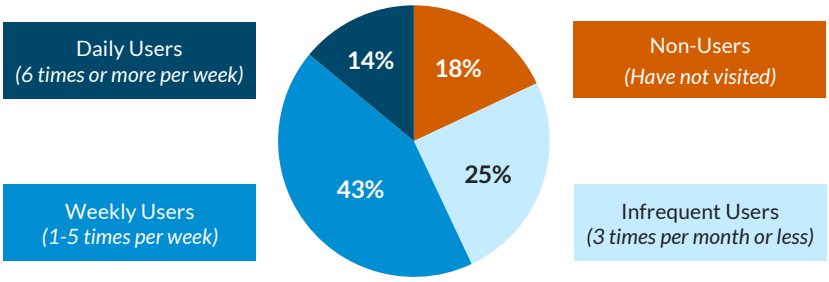
DAILY VISITS, LASTING IMPACT

A SNAPSHOT OF THE TYPICAL VISITORS OF A COLLEGE UNION

College unions are vital hubs of campus life. Understanding the students who frequently visit can help staff to better serve these students and meet their needs.

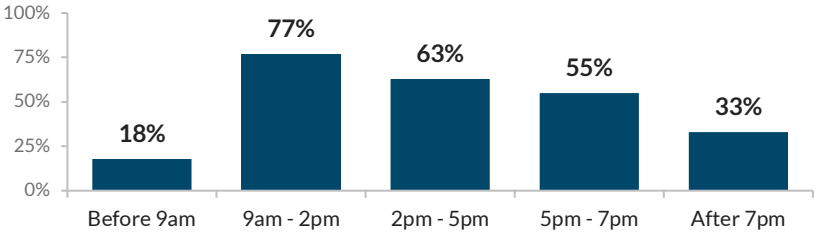
Benchworks by Elentra

College union visitors are a combination of frequent and infrequent users.



> *I like the atmosphere and how I see all different types of people coming in one room.*

Daily users visit the union throughout a typical day.



> *I love how it's the hub of the campus and there's so much to do.*

Daily users like their college union for a wide variety of reasons.

> *My favorite thing is just the atmosphere that's there and just knowing it's a safe place where I can hang out with my friends.*

Regardless of frequency, users are most likely to visit for common reasons.

Daily Users	Weekly Users	Infrequent Users
Eat	Eat	Eat
Study	Study	Study
Meet Others	Meet Others	Bookstore
Programs or Events	Programs or Events	Meet Others
Relax	Bookstore	Programs or Events

> *It is a heart of the institution. I always feel engaged and involved being at the union.*

Data Source: 2021-2022 and 2022-2023 Benchworks College Union Assessment
n = 18,714 students from 41 institutions in the United States