
- There were 1299 Golden Question responses which have not been included in this report, bringing the total number of Golden Question responses to 2654

Which bus route option would you prefer? Count 867

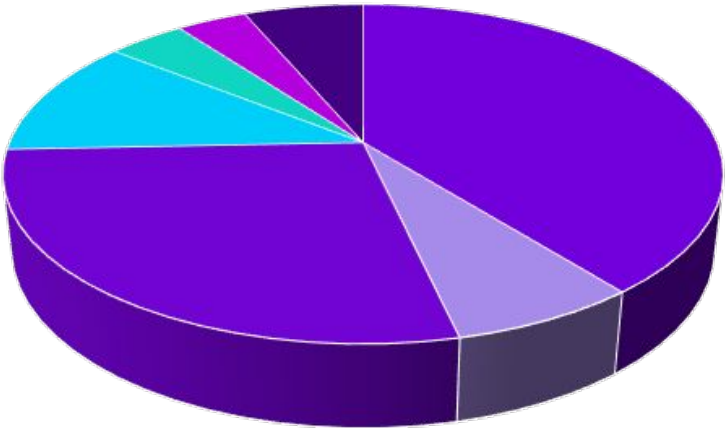
Which bus route option would you prefer?



What fare would you consider reasonable for a paid bus? Please state if this is per journey, daily, weekly, termly, or annual.

Averages	Single	Return	Daily	Weekly	Monthly	Termly	Annually
	£1.41	£2.08	£2.14	£8.53	£17	£39	£90

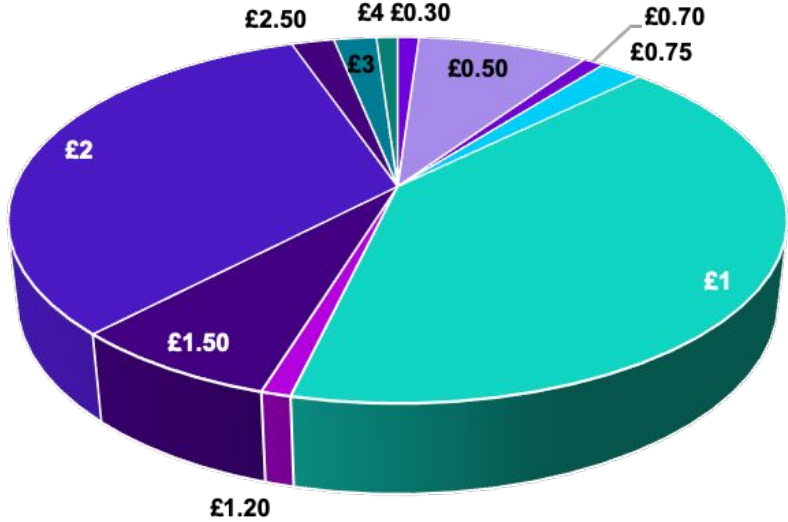
Ticket Type



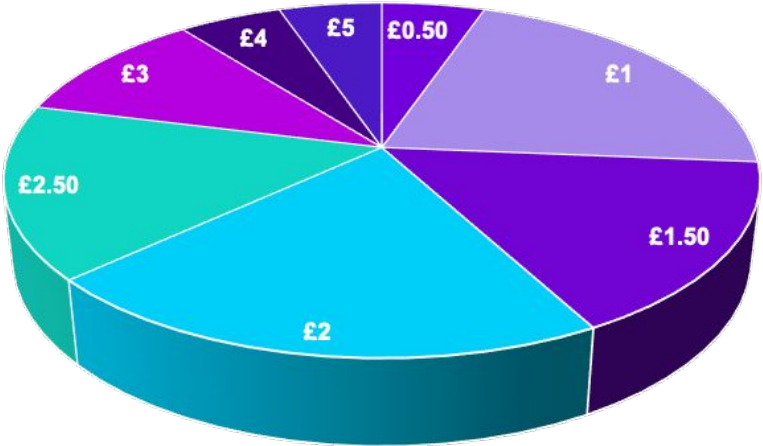
■ Single
■ Return
■ Daily
■ Weekly
■ Monthly
■ Termly
■ Annually

What fare would you consider reasonable for a paid bus? Please state if this is per journey, daily, weekly, termly, or annual.

Single Tickets



Return Ticket

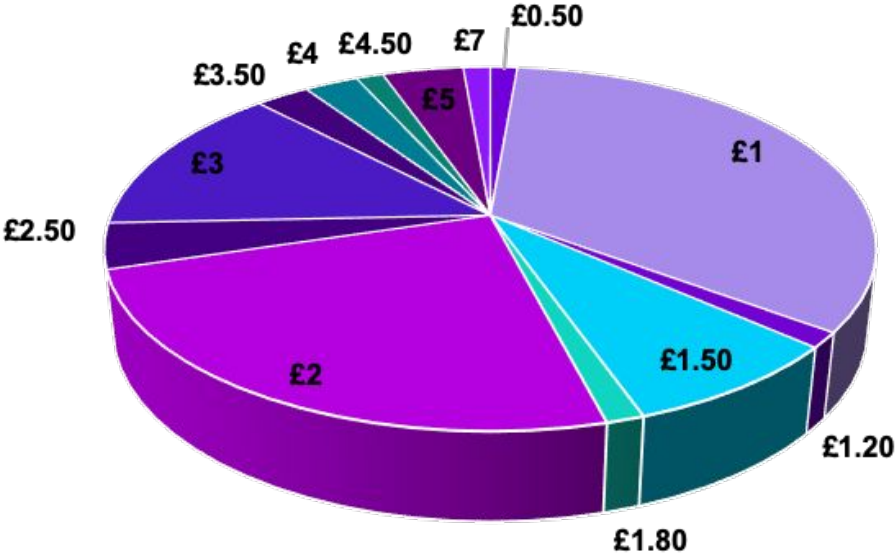


■ £0.30
■ £0.50
■ £0.70
■ £0.75
■ £1
■ £1.20
■ £1.50
■ £2
■ £2.50
■ £3
■ £4

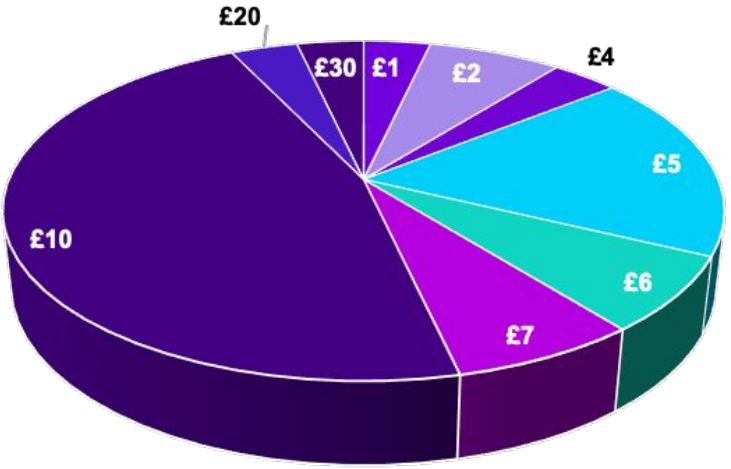
■ £0.50
■ £1
■ £1.50
■ £2
■ £2.50
■ £3
■ £4
■ £5

What fare would you consider reasonable for a paid bus? Please state if this is per journey, daily, weekly, termly, or annual.

Daily Ticket



Weekly Tickets

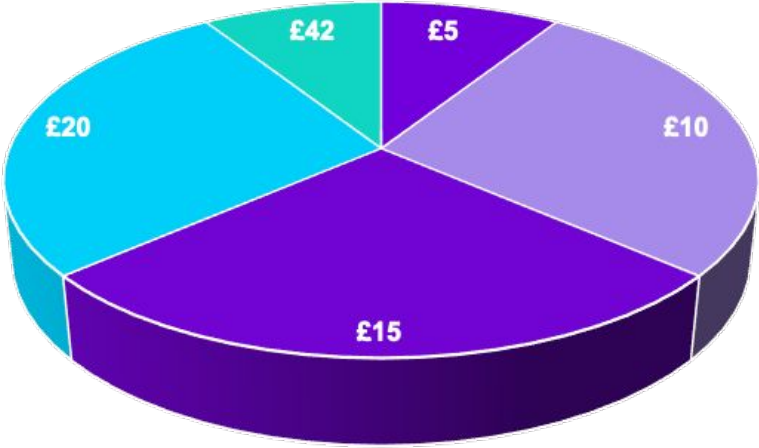


- £0.50
- £1
- £1.20
- £1.50
- £1.80
- £2
- £2.50
- £3
- £3.50
- £4
- £4.50
- £5
- £7

- £1
- £2
- £4
- £5
- £6
- £7
- £10
- £20
- £30

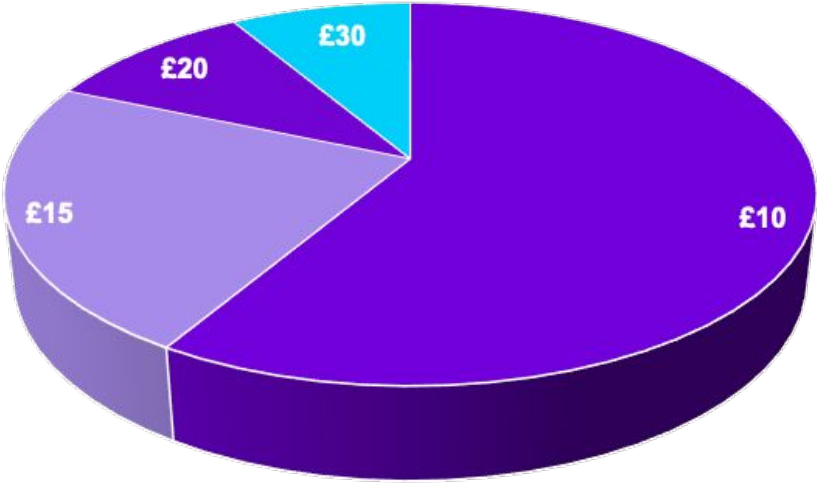
What fare would you consider reasonable for a paid bus? Please state if this is per journey, daily, weekly, termly, or annual.

Monthly Tickets



■ £5 ■ £10 ■ £15 ■ £20 ■ £42

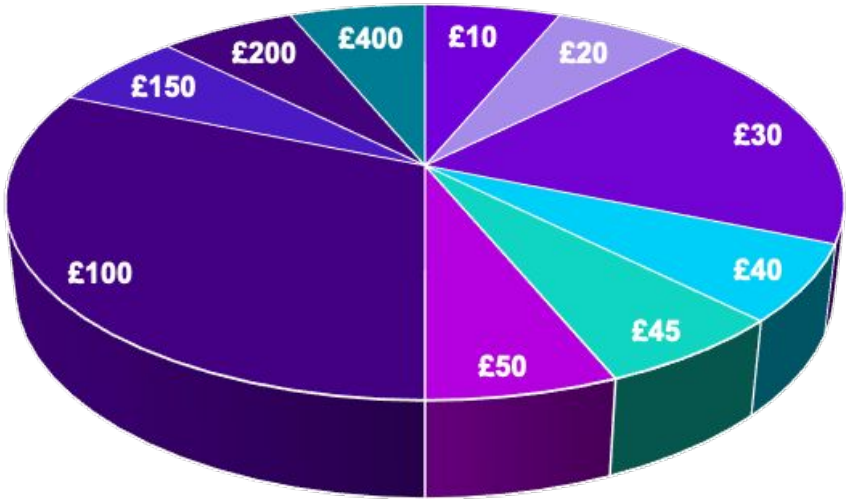
Termly Tickets



■ £10 ■ £15 ■ £20 ■ £30 ■ £50 ■ £100

What fare would you consider reasonable for a paid bus? Please state if this is per journey, daily, weekly, termly, or annual.

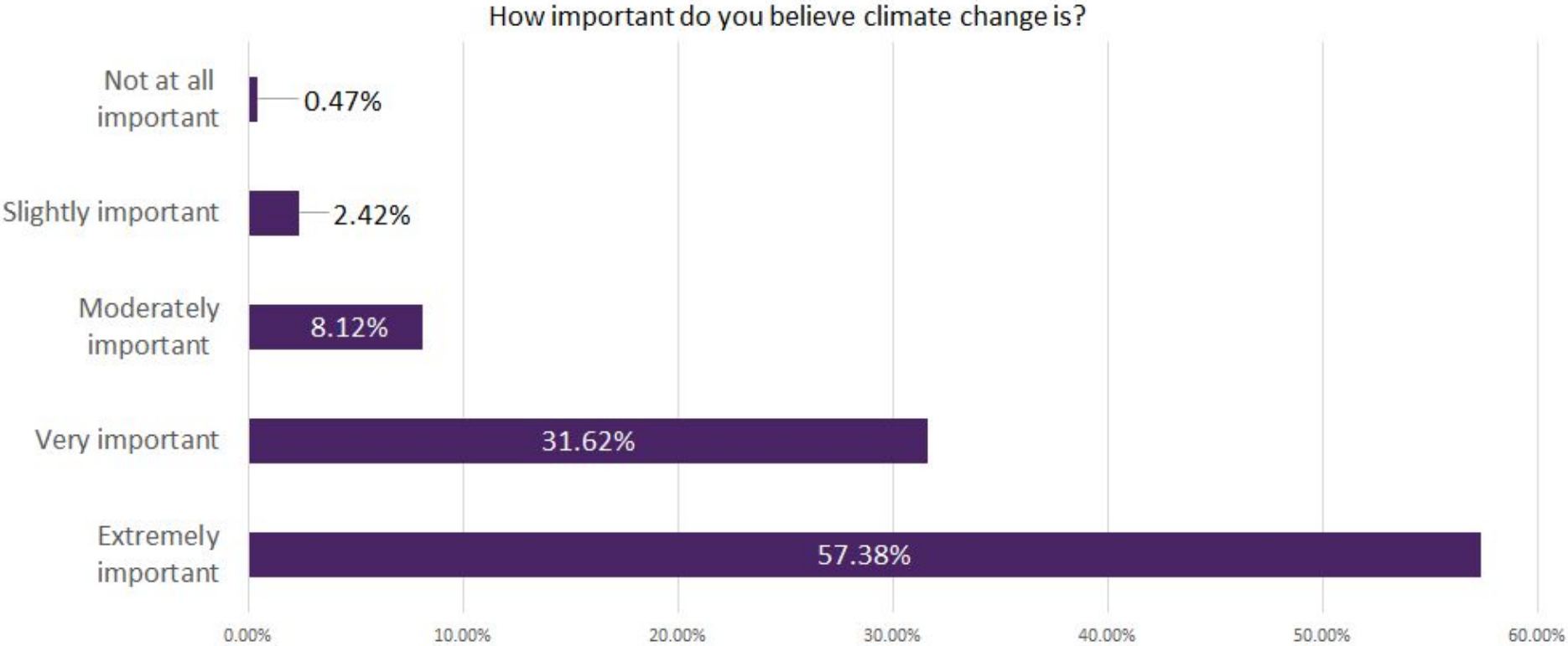
Annual Tickets



■ £10 ■ £20 ■ £30 ■ £40 ■ £45 ■ £50 ■ £100 ■ £150 ■ £200 ■ £400

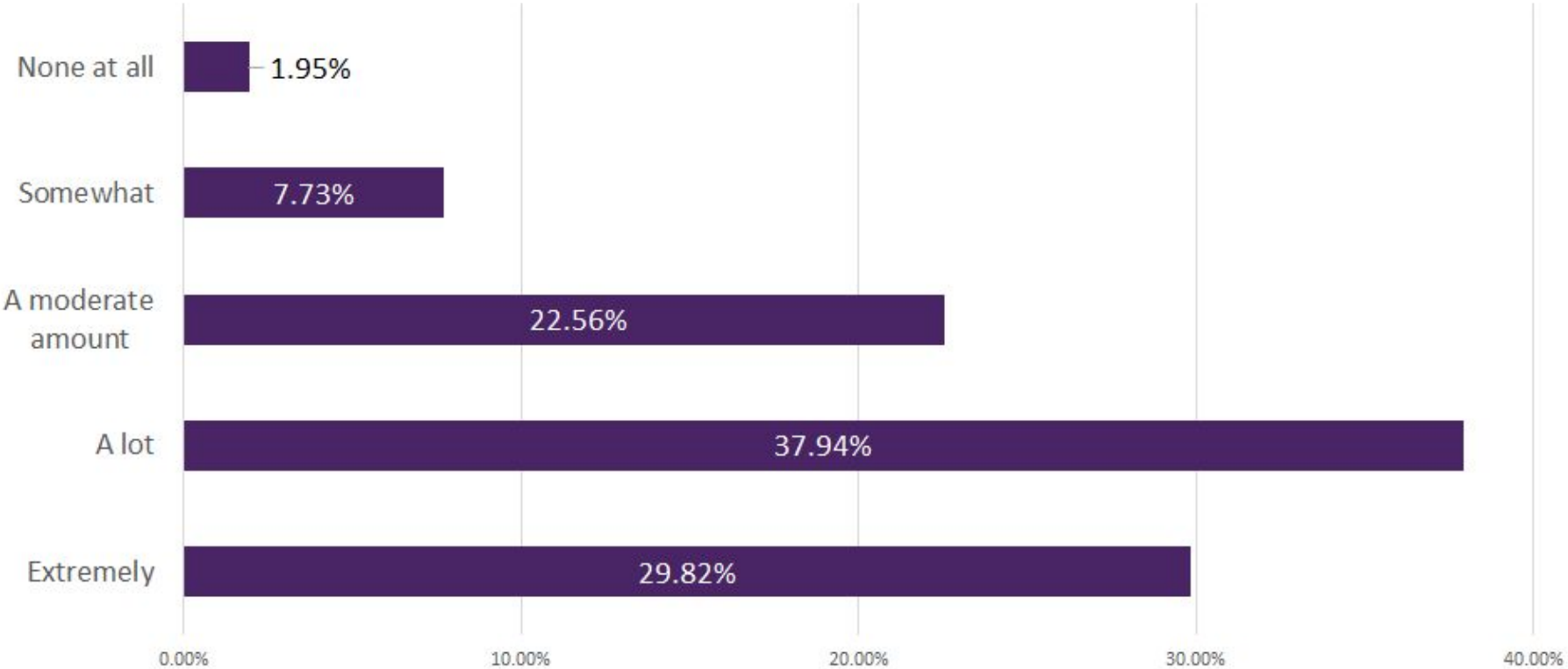
How important do you believe climate change is?

Count 1281



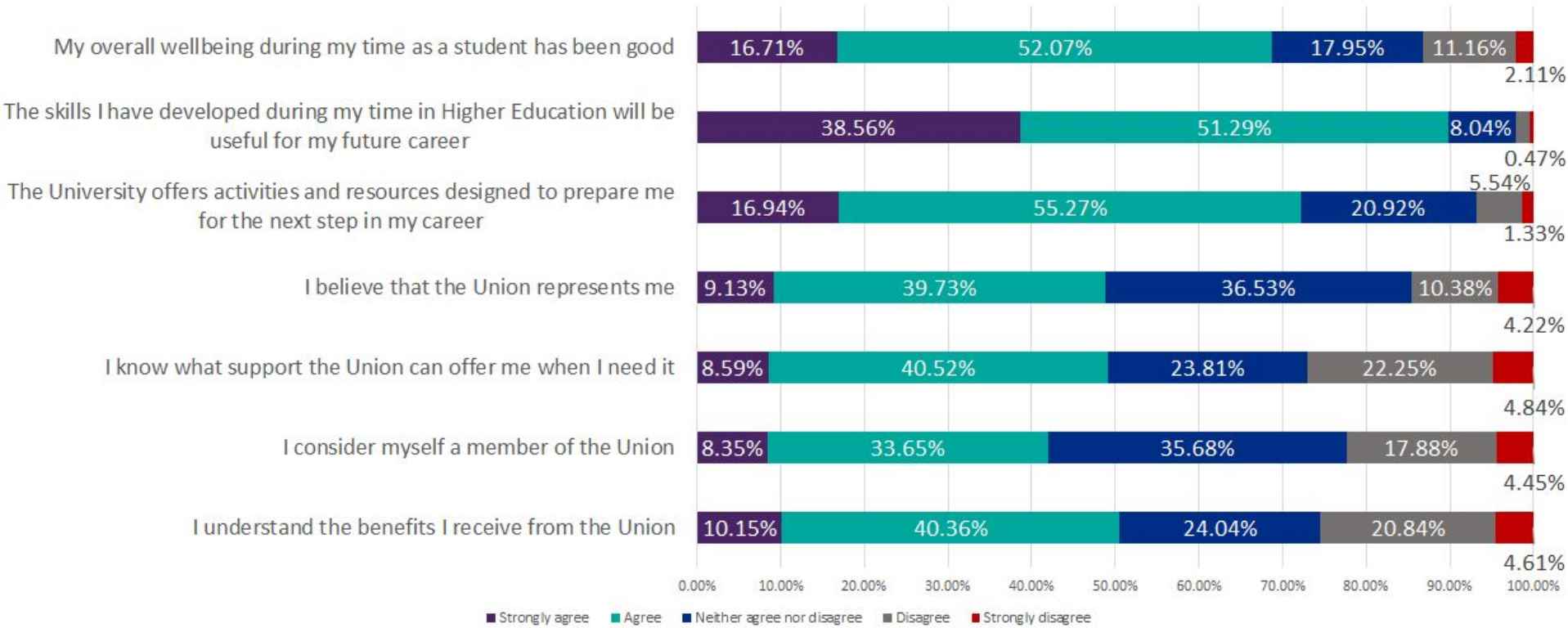
How much do you think climate change affects you? 1281

How much do you think climate change affects you?



To what extent do you agree or disagree with the following statements? Count 1281

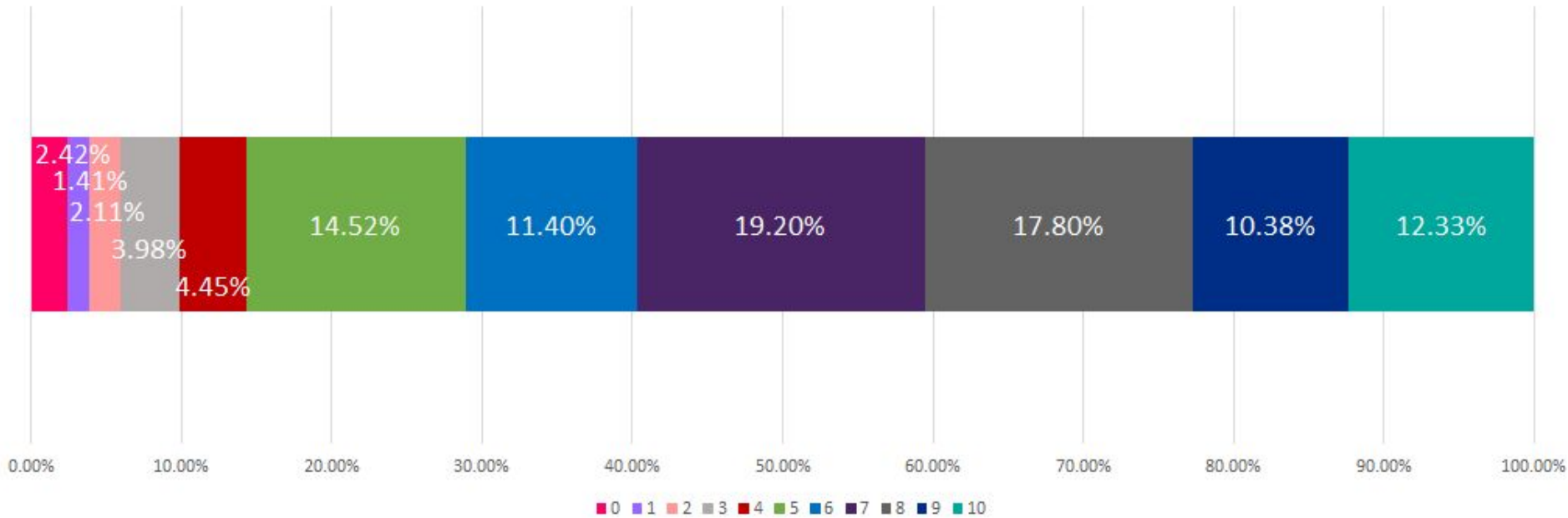
To what extent do you agree or disagree with the following statements



On a scale of 0-10, with 10 being the most likely, how likely are you to recommend the Union to a friend or someone on your course? Count 1281

NPS score is -17.56

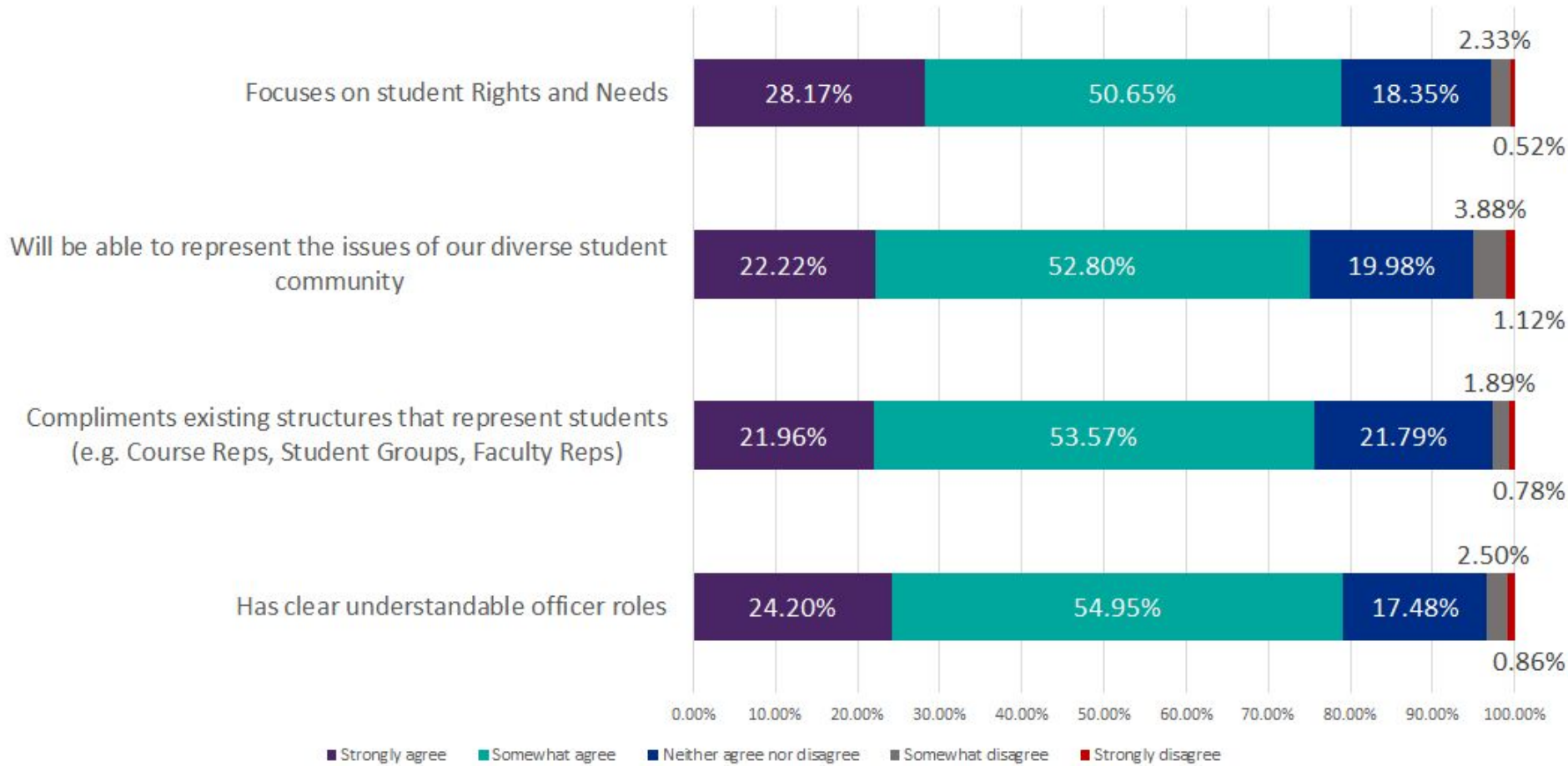
On a scale of 0-10, with 10 being the most likely, how likely are you to recommend the Union to a friend or someone on your course?



To what extent do you agree that this model achieves the following?

Count 1161

Sabbatical Officer Review: To what extent do you agree that this model



Full Respondent Dashboard

- 1250 respondents consented to demographic analysis
- This is 96% of all respondents
- The respondents are very representative of the University student body
- The only significant difference is that 54.8% of respondents are in their first year of study, compared to forming 46.5% of the University population, as shown below

