

# BAM BEST FRESHERS FAIRS 2018



SURVEYING ACROSS STUDENTS AND STALLHOLDERS ALIKE, BAM HAVE COMBINED RESEARCH TO FIND THE BEST FRESHERS FAIR 2018. THANK YOU TO EVERYONE WHO TOOK PART. THE EAGERLY AWAITED RESULTS CAN BE FOUND BELOW.

## BEST FRESHERS FAIR RANKING 2018 TOP 10

BASED ON COMBINED RATINGS FROM STUDENTS AND STALLHOLDERS

- 
- 1 GLOUCESTERSHIRE
  - 2 BOURNEMOUTH
  - 3 LEEDS BECKETT
  - 4 UWE
  - 5 SUSSEX
  - 6 LIVERPOOL
  - 7 LJMU
  - 8 NEWCASTLE
  - 9 WARWICK
  - 10 PORTSMOUTH

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BEST FRESHERS  
FAIR RANKING  
2018  
TOP 10

AS VOTED BY STUDENTS

\*2018 SURVEYED

- 1 LEEDS BECKETT
- 2 NEWCASTLE
- 3 SURREY
- 4 BOURNEMOUTH
- 5 GLOUCESTERSHIRE
- 6 HULL
- 7 LJMU
- 8 UWE
- 9 PORTSMOUTH
- 10 SUSSEX

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BEST FRESHERS  
FAIR RANKING  
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- 1 GLOUCESTERSHIRE
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  - 8 LJMU
  - 9 PORTSMOUTH
  - 10 NEWCASTLE
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# STUDENTS STATS BROKEN DOWN THE BEST OF!

BELOW ARE THE TOP BASED ON A SCORING  
OF GOOD TO EXCELLENT:



## PROMOTION PRIOR TO THE EVENT

TOP RANKING WITH 90%+  
GLOUCESTERSHIRE

RUNNERS UP WITH 85%+  
LJMU, SURREY, LEEDS BECKETT & BOURNEMOUTH

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## ORGANISATION OF THE EVENT

TOP RANKING WITH 90%+  
GLOUCESTERSHIRE, NEWCASTLE, SUSSEX, UWE  
& LEEDS BECKETT

RUNNERS UP WITH 85%+  
LJMU, BOURNEMOUTH, PORTSMOUTH & SURREY

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## COMPANIES REPRESENTED AT THE EVENT

TOP RANKING WITH 90%+  
SUSSEX, BOUREMOUTH, LJMU, LIVERPOOL  
& LEEDS BECKETT

RUNNERS UP WITH 85%+  
SURREY, PORTSMOUTH, HULL, UWE & GLOUCESTERSHIRE

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## OVERALL EXPERIENCE

TOP RANKING WITH 95%+  
LEEDS BECKETT & NEWCASTLE

RUNNERS UP WITH 85%+  
LJMU, BOURNEMOUTH, HULL, SURREY, UWE  
& GLOUCESTERSHIRE

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# STALLHOLDER STATS BROKEN DOWN THE BEST OF!

BELOW ARE THE TOP UNIONS BASED ON A  
RATING OF GOOD TO EXCELLENT:



## PROMOTION PRIOR TO THE EVENT

TOP RANKING WITH 100%  
GLOUCESTERSHIRE & UWE  
RUNNERS UP WITH 90%+  
LEEDS BECKETT, SUSSEX & LIVERPOOL

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## ORGANISATION OF THE EVENT

TOP RANKING WITH 100%  
LEEDS BECKETT, WARWICK, BOURNEMOUTH  
& GLOUCESTERSHIRE  
RUNNERS UP WITH 90%+  
LIVERPOOL, SUSSEX & UWE

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## LOCATION OF THE STALL

TOP RANKING WITH 100%  
UWE  
RUNNERS UP WITH 90%+  
GLOUCESTERSHIRE

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## SIZE OF THE STALL

TOP RANKING WITH 100%  
GLOUCESTERSHIRE & HULL  
RUNNERS UP WITH 90%+  
LEEDS BECKETT, UWE & SUSSEX

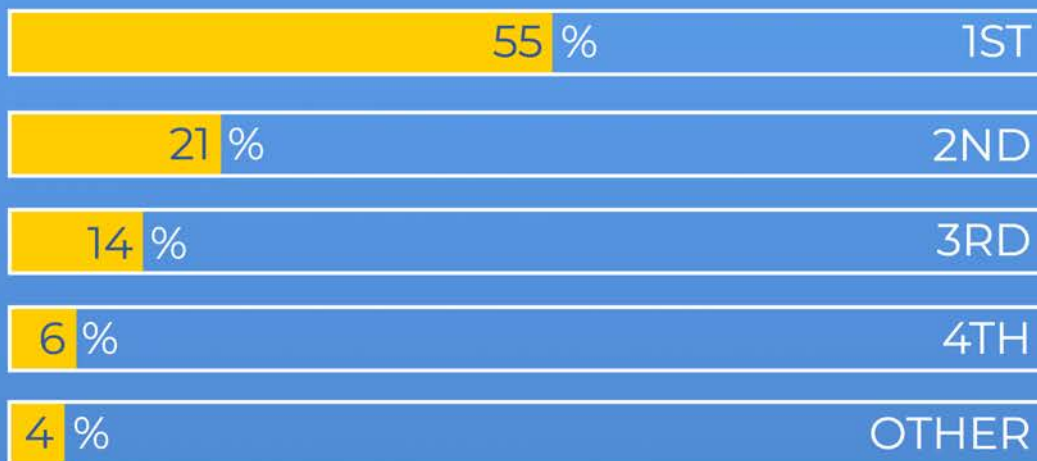
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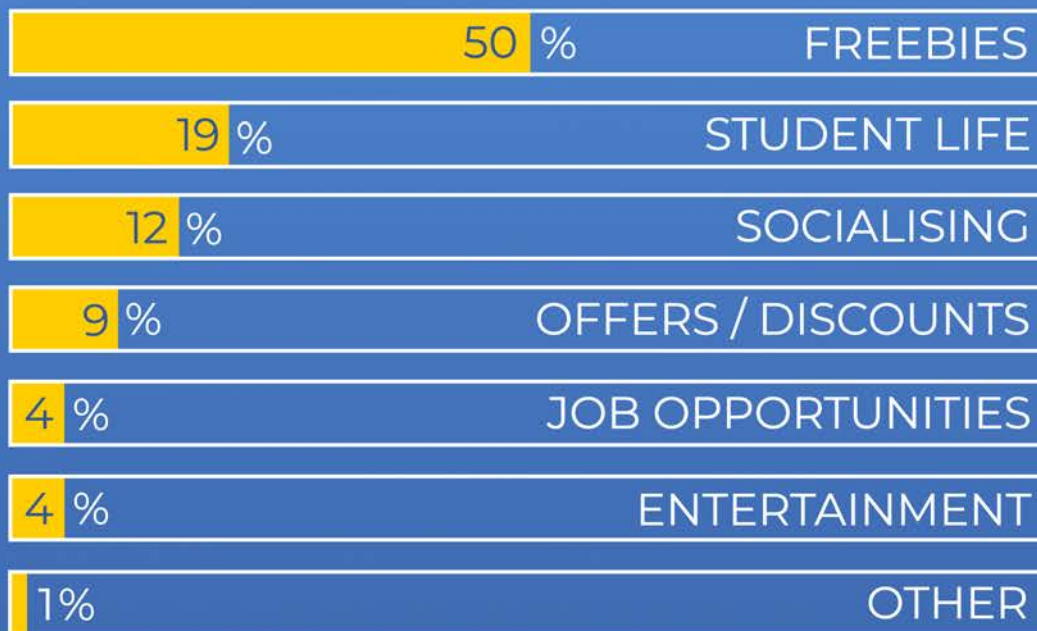
## OVERALL EXPERIENCE

TOP RANKING WITH 100%  
GLOUCESTERSHIRE  
RUNNERS UP WITH 90%+  
BOURNEMOUTH, LEEDS BECKETT, UWE, SUSSEX  
& LIVERPOOL

## YEAR OF STUDY BREAKDOWN



## REASONS FOR ATTENDING THE FAIR



OVER 91% OF STUDENTS SAID THEY ARE LIKELY TO RETURN TO THE FAIR NEXT YEAR



## TOP 10 BRANDS OVERALL

### TOP 10 BRANDS WITH THE MOST FUN AND ENGAGING STAFF



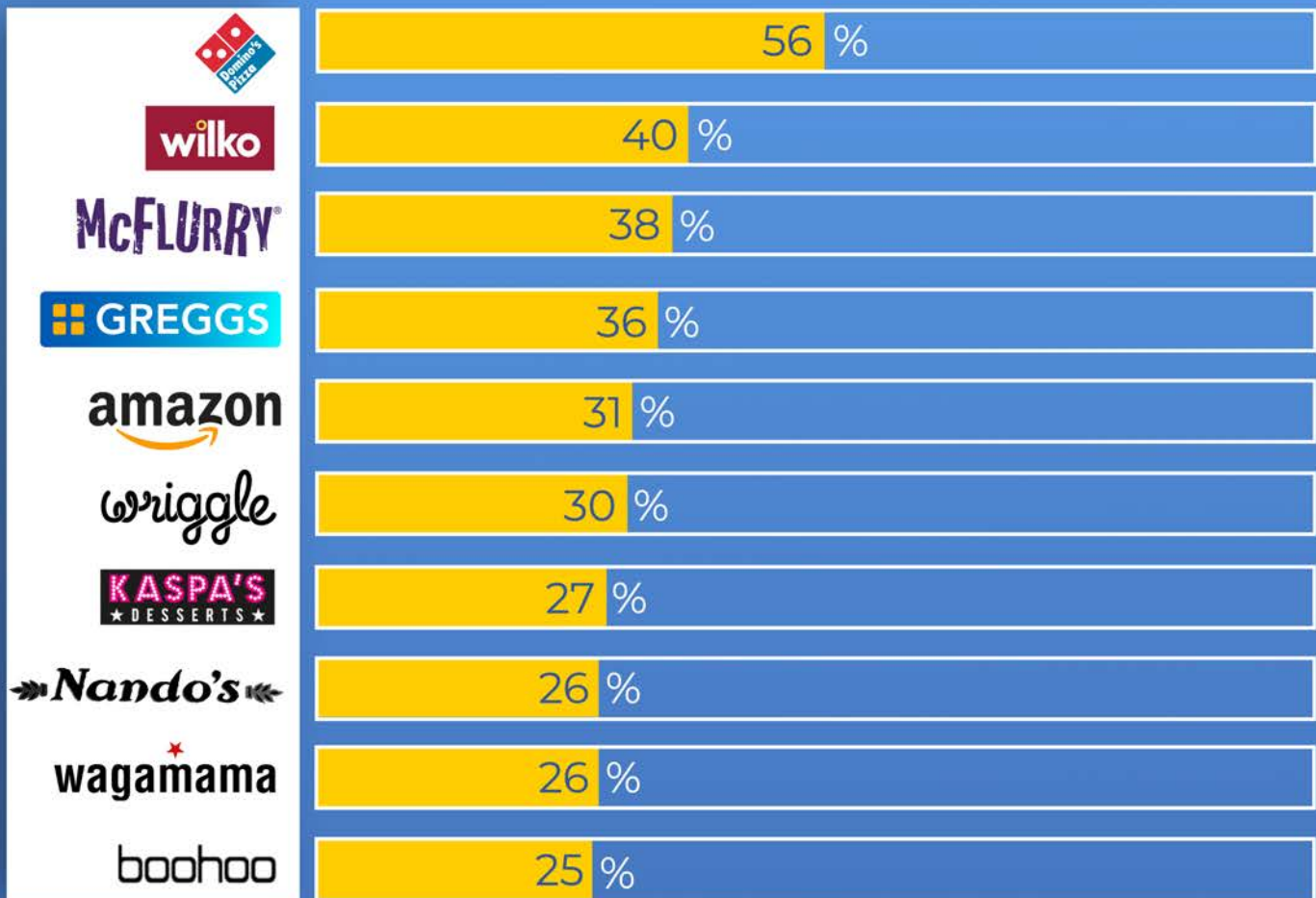
### TOP 10 BRANDS WITH THE BEST FREEBIES



### TOP 10 BRANDS WITH THE BEST DISCOUNTS



## TOP 10 BRANDS WHO ARE FAVOURITES WITH STUDENTS



28% OF STUDENTS ASKED SAID THAT THEY WOULD PURCHASE FROM A BRAND THEY HAVE NEVER HEARD OF BEFORE AFTER SEEING THEM AT THE FAIR



TOP 10 BRANDS STUDENTS CAN SEE THEMSELVES BUYING FROM IN THE NEXT 12 MONTHS



TOP 10 BIG NAME BRANDS  
STUDENTS HADN'T HEARD OF OR  
BOUGHT FROM BEFORE THE FAIR



TOP 10 BRANDS STUDENTS  
WOULD LIKE TO SEE AT NEXT  
YEAR'S FAIRS



TOP SECTORS STUDENTS WOULD  
LIKE TO SEE AT NEXT YEAR'S  
FAIRS:

BIG NAME FOOD AND DRINK BRANDS

INTERNET / GAMING / TECHNOLOGY

FASHION

