University of Illinois Springfield

Student Union Study

Survey & Demand Analysis

BRAILSFORD & DUNLAVEY
Survey Respondents

- 808 total respondents
  - Approximately 16% of student body responded (based on 4,951 students)
- Open from February 10th – March 2nd
- Margin of error is +/- 3.45% at a 95% confidence level
Survey vs. UIS Demographics

- **Male**
  - Survey: 38.8%
  - UIS: 47.4%
- **Female**
  - Survey: 60.8%
  - UIS: 52.4%
- **Full-Time**
  - Survey: 86.4%
  - UIS: 51.4%
- **Part-Time**
  - Survey: 13.6%
  - UIS: 48.6%

- **Freshman**
  - Survey: 9.1%
  - UIS: 8.3%
- **Sophomore**
  - Survey: 12.7%
  - UIS: 7.3%
- **Junior**
  - Survey: 23.8%
  - UIS: 16.0%
- **Senior**
  - Survey: 25.8%
  - UIS: 29.0%
- **Graduate**
  - Survey: 28.7%
  - UIS: 39.4%
Survey Demographics

Where do you participate in classes?

- Online only: 1.8%
- Springfield campus and online: 4.0%
- Springfield campus only: 45.9%
- Peoria campus only: 48.2%

Where do you currently live?

- Lincoln Residence Hall: 11.3%
- Founders Residence Hall: 7.1%
- Clover Court: 1.5%
- Bluebell Court: 0.0%
- Larkspur Court: 7.8%
- Pennyroyal Court: 4.0%
- Foxglove Court: 4.0%
- Marigold Court: 5.2%
- Trillium Court: 6.5%
- Sunflower Court: 1.7%
- Off-campus apartment: 15.1%
- Off-campus house: 23.9%
- With parents/relatives: 9.4%
- Other (please specify): 2.7%
On-Campus Activities

What encourages you to attend an activity on campus?

- To do something fun: 23.9%
- To accompany friends: 19.8%
- To learn something new or for personal enrichment: 18.4%
- To interact with faculty/staff/students: 14.2%
- To meet new friends: 12.3%
- To donate time/energy back to the campus community: 9.0%

What discourages you from attending an activity on campus?

- Activity or event is scheduled at a time when I have to work: 20.8%
- Activity or event is scheduled at a time when I have to study: 19.2%
- Activities and programs offered at UIS do not interest me: 9.8%
- I don't have someone to accompany me: 9.6%
- Inconvenient to travel to campus: 9.3%
- Programs that are scheduled at the same time as other activities on…: 8.8%
- I don't know what activities are available to me on campus: 6.9%
- I would rather spend my free time off campus: 6.7%
- Lack of parking on campus: 3.7%
- I don't like the facilities: 3.0%
### Most Important Types of Spaces in a Student Union

#### Males
- **Food service**: 12.2%
- **Pub/Sports Bar (pub or bar environment)**: 11.9%
- **Game room (e.g., TV lounge, game room)**: 10.9%
- **Food service**: 7.4%
- **Convenience store**: 6.6%
- **Indoor social and gathering areas**: 6.6%
- **Bowling alley**: 6.3%
- **Flexible multi-purpose rooms (for various uses)**: 5.4%
- **Student Organization space/offices**: 4.3%

#### Females
- **Food service**: 12.8%
- **Convenience store**: 9.4%
- **Game room (e.g., TV lounge, game room)**: 8.2%
- **Pub/Sports Bar (pub or bar environment)**: 7.9%
- **Indoor social and gathering areas**: 6.8%
- **Bowling alley**: 6.3%
- **Coffee shop**: 6.2%
- **Computer lab with email stations and computer labs**: 4.8%
# Ranking of Most Important Spaces – 1st

<table>
<thead>
<tr>
<th>Priority</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pub/Sports Bar</td>
</tr>
<tr>
<td>2</td>
<td>Game room</td>
</tr>
<tr>
<td>3</td>
<td>Individual study spaces</td>
</tr>
<tr>
<td>4</td>
<td>Convenience store</td>
</tr>
<tr>
<td>5</td>
<td>Bowling alley</td>
</tr>
<tr>
<td>6</td>
<td>Computer lab</td>
</tr>
<tr>
<td>7</td>
<td>Informal performance space</td>
</tr>
<tr>
<td>8</td>
<td>Coffee shop</td>
</tr>
<tr>
<td>9</td>
<td>Outdoor social/gathering areas</td>
</tr>
<tr>
<td>10</td>
<td>Bank credit union</td>
</tr>
<tr>
<td>11</td>
<td>Post office/mailing center</td>
</tr>
<tr>
<td>12</td>
<td>Spirit store</td>
</tr>
<tr>
<td>13</td>
<td>Student kitchen</td>
</tr>
<tr>
<td>14</td>
<td>Locker space</td>
</tr>
<tr>
<td>15</td>
<td>Art gallery</td>
</tr>
</tbody>
</table>
Important Spaces – Online Students

Which of these services for on-line students would you like to see in a new Student Union?

- Webcasts of events in the Student Union: 26.4%
- Video conferencing for club meetings: 24.2%
- Videotaping of live performances: 26.4%
- High-tech conference rooms: 23.1%

Other services/activities for on-line students: Hotel, Help Desk, Announcement Board, Computer Lab, Live Video of UIS Sporting Events, Video Conferencing for Group Work.
### Important Elements of Design

**What is the most important element in the design of a new Student Union?**

<table>
<thead>
<tr>
<th>Element</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfortable furniture</td>
<td>28.5%</td>
</tr>
<tr>
<td>Sustainability features</td>
<td>26.8%</td>
</tr>
<tr>
<td>Visually appealing architecture</td>
<td>19.3%</td>
</tr>
<tr>
<td>School spirit</td>
<td>14.5%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>5.6%</td>
</tr>
<tr>
<td>Signage/way-finding</td>
<td>3.2%</td>
</tr>
<tr>
<td>Lighting</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

**Other:** Accessibility, Inviting Atmosphere, Central Location
Dining Options

If these food options were available, what is the frequency you would use each?

- 5 or more times per week
- 3 - 4 times per week
- 1 - 2 times per week
- Less than once per week
- Would not use

- Casual Dining Restaurant
- Coffee House/Coffee Shop
- Soup/Salad/Sandwich Café
- Food Court
- Pub with Food
- Healthy Options
# Demand Based Programming

<table>
<thead>
<tr>
<th>Activity</th>
<th>Depth</th>
<th>Breadth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Food Service</td>
<td>46.7%</td>
<td>69.6%</td>
</tr>
<tr>
<td>2 Convenience Store</td>
<td>29.6%</td>
<td>60.5%</td>
</tr>
<tr>
<td>3 Outdoor Gathering/Seating Space</td>
<td>25.9%</td>
<td>62.7%</td>
</tr>
<tr>
<td>4 Games / Informal Recreation</td>
<td>23.6%</td>
<td>55.1%</td>
</tr>
<tr>
<td>5 Quiet study lounge</td>
<td>23.1%</td>
<td>55.0%</td>
</tr>
<tr>
<td>6 Computer lab</td>
<td>22.9%</td>
<td>52.6%</td>
</tr>
<tr>
<td>7 Coffeehouse</td>
<td>21.8%</td>
<td>53.6%</td>
</tr>
<tr>
<td>8 Informal Lounge / Social Gathering</td>
<td>19.9%</td>
<td>56.4%</td>
</tr>
<tr>
<td>9 Bowling Alley</td>
<td>17.8%</td>
<td>53.3%</td>
</tr>
<tr>
<td>10 Small Group Study Rooms</td>
<td>12.0%</td>
<td>51.2%</td>
</tr>
<tr>
<td>11 Theater / Auditorium</td>
<td>8.4%</td>
<td>51.4%</td>
</tr>
<tr>
<td>12 Multipurpose rooms</td>
<td>6.4%</td>
<td>47.3%</td>
</tr>
<tr>
<td>13 Bookstore</td>
<td>4.5%</td>
<td>49.3%</td>
</tr>
</tbody>
</table>

**Depth** = Student Respondents Who Will Use the Facility/Space At Least Two Times a Week

- Activity is Critical to Lifestyle

**Breadth** = Student Respondents Who Are Interested in Using the Facility At Least Sometimes

- Activity is Important to Campus Life
Support for New Student Union – Option A

How likely would you be to support an increase of fees by $200/semester for full-time students, $100/semester for part-time students, and $25/credit hour for graduate students to build a new Student Union if no fees were assessed until the building opens in 2015?

- Very likely to support it: 34.8%
- Somewhat likely to support it: 22.3%
- Somewhat unlikely to support it: 9.0%
- Not at all likely to support it: 25.6%
- Don't know; I need more information: 8.3%
Support for New Student Union – Option A

Very Likely to Vote in Referendum

- Very likely to support it: 51.8%
- Somewhat likely to support it: 15.6%
- Somewhat unlikely to support it: 5.9%
- Not at all likely to support it: 5.3%
- Don’t know; I need more information: 21.5%
Support for New Student Union – Option A

Graduate vs. Undergraduate Support

Graduate Students
- Very likely to support it: 11.8%
- Somewhat likely to support it: 32.6%
- Somewhat unlikely to support it: 22.5%
- Not at all likely to support it: 10.7%
- Don't know; I need more information: 6.7%

Undergraduate Students
- Very likely to support it: 39.9%
- Somewhat likely to support it: 27.3%
- Somewhat unlikely to support it: 17.6%
- Not at all likely to support it: 8.6%
- Don't know; I need more information: 6.7%

Very likely & Somewhat likely to Support: 45%
Among those “Very likely to Vote”: 55%

Very likely & Somewhat likely to Support: 67.2%
Among those “Very likely to Vote”: 80.7%
Support for New Student Union – Option A

Full-Time vs. Part-Time Support

**Full-time Students**
- Very likely to support it: 37.2%
- Somewhat likely to support it: 19.6%
- Somewhat unlikely to support it: 8.6%
- Not at all likely to support it: 9.2%
- Don’t know; I need more information: 25.5%

**Part-time Students**
- Very likely to support it: 35.2%
- Somewhat likely to support it: 10.2%
- Somewhat unlikely to support it: 7.9%
- Not at all likely to support it: 29.6%
- Don’t know; I need more information: 17.1%

Very likely & Somewhat likely to Support: 62.7%
Among those “Very likely to Vote”: 75.8%

Very likely & Somewhat likely to Support: 46.7%
Among those “Very likely to Vote”: 52.4%
Support for New Student Union – Option A

On-Campus vs. Off-Campus Support

**On-Campus Students**
- Very likely to support it: 8.1%
- Somewhat likely to support it: 13.4%
- Somewhat unlikely to support it: 7.5%
- Very likely & Somewhat likely to Support: 44.2%
- Not at all likely to support it: 26.8%
- Don’t know; I need more information: 25.9%

**Off-Campus Students**
- Very likely to support it: 8.7%
- Somewhat likely to support it: 29.9%
- Somewhat unlikely to support it: 10.8%
- Very likely & Somewhat likely to Support: 25.9%
- Not at all likely to support it: 24.8%
- Don’t know; I need more information: 29.9%

Very likely & Somewhat likely to Support: 71%
Among those “Very likely to Vote”: 83.5%

Very likely & Somewhat likely to Support: 50.7%
Among those “Very likely to Vote”: 60.8%
### Reasons Unsupportive of Options

<table>
<thead>
<tr>
<th>Option A</th>
<th>Option B</th>
<th>Option C</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't believe students should pay fees for it</td>
<td>Do not want to pay an additional fee before the...</td>
<td>I can't afford the fee</td>
</tr>
<tr>
<td>24.1%</td>
<td>20.2%</td>
<td>19.0%</td>
</tr>
<tr>
<td>I can't afford the fee</td>
<td>I can't afford the fee</td>
<td>Do not want to pay an additional fee before...</td>
</tr>
<tr>
<td>22.2%</td>
<td>17.7%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>I don't believe students should pay fees for it</td>
<td>I don't believe students should pay...</td>
</tr>
<tr>
<td>18.2%</td>
<td>14.5%</td>
<td>15.9%</td>
</tr>
<tr>
<td>It is not worth the price</td>
<td>Other (please specify)</td>
<td>UIS has more pressing priorities</td>
</tr>
<tr>
<td>10.3%</td>
<td>10.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>I am satisfied with existing facilities</td>
<td>UIS has more pressing priorities</td>
<td>It is not worth the price</td>
</tr>
<tr>
<td>8.9%</td>
<td>10.3%</td>
<td>9.9%</td>
</tr>
<tr>
<td>I would not use an on-campus Student Union</td>
<td>It is not worth the price</td>
<td>Other (please specify)</td>
</tr>
<tr>
<td>7.9%</td>
<td>10.0%</td>
<td>9.7%</td>
</tr>
<tr>
<td>UIS has more pressing priorities</td>
<td>I am satisfied with existing facilities</td>
<td>I would not use an on-campus Student Union</td>
</tr>
<tr>
<td>7.9%</td>
<td>7.8%</td>
<td>7.8%</td>
</tr>
<tr>
<td>The activities/spaces that are important to...</td>
<td>The activities/spaces that are important to me are...</td>
<td>I am satisfied with existing facilities</td>
</tr>
<tr>
<td>0.5%</td>
<td>1.1%</td>
<td>7.8%</td>
</tr>
<tr>
<td>The activities/spaces that are important to...</td>
<td>The activities/spaces that are important to me are...</td>
<td>The activities/spaces that are important to...</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.8%</td>
</tr>
</tbody>
</table>

**Other**: Graduating (will not be able to use), fees too high already, attend class in Peoria, graduate students should pay less, think the money should go towards faculty/staff.