

Swansea College of Art UWTSD Fresher Survey 2019

Thank you for taking the time to complete this survey. The information will help UWTSD target its marketing activities.

1. Which school/college have you come from (if applicable)?

2. Which subjects were you studying (if applicable)?

3. Which course are you now studying? Please tick.

- | | | |
|--|--|--|
| ☐ Foundation Art & Design | ☐ Fine Art | ☐ Photography |
| ☐ Advertising & Brand Design | ☐ Games Design | ☐ Product Design |
| ☐ Automotive Design | ☐ Glass | ☐ Set Design |
| ☐ Computer Animation | ☐ Graphic Design | ☐ Surface Pattern Design |
| ☐ Design Crafts | ☐ Illustration | ☐ Transport Design |
| ☐ Film & TV | ☐ Music Technology | |

4. How did you find out about this course? (Please tick all that apply)

- | | | |
|--|---|---|
| ☐ UWTSD website | ☐ Google/search engine | ☐ Family/friend |
| ☐ UCAS website | ☐ Facebook | ☐ Outdoor advertising (billboards, etc.) |
| ☐ UCAS event | ☐ Instagram | ☐ Opendays.com |
| ☐ UWTSD prospectus | ☐ Twitter | ☐ Complete University Guide |
| ☐ Swansea College of art book | ☐ YouTube | ☐ Unistats |
| ☐ School/college visit | ☐ Whatuni | ☐ Poster in school/college |
| ☐ League tables | ☐ The Student Room | |
| ☐ Other (please specify) | | |

5. Did you attend of the following events? Please tick all applicable events.

- | | |
|--|---|
| ☐ UWTSD Open Day | ☐ A visit to my school/college by UWTSD |
| ☐ UWTSD Taster Day | ☐ Swansea College of Art summer exhibition |
| ☐ UWTSD exhibition | ☐ London exhibition: New Designers/D&AD/Photography show |
| ☐ London UCAS event: Create Your Future | ☐ Headstart Cymru |
| ☐ Manchester UCAS event: Create Your Future | |
| ☐ Other (please specify) | |

6. Do you regularly check your emails?

- ☐ Yes
- ☐ No

7. What information were you looking for *before* deciding to accept your place at UWTSD? Please tick all applicable options.

- | | | |
|--|--|--|
| ☐ Course information | ☐ Information about student finance | ☐ Employability information/graduate destinations |
| ☐ Information about UWTSD | ☐ Scholarship & bursary information | ☐ Information about student support |
| ☐ Information about the campus / Facilities | ☐ Accommodation information | ☐ Information about studying in Welsh |
| ☐ Information about the location/area | ☐ League table results | |
| ☐ Information about the lecturers | ☐ Student satisfaction scores | |
| ☐ Other (please specify) | | |

8. What were the reasons you came to study with us?

- | | | |
|---|--|---|
| ☐ Reputation of UWTSD | ☐ Parents/guardians' opinion | ☐ Personal safety & security |
| ☐ Reputation of Swansea College of Art | ☐ Scholarship/bursary/waiver from UWTSD | ☐ Quality of teaching |
| ☐ Course content | ☐ Accommodation quality | ☐ Quality of research |
| ☐ Specific course title | ☐ League table results | ☐ Student support available |
| ☐ Location/area | ☐ Student satisfaction scores | ☐ Positive visit to UWTSD |
| ☐ Close to home | ☐ Entry requirements | ☐ Course facilities |
| ☐ Friends attending UWTSD | ☐ Cost of living | |
| ☐ Other (please specify) | | |

9. How would you rate the application/registering process for the following? 1 = poor; 5 = excellent.

	1	2	3	4	5	N/A
Open Day	☐	☐	☐	☐	☐	☐
Application	☐	☐	☐	☐	☐	☐
UWTSD registering process	☐	☐	☐	☐	☐	☐
Your interview	☐	☐	☐	☐	☐	☐
Accommodation	☐	☐	☐	☐	☐	☐

10. Which social media outlets do you use *regularly*? Please tick all applicable outlets.

- | | | |
|---|------------------------------------|----------------------------------|
| ☐ Facebook | ☐ LinkedIn | ☐ Flickr |
| ☐ Twitter | ☐ YouTube | ☐ Tumblr |
| ☐ Instagram | ☐ Spotify | ☐ Google+ |
| ☐ Snapchat | ☐ Pinterest | |
| ☐ Other (please specify) | | |

11. Is being part of a art college an important factor for you?

- ☐ Yes
- ☐ No