

The Freshers' Survey 2020



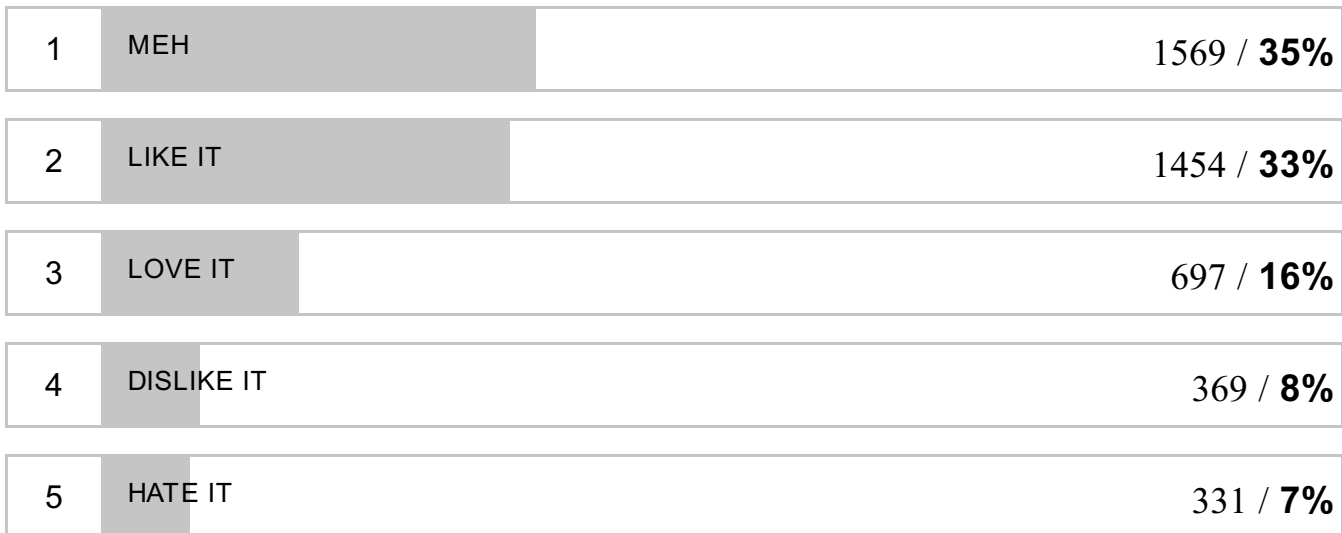
Are brands becoming too preachy?

4471 answered this question



Do you like when brands engage in "woke" marketing?

4420 answered this question



Should marketing campaigns weigh in on cultural movements?

4392 answered this question



Does this type of marketing put you off the brand doing it?

4380 answered this question



Are you sticking to your uni's COVID-19 policies?

6784 answered this question



Are your halls of residence doing enough to enforce these policies?

6739 answered this question



Are your fellow students respecting the rule of 6?

6710 answered this question



If you saw some one breaking lockdown rules, would you report them?

6689 answered this question



Are young people to blame for the new rise in COVID-19 cases?

6673 answered this question



Is it fair for the government to blame young people for the rise in cases?

6658 answered this question



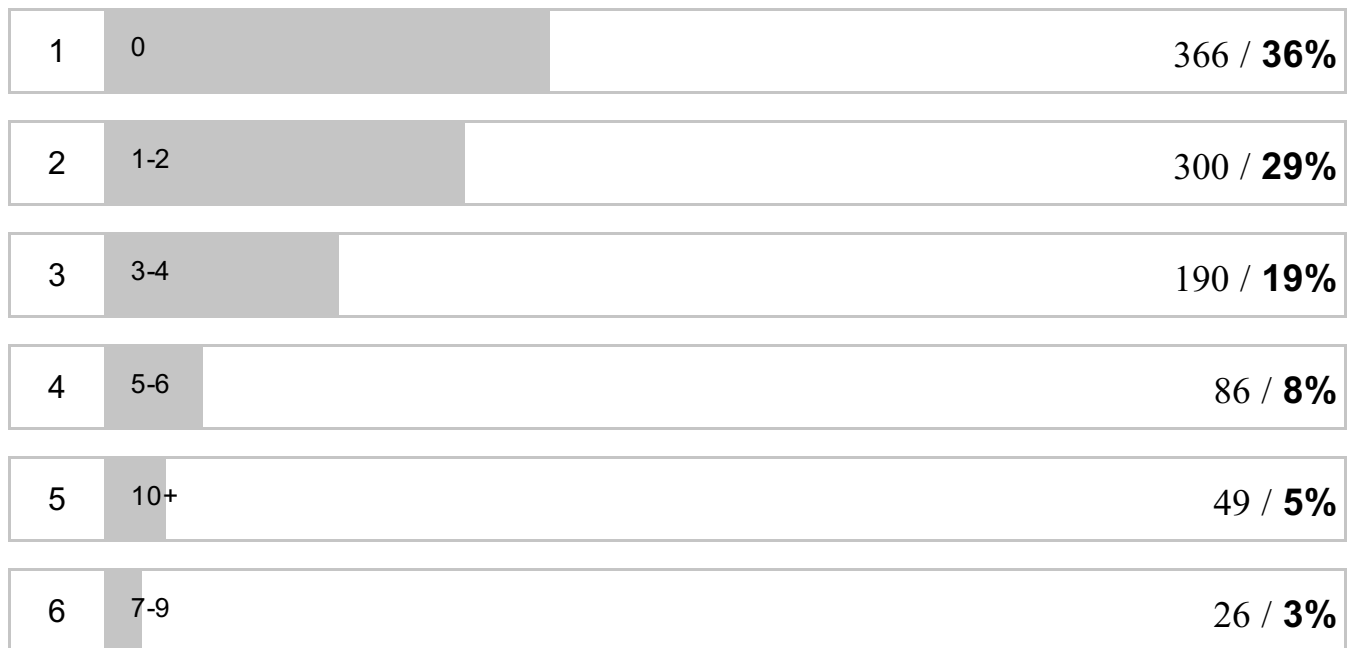
Do you think you have (or have had) COVID-19?

1044 answered this question



How many people do you know have been infected with COVID-19?

1017 answered this question



Are you currently at your university or at home?

1007 answered this question



Has COVID-19 had a negative affect on your mental health?

1003 answered this question



Do you think your future has been negatively affected by COVID-19?

996 answered this question



Would you boycott a brand due to its political stance?

4542 answered this question



Do you expect brands to take a stance on social and political issues?

4526 answered this question



Do you believe big brands have a real commitment to these values?

4518 answered this question



Are you at your first choice university?

7937 answered this question



Do you think your A Level results were fairly judged?

7736 answered this question



Did you get the A level results you expected?

7646 answered this question



Did your A level results change following the governments U turn?

7599 answered this question



Did the A level marking situation affect your mental health?

7565 answered this question



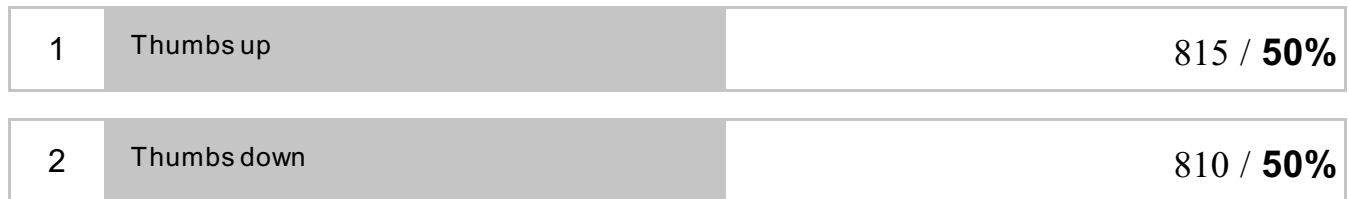
Before Uni, never have I everâ€¦ paid my own phone bill?

1686 answered this question



Before Uni, never have I everâ€¦ lived away from my parents?

1625 answered this question



Before Uni, never have I everâ€¦ ordered groceries online?

1588 answered this question



Before Uni, never have I everâ€¦ done my own laundry?

1553 answered this question



Before Uni, never have I everâ€¦ cooked a meal from scratch?

1525 answered this question



Before Uni, never have I everâ€¦ lost my shoes on a night out?

1503 answered this question



Before Uni, never have I everâ€¦ ordered a takeaway at 3am?

1481 answered this question



Before Uni, never have I everâ€¦ eaten beans straight out of the tin?

1468 answered this question



Before Uni, never have I everâ€¦ been to a gig/festival?

1455 answered this question



Before Uni, never have I everâ€¦ set off a fire alarm when making toast?

1443 answered this question



Before Uni, never have I everâ€¦ turned a white wash pink?

1436 answered this question



Before Uni, never have I everâ€¦ left the dishes until theyâ€™re mouldy?

1430 answered this question



Before Uni, never have I everâ€¦ locked myself out of my room?

1418 answered this question



Do you prefer buying bedding online or in-store?

5346 answered this question



Did you buy your bedding before or after arriving at university?

5323 answered this question



Did you or a family member buy your bedding?

5320 answered this question



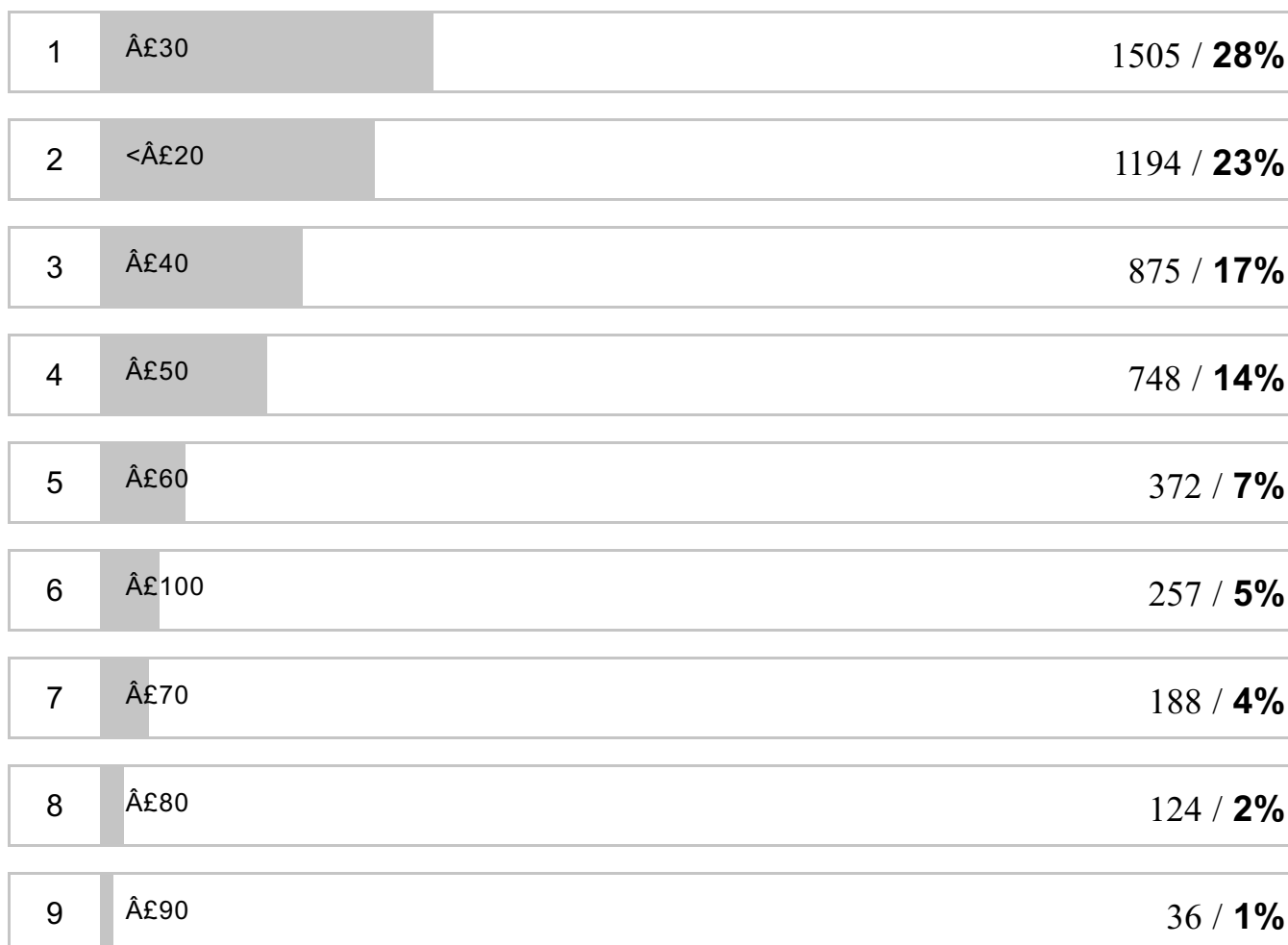
When starting university, would having pre-paid bedding ready for your arrival appeal to you?

5314 answered this question



How much would you spend on your bedding for your uni room?

5299 answered this question



What's more important: the quality of the bedding or the cost of it?

5295 answered this question



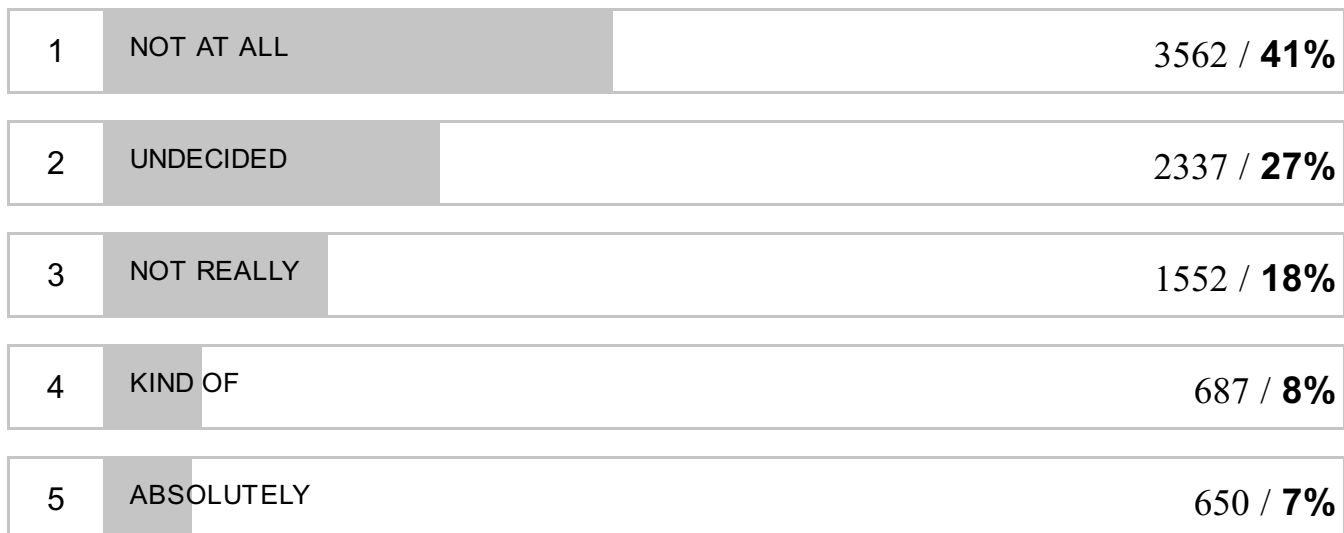
Would youâ€™ve been interested in Dig-In providing fairly priced bedding for you to purchase?

5290 answered this question



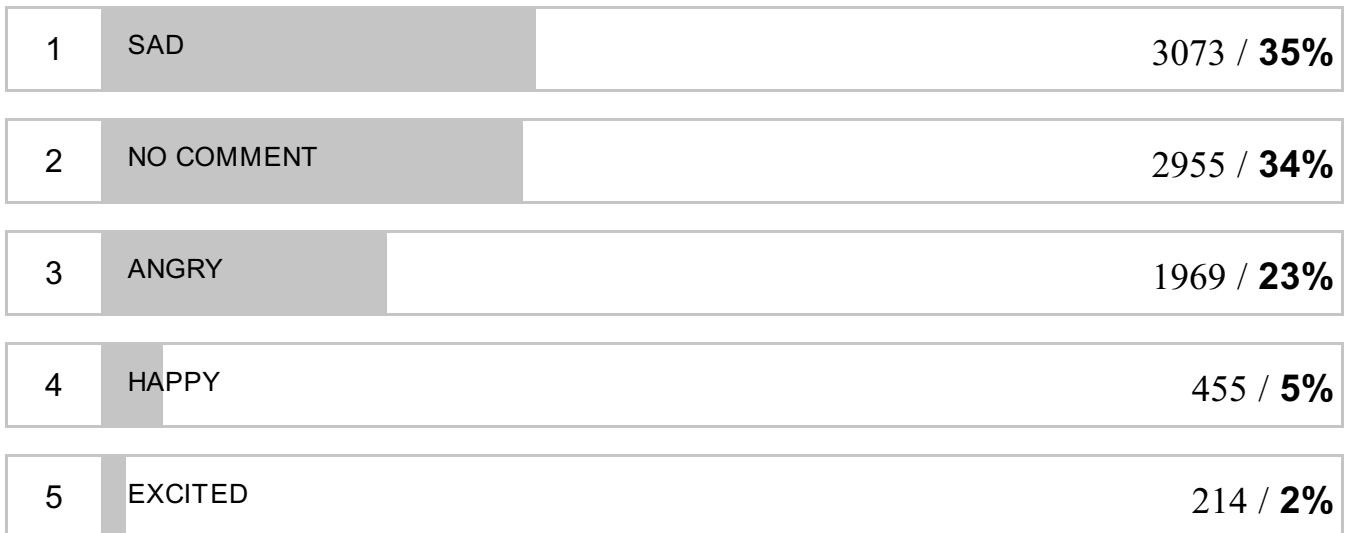
Are you happy that the UK is leaving the EU?

8788 answered this question



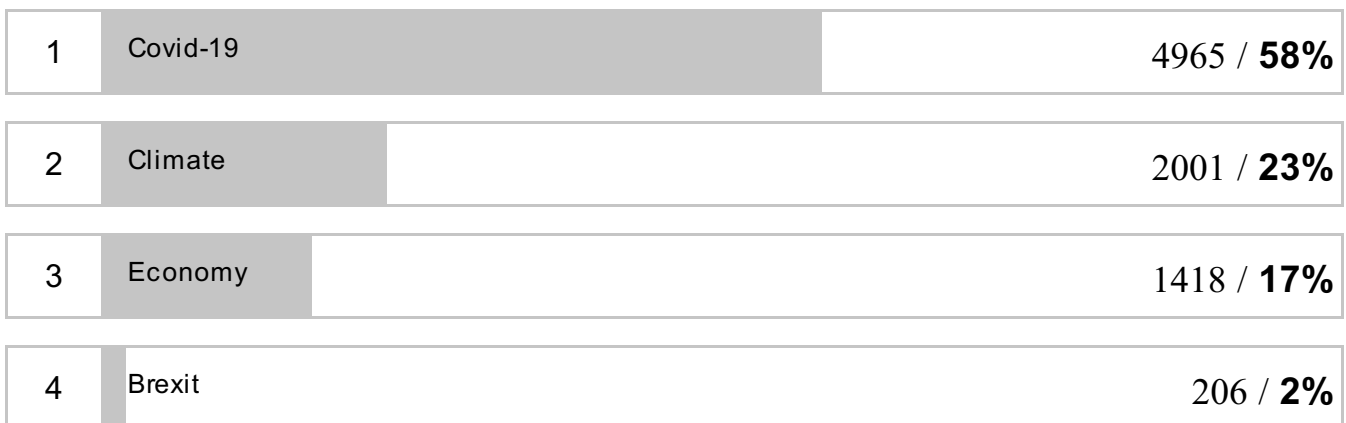
How does the UK's immediate future make you feel?

8666 answered this question



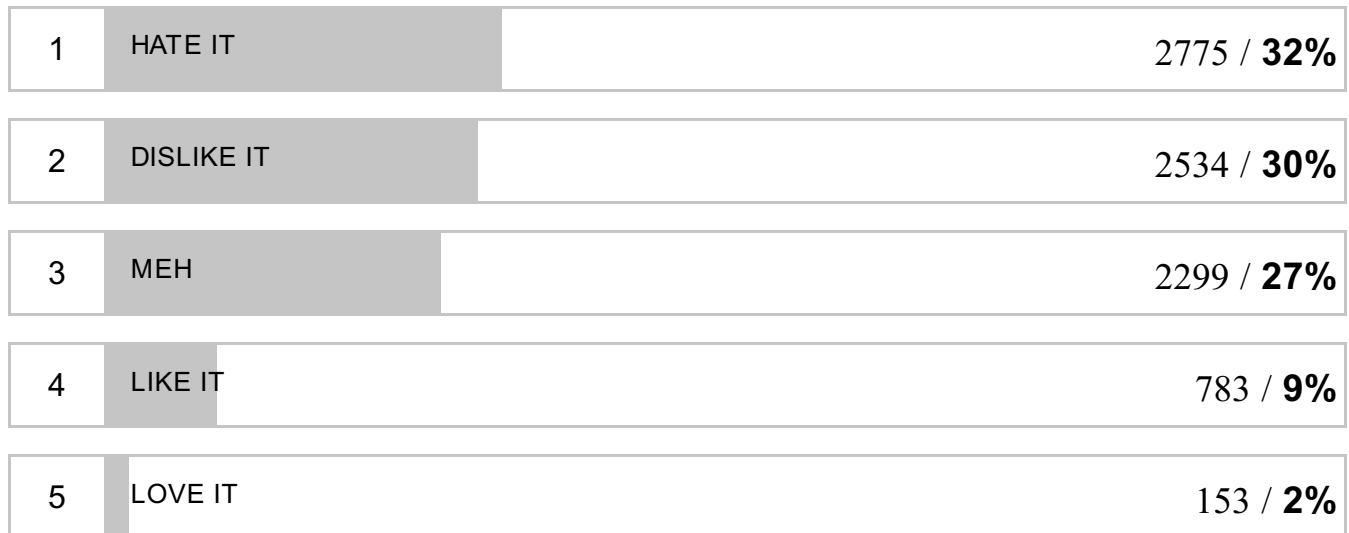
From the below options, what should be our leaders' top priority?

8590 answered this question



How does the UK governments response to Covid compare to other countries?

8544 answered this question



Do you trust Donald Trump?

8521 answered this question



Donald Trump or Joe Biden?

8493 answered this question



If Biden was running in the UK, would he be Labour or Conservative?

8466 answered this question



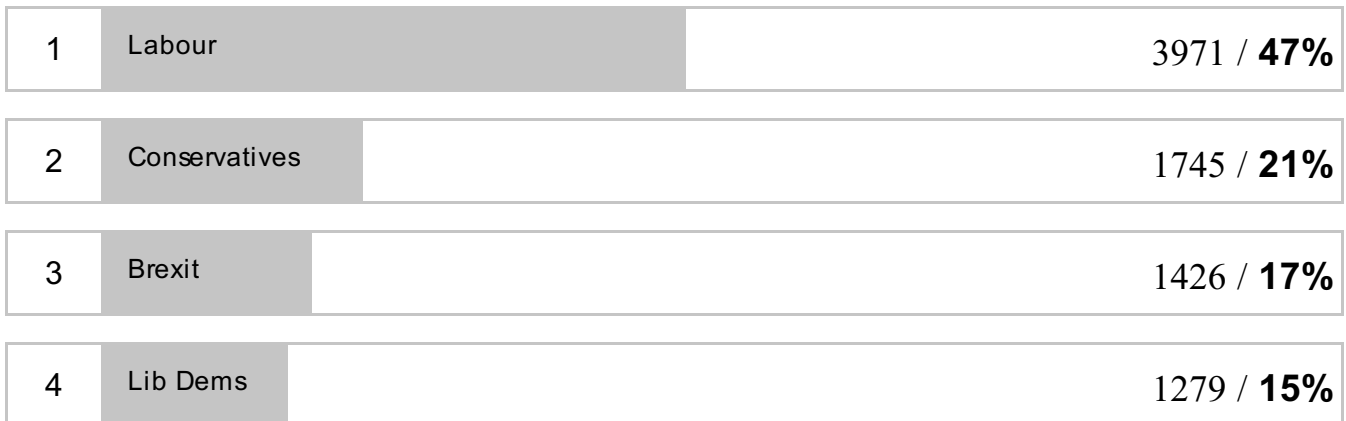
Do you trust Boris Johnson?

8462 answered this question



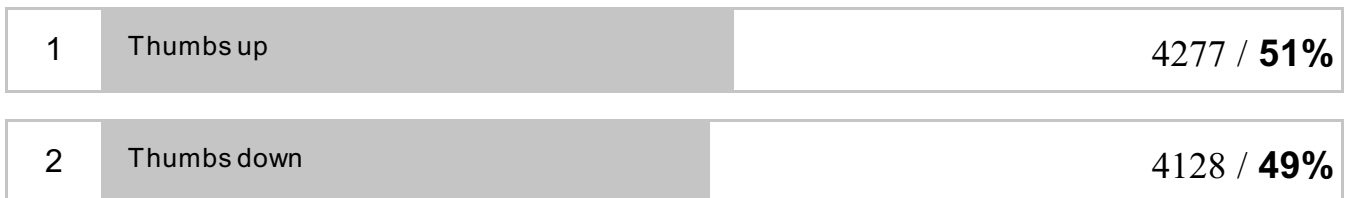
Which party would you vote for?

8421 answered this question



Should the voting age be lowered to 16?

8405 answered this question



First day at university: excited or nervous?

22987 answered this question



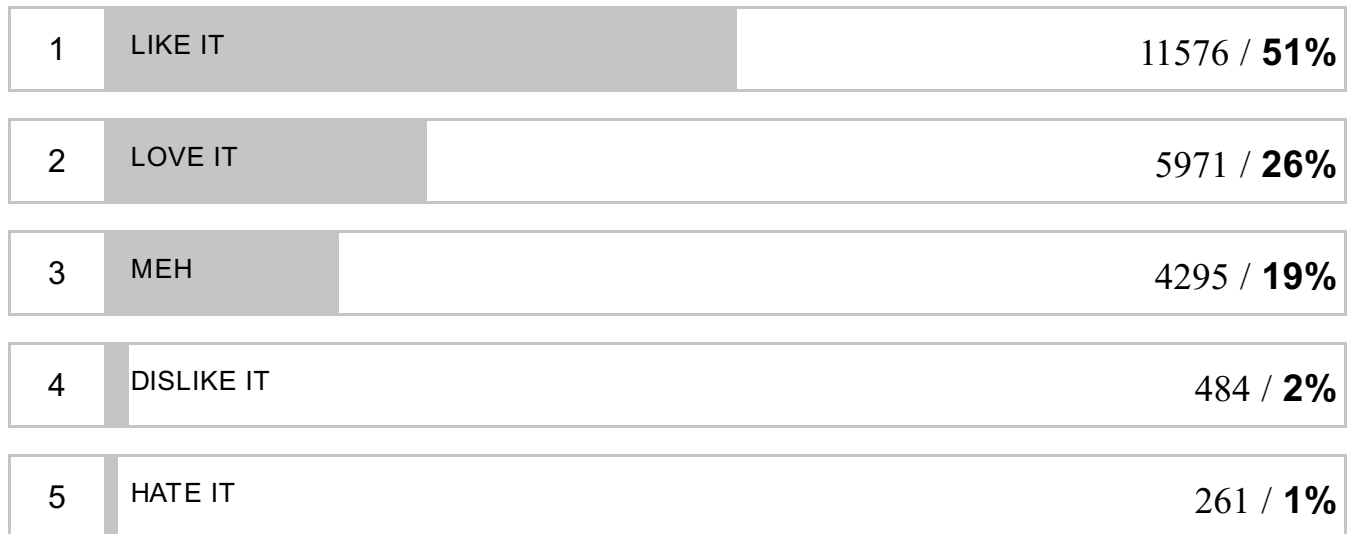
Have you heard of Dig-In before?

22750 answered this question



80% of all new students get a Dig-In bag. How do you rate yours?

22587 answered this question



Do you think your generations opinions are valued?

22426 answered this question



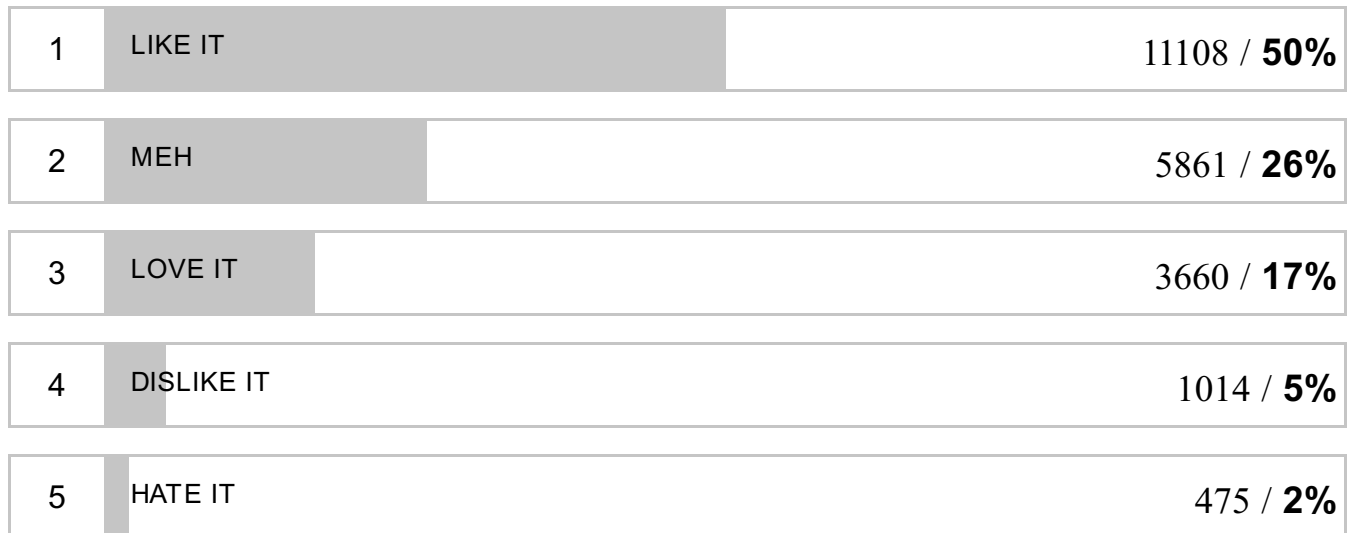
Dig-In reduced packing by 80% by switching from a box to a bag, did we make the right decision?

22294 answered this question



How did you rate your universities welcome experience?

22118 answered this question



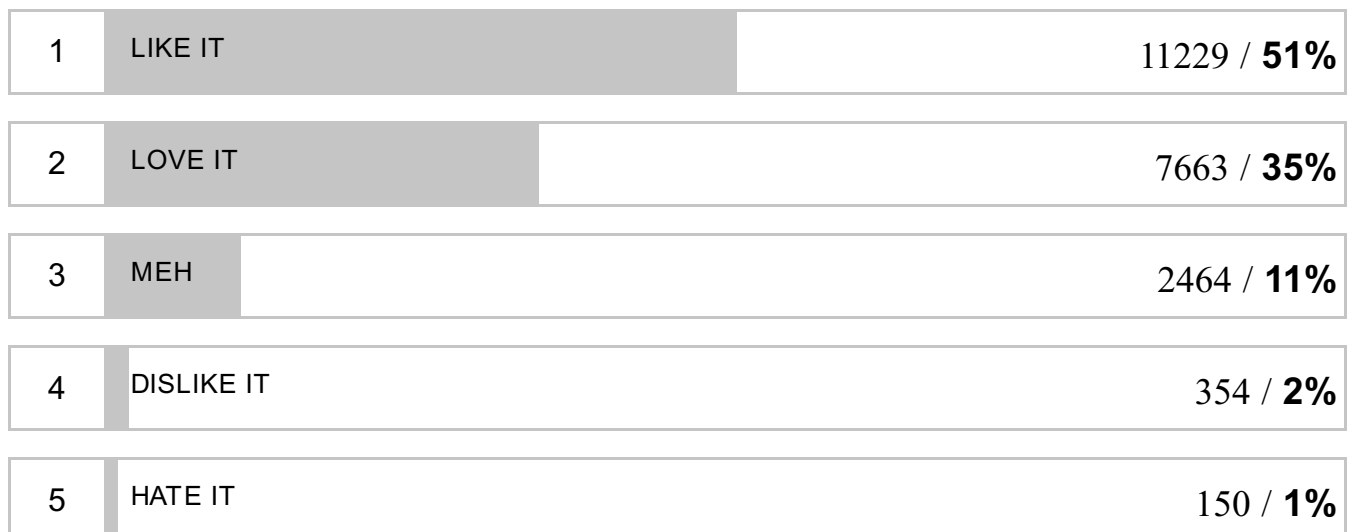
Is this the first time you have lived away from home?

21993 answered this question



First impressions - how would you rate your new room?

21860 answered this question



Is your new room better than you were anticipating?

21759 answered this question



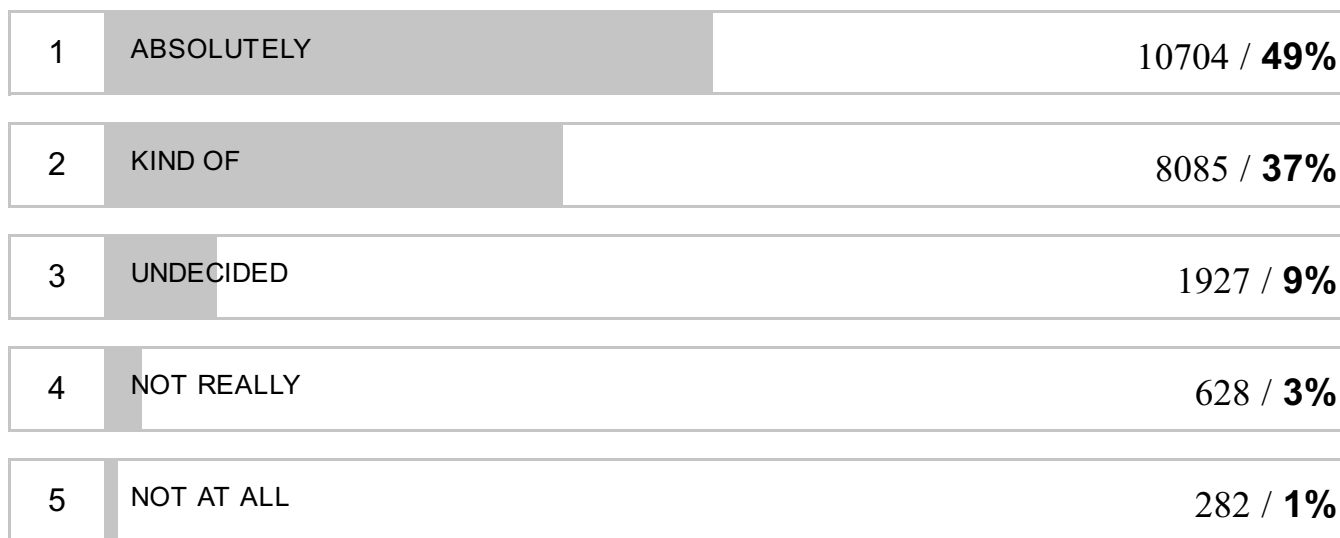
Did the Dig-In Bag improve your welcome experience?

21690 answered this question



Are you fully aware of your uni's COVID-19 policies?

21626 answered this question



If there is a second spike, would you rather be at home or at uni?

21552 answered this question



Has COVID-19 dramatically changed your spending habits?

21509 answered this question



Has COVID-19 had a negative effect on your mental health?

21510 answered this question



Do you currently use student discounts?

21488 answered this question



What's more appealing? (% discount, Money Off)

21453 answered this question



Would you take part in quick surveys for bigger student discounts?

21422 answered this question



Are you more likely to buy a product if you receive a good sample first?

21414 answered this question



Would you like to receive more free Dig-In bags?

21404 answered this question



Would you be interested in taking on a campus ambassador role?

21394 answered this question



Last question! Are you interested in taking part in student focus groups?

21376 answered this question

