

International Cafe Survey Report: An Analysis of Factors that Impact the Number of Students at our Cafés

Abstract

In this report we analyse the data received from a survey of 46 International Cafés across the UK in May 2015 to assess what factors have an influence on the attendance figures of the Cafés. The findings of this report can be used for planning an effective new Café in a city or assessing how a numerically struggling Café might attract more students.

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Section A: Overview of the Report

Overview of the Report

In this section we will provide an overview of the report along with an overview of the key findings of the report with references to the page in the report where you can find a more detailed analysis.

Section B of the report gives an overview of the statistics for the numbers, nationalities and genders of students attending our Cafés based on the survey conducted by Friends International in May of 2015.

Section C of the report identifies those factors that appear to have the most significant impact on the number of students attending the Cafés. An analysis of the results is provided and some suggestions for Café coordinators are given.

Part 1 of this section gives an overview of the factors.

Part 2 looks in more detail at each factor in turn.

Part 3 looks at three areas where more explanation was needed or a more detailed analysis has been performed. The material in this section could be very influential on our ministry and could lead to further discussion or analysis.

Section D of the report feeds back on the factors that had no impact on the number of students attending the Cafés. This can be just as informative as considering which factors do have an impact. A short analysis of nine areas of the survey is presented.

Overview of the Key Findings

Overall statistics

The average number of students attending our Cafés is 25 (Page 6). Students are mainly coming from East Asia and Europe. Seventy percent of Cafés reported having students from the Middle East but few Cafés have students from Sub-Saharan Africa or North America and no Cafés reported having students from Oceania (Page 7). Chinese students are a majority group at 50% of our Cafés (Page 8). Most Cafés have a good balance of genders, but where there is imbalance it is most often the case of more females (Page 9).

Influential Factors

We identified nine factors that appear to have a positive impact on the number of students attending our Cafés. (Page 11-12) Listed in order of how confident we are these factors make a difference, the nine are: Number of Volunteers, University Promotion of Café, Day of the Week the Café is held, Having a Regular Bible Study, Having Sport, Distance from Student Accommodation, Regularity of the Café, Ease of Access to the Building, Quality of the Volunteers.

There was also some evidence that the size of a Café's kitchen might have an impact on the number of students attending. However there was not enough evidence to suggest having a regular main meal makes a difference to the numbers. This is surprising, but possible reasons are given. (Page 24-25)

There was also some evidence that handing out flyers in the Chaplaincy has a positive impact on the number of students attending a Café, while flyers handed out in other locations seemed to have no impact. This might be because students coming to the Chaplaincy are the ones more likely to be interested in a Café. Therefore we might do well to be more strategic in where we hand out flyers. The flip side is missing out on the student who didn't know they were interested until they received the flyer! (Page 26-27)

Number of Volunteers

Perhaps unsurprisingly, the Cafés with the highest number of volunteers had the highest number of students. The report does suggest that in order to sustain a large number of students at a Café you need a large number of volunteers and a good volunteer to student ratio. (Page 13-14)

University Promotion

Also unsurprisingly, Cafés that are promoted by the University in general have higher attendances than Cafés that are not. Good links with the University International office and English Language Centre (if there is one) will likely make a difference to numbers at the Café. Where this is not possible (and for this to be sustained) prayer is essential. (Page 14-15)

Day of the Week

There is strong evidence to suggest that Cafés that happen at the start of the week (Monday-Wednesday) have higher attendances than Cafés that happen toward the end of the week (Thursday-Sunday). (Page 21-22) One reason put forward for this is University assignments. It was noted that Language Schools hand out daily assignments so further investigation was performed and it appears that the difference in attendances is more pronounced for Cafés that don't have Language School students. (Page 23) Sample sizes for this analysis were smaller than we would like, so further investigation might be needed. Cafés struggling numerically that happen later in the week might consider moving to earlier in the week and new Cafés starting up might consider this too.

Having a Regular Bible Study

Cafés with a regular Bible study had, on average, higher attendances than those without. Is the Bible study something that attracts the students? In some cases I certainly think yes. One thing we can say with confidence is that the overall number of students coming to a Café shouldn't be negatively affected by having a Bible study at the Café. An interesting question, that we are unable to investigate with the data from the 2015 survey, is whether having a Bible study at the Café changes the demographics of the Café? (Page 15)

Having Sport at the Café

Cafés with a sporting activity, such as table tennis or badminton, on average had higher attendances than those that didn't. It might not be a significant enough increase in students to warrant going out to buy a table tennis table, but certainly if one is present in the building it should be considered. (Page 15-16)

Distance from Student Accommodation

It appears that there is only a significant difference in the number of students attending a Café when the venue is over 30 minutes' walk from student accommodation. Churches considering setting up a Café over 30 minutes' walk from University accommodation might consider sending volunteers to another closer Café unless the Café has very easy public transport access. (Page 16-17)

Frequency of the Cafe

There is evidence to suggest that having a weekly Café is more likely to attract more students than having a fortnightly or monthly Café. Monthly Cafés fared significantly worse than weekly or fortnightly Cafés. (Page 17-18)

Ease of Access to the Building

Cafés that have poor ease of access had less students than those with good ease of access. While it is quite unlikely that students will just wander in to a Café from the street, if a Café is hard to find, some students who attempted to attend the Café might struggle to find it and then end up going back home and never attempting to find the Café again. For those Cafés with poor ease of access, sign posts or sandwich boards might be recommended or even a change of venue. (Page 18-19)

Quality of the Volunteers

Cafés with better quality volunteers (according to the person filling out the survey!) had more students on average. It stands to reason that a Café with experienced, friendly, engaging and united volunteers will more likely attract students than one without this quality of volunteer. (Page 19-20)

Factors that Didn't Impact the Attendances

Having a religious venue for your Café doesn't have a negative impact on the number of students who will attend. That said, it might have an impact on the demographic of students who attend, with some Muslim students not willing to enter a church building. (Page 28-29)

Having a venue off campus doesn't have a negative impact on the number of students attending. (Page 29) Neither does the quality of the venue (although there is some possible confusion in the survey as to the meaning of the factor 'comfort of space') (Page 36-37)

The activities at a Café (other than sport) seem to have little impact on the numbers attending, although they might impact the demographic. For example, there is evidence in the survey that European students are attracted to Films and Sport (although no statistical analysis on this was performed) (Page 31-32)

Having a website doesn't make a difference to the attendance at a Café – although I would suggest there is great benefit in having one. (Page 30)

The time of day or year of the Café doesn't have an impact on the attendances (Page 32-33) and neither does the leadership or sources of volunteers for the Café (although there was some evidence to suggest CU led Cafes don't fair quite as well) (Page 34-35)

Hidden Factors and Word of Caution

While we have analysed all the data available in the 2015 survey to look for factors that might impact the number of students attending, it is likely that there are other factors that are not included in the survey that would also have an impact on Café attendance. Some of these factors might not even be measurable. For instance, a city that is committed to praying regularly and passionately for a Café might well see a high attendance at their Café even if the other influential factors are not in place.

Any factors, that we can control and measure and that have not been analysed in this report, should be suggested to Friends International for a future survey.

One final word of caution: When the sample size of a factor investigated is very small (which happens in one or two cases in the report – most notably in the further analysis for Day of the Week), it is entirely possible that the result might be statistically significant due to a hidden factor at work. For example, if we are looking at whether having a female or male leader of the Café makes a difference (this is not a real factor that we looked at!!) and we discover that the average number of students at Cafés with a female leader is 30 while with a male leader is 24, we might be tempted to conclude it is better to have a female leader. If we then discover that only 3 Cafés had female leaders and all of these Cafés were promoted by the university, had very easy access and a great volunteer team, it may well be the other factors that led to the higher attendances rather than the female leader.

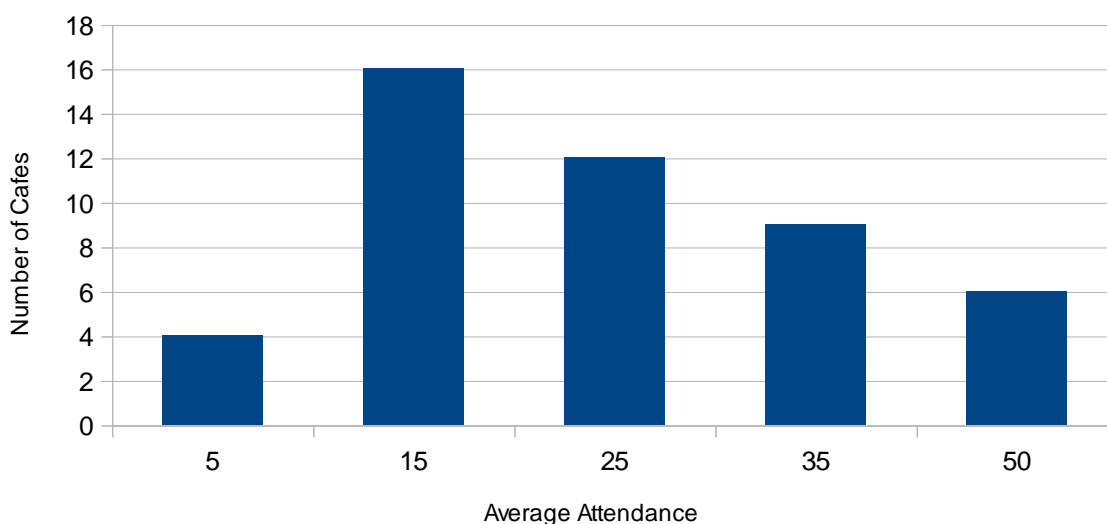
Conclusion to this word of caution: All the results presented in this report have both a statistical and logical basis for being put forward, however, in the case of the smaller sample size there should really be further investigation to increase our confidence that the factor really does make a difference.

Section B: Overall Statistics

1. Attendance Figures

Each survey entrant was asked to estimate the average number of students who attend the Cafe using the following ranges: 0-10, 10-20, 20-30, 30-40 or 40+ students. To work with these estimates, I have taken the average of each of these ranges for the purpose of our calculations. So, if a Cafe is reported to have between 10-20 students on average, I have used the value 15 for calculations. For the category 40+, I have used the value of 50 since I am aware there are some Cafés with significantly more students than 40, but others may have been just over 40 students. Since there were only 6 Cafés in this category, the figures should be fairly accurate.

Average Cafe Attendance



Average Attendance	Number of Cafes	Percentage
10-20 students	16	35
20-30 students	11	24
30-40 students	9	20
40+ students	6	13
<10 students	4	9

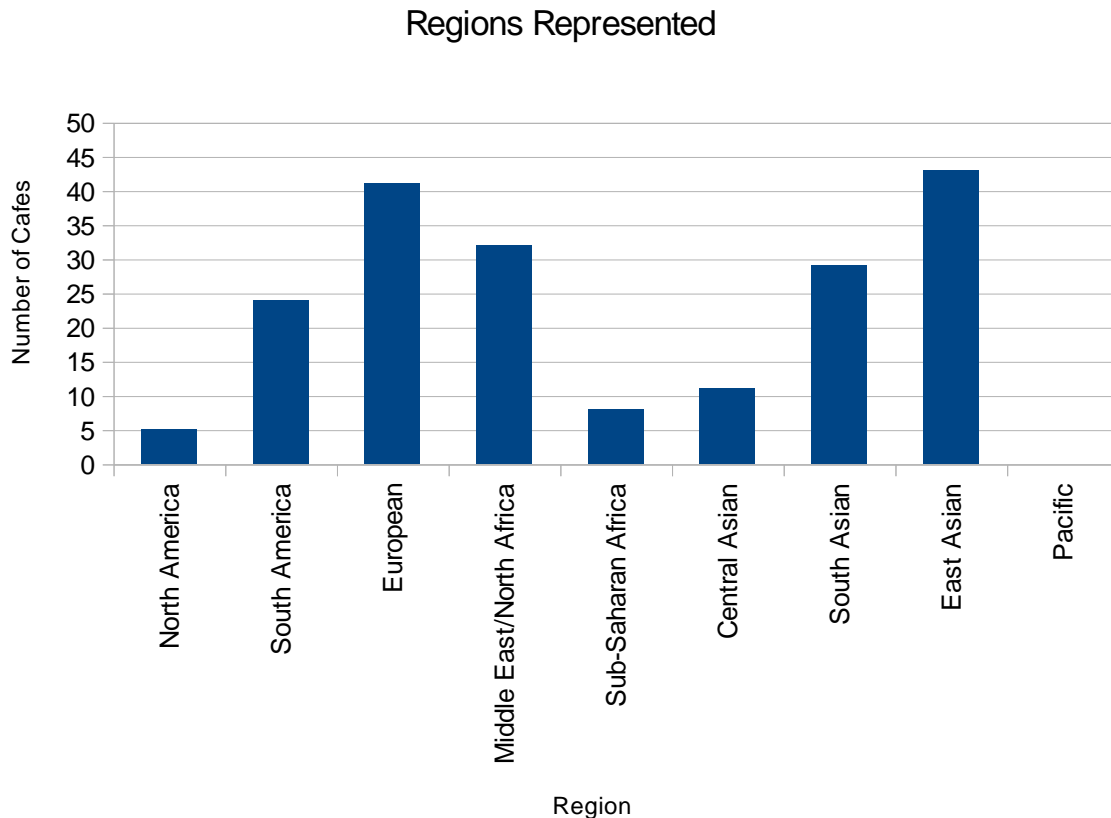
Illustration 1: Table of Average Attendances from Highest to Lowest

Mean (Average) Attendance: 25 students
 Median Attendance: 25 students
 Standard Deviation: 13 students

Median is the midpoint when all 46 entries are listed in order. **Standard Deviation** is the average distance from the mean value of each entry and gives an indication of the spread of the data. A low standard deviation indicates all entries are close to the mean value.

2. Nationalities Represented

The following table breaks down the countries of the world into geographical areas and records which Cafés had at least one student representing each of the areas.



Country	Number of Cafes	Percentage of Cafes
East Asian	43	93
European	41	89
Middle East/North Africa	32	70
South Asian	29	63
South America	24	52
Central Asian	11	24
Sub-Saharan Africa	8	17
North America	5	11
Pacific	0	0

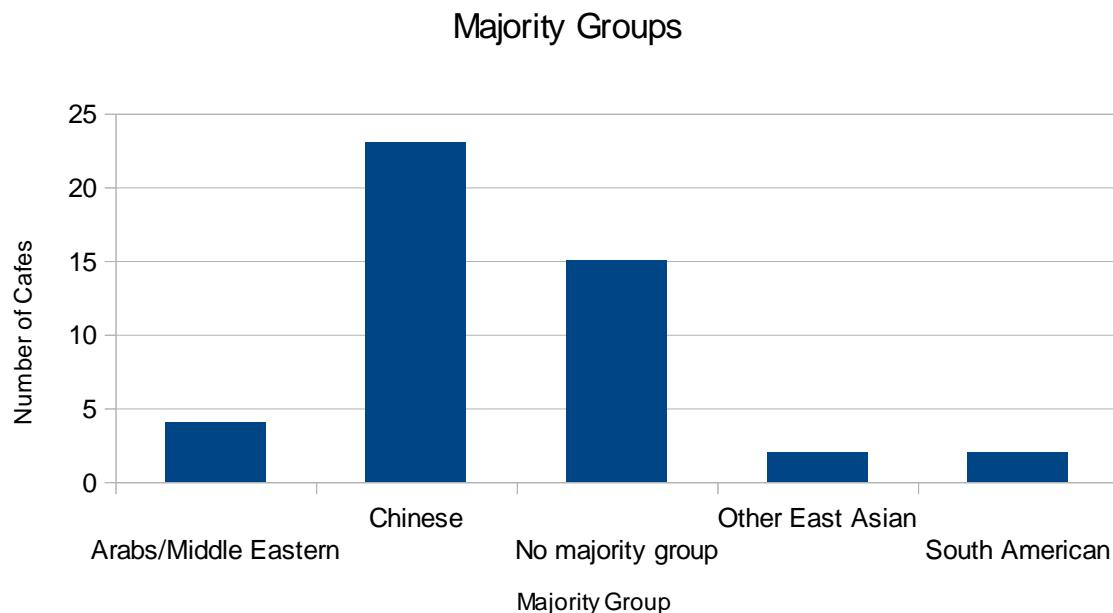
Illustration 2: Table of Regions Represented at the Cafes

The bar chart and table show that East Asia is the region represented at the most Cafés with only three Cafés not reporting any students from this part of the world. Five Cafés did not have any representatives from Europe.

At the other end of the scale, only five Cafés had students from North America and no Cafés had students from the Pacific Islands. If we assume Australia and New Zealand are considered Pacific islands (which I believe they should be) this is a somewhat surprising observation. Central America was not recorded as a specific region in the survey and therefore students from Mexico down to Panama would either be recorded as North or South America.

3. Majority Groups

The following table shows which regions formed a majority group at a Café and for how many Cafés this region was a majority. A majority group is considered to be a particular nationality or area of the world that is represented by significantly more students at the Café than any other region or nationality.



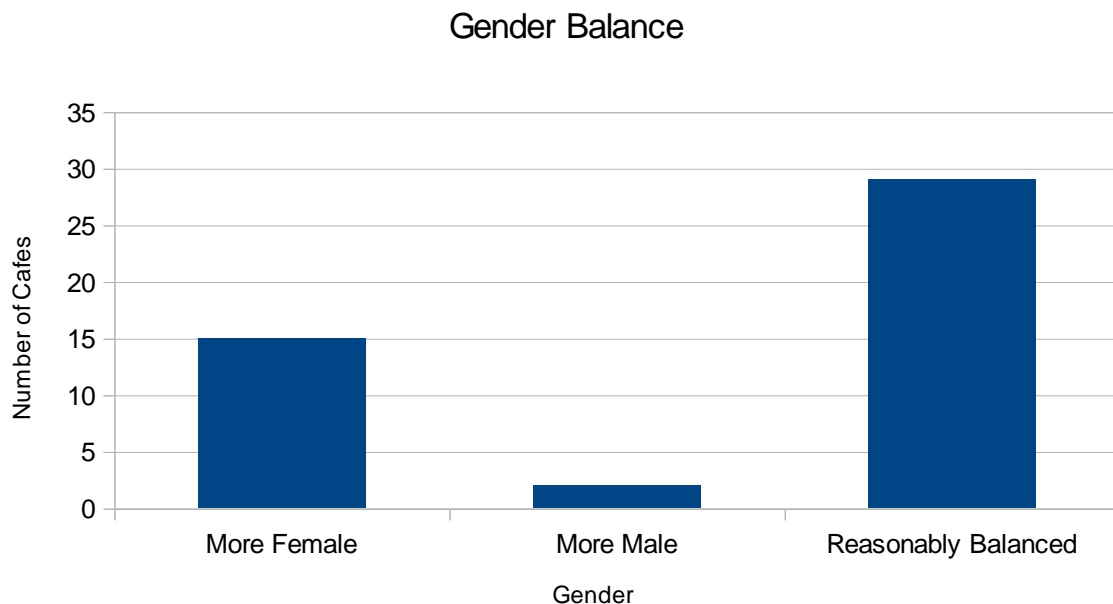
Majority Group	Number of Cafes	Percentage of Cafes
Chinese	23	50
No majority group	15	33
Arabs/Middle Eastern	4	9
Other East Asian	2	4
South American	2	4

Illustration 3: Majority groups at each Cafe

The nationality that formed the majority group at the most Cafés is the Chinese with a majority at half of the Cafés surveyed. One third of the Cafés said they had no majority group. Other specific nationalities mentioned as the majority group at a Café included Brazilians, Japanese, Kurdish Iraqis and South Koreans.

4. Gender Balance

Cafés were asked whether males or females formed a majority group at the Café or whether there was a good number of both genders at the Café. The chart and table below show the results.



Gender	Number of Cafes	Percentage of Cafes
Reasonably Balanced	29	63
More Female	15	33
More Male	2	4

Illustration 4: Gender Balance at the Cafés

Almost two-thirds of the Cafés represented in the survey had a balanced representation of genders while approximately one third of the Cafés had more females than males. The figures appear to indicate that International Cafés are more likely to appeal to female students rather than male students, although in the majority of cases there are a good number of both genders present.

Section C: Factors that Influence Attendance Figures

1. Most Influential Factors

The Café Survey investigated several factors that might influence the number of students coming to an International Café. By **factor** I am referring to a feature of the Café, such as the distance from the nearest halls of residence or whether or not the Café has any sporting activities available etc.

By comparing the average number of students attending Cafés where the factor is present with the average number of students attending Cafés where the factor is not present, we are able to determine whether the factor has an influence on the number of students who attend the Cafés. For example, you might expect the average number of students attending Cafés that are less than 30 minutes walk from the nearest halls of residence would be greater than the average number of students attending Cafés over 30 minutes' walk away.

The average attendances have been calculated for each of the factors investigated in the Café Survey and in cases where the difference in the average number of students attending the Café was greater than 5, a statistical test has been performed. The test seeks to identify whether this difference could just be down to pure chance or whether there was genuine evidence to suggest the factor makes a difference to the number of students who attend the Cafés.

Below are tables showing each of the factors that passed the statistical test, and which we can therefore confidently say have an influence on the number of students who attend an International Café. The first table gives the factors in order of how certain we can be that the difference in the average number of students is not down to pure chance. The second table gives the factors in order of the difference in the average number of students attending Cafés where the factor is present compared to where it is not. To put it more simply, table 1 shows how confident we are that a factor makes a difference and table 2 shows what factors make the biggest difference to the numbers of students attending.

Table 1

Factor	Confidence
Volunteers (<20 vs >20)	99.9%
University Promotion	99.5%
Mon-Wed vs Thurs – Sun	99.0%
Regular Bible Study	97.5%
Sport	97.5%
Distance (<30 vs >30)*	97.5%
Weekly vs Non-Weekly*	95.0%
Good Ease of Access	95.0%
Volunteer Ratings	95.0%
Kitchen Facilities	90.0%
Flyers in Chaplaincy	90.0%
Main Meal*	0.0%

Illustration 6: Table 1: Confidence in the result

Table 2

Factor	Difference
Volunteers (<20 vs >20)	16.2
Distance (<30 vs >30)*	11
University Promotion	10.6
Sport	8.6
Mon-Wed vs Thurs – Sun	8.5
Regular Bible Study	8
Good Ease of Access	7.2
Volunteer Ratings	7.2
Weekly vs Non-Weekly*	7
Main Meal	7
Kitchen Facilities	6.9
Flyers in Chaplaincy	6.1

Illustration 5: Table 2: Impact of factor on the number of students who come

*Sample sizes of one of the groups being tested were very small and so the level of confidence of the result is lower than might be the case if we were able to get larger data sets to test.

Volunteers (<20 vs >20): Comparing the average number of students at Cafés with less than 20 volunteers compared to Cafés with more than 20 volunteers.

Mon-Wed vs Thurs-Sun: Comparing the average number of students at Cafés that run on Monday through to Wednesday with Cafés that run on Thursday through to Sunday.

Kitchen Facilities: Comparing the average number of students at Cafés where the kitchen facilities were rated as being average or above with Cafés where the kitchen facilities were rated as poor.

Explanation of the Tables

Table 1

When comparing the mean (average) of two data sets, there is always a chance that the difference in means came about purely by chance and not as a consequence of any real influence from the factor we are testing. For each of the factors in question, we are testing¹ whether the factor really does make a difference to the average number of students attending a Café. We want to make the claim 'the factor does make a difference to the number of students attending' but we cannot make this claim with 100% confidence. It is general practice to allow a 5% chance for the claim we make to be untrue and yet still to be confident that the result is true (because we are saying we are 95% confident that the result is not purely down to chance). Some of the factors tested, allow us to make the claim with even more confidence. Table 1 shows the level of confidence we can have in the claim that the factor really does make a difference to the attendance of students at Cafés

Table 2

The entries are listed in order of the difference between the average number of students at Cafés where the factor is present compared to where the factor is not present. This gives us an idea of what kind of impact the factor has on the numbers that attend the Café, with a large difference indicating the factor has a substantial effect on the numbers.

Conclusions

The **number of volunteers** present at a Café has the most influence on the number of students at the Café and we can be extremely confident that this observation is not due to chance. However, this might just be a causal effect. A Café which has attracted 40+ students might do some extra recruiting of volunteers to be able to ensure all the students are well looked after and so it might be a step too far to say that students come to a Café because there are many volunteers. What we can say with confidence is, **if you want to maintain a large number of students at a Café you will need to have a large**

¹ We use Welch's t-test, which is a statistical test that can be applied to Normal data when the variances are not assumed to be equal. It's similar to Student's t-test for equal variances. The assumption that the data is Normal is reasonable looking at the first bar chart in the report.

volunteer base.

Cafés that are less than 30 minutes' **walk away from University accommodation** have on average 11 more students attending than Cafés that are over 30 minutes' walk away. We can be 97.5% confident that this difference is not down to pure chance. The reason this figure is not higher is because the sample size of Cafés over 30 minutes' walk away from University accommodation is so small. We can therefore **recommend that if a church wants to see an effective International Café ministry on their premises they need to be less than 30 minutes' walk away from University accommodation otherwise it would be better to recommend them sending volunteers to an existing Café.**

Perhaps unsurprisingly **University promotion** has a significant effect on numbers of students attending a Café, with an average of 10 more students in comparison to Cafés that are not promoted by the University. We can be very confident that this result is not down to chance.

The survey gives good evidence to suggest that having a **sporting activity**, such as table tennis or badminton, at a Café has a positive impact on the number of students attending the Café. On average Cafés with a sporting activity had 8-9 more students than those that don't have sport and we can be confident about the result.

One of the most interesting findings of the survey is that the **day of the week** that the Café is held on seems to have an effect on the number of students attending. Cafés held towards the start of the week had on average 8 more students than Cafés held toward the end of the week. We discuss the influence of the day of the week in much more detail later on in the report.

Another interesting finding is that Cafés that offer a regular Bible study have on average 8 more students than Cafés that don't. It might be too much to suggest that it is the Bible study that attracts the students to the Café (although in at least some cases I imagine this is true) but we can conclude for sure that there is no negative effect to the number of students attending a Café with a regular Bible study. Although some students might be put off by obvious Christian content, the majority will still come. **There is no need to fear that running a Bible study at a Café will have a significant negative effect on numbers.**

Two other factors that had a slightly smaller effect on the number of students attending were the ease of access to the building and the quality of the volunteers (as assessed by the person who completed the survey). Cafés that happen every week also had higher attendances on average compared to Cafés that ran less frequently.

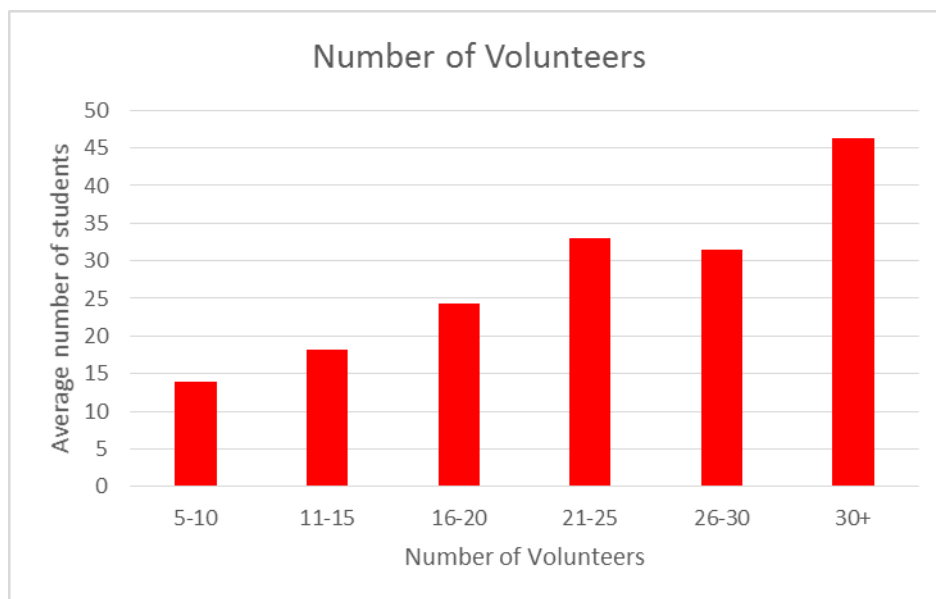
The kitchen facilities of the Café might have a small effect on the numbers of students attending. It's interesting to note that the impact is very similar to that of having a main meal. More on that later.

Putting flyers in the Chaplaincy Centre might have a small effect on numbers of students attending the Café, but interestingly, handing out flyers in any other location doesn't seem to have any effect on the numbers of students attending. More on this later.

Finally, and perhaps surprisingly, there was no statistical evidence to suggest that having a main meal at a Café had any impact on the number of students attending. More later.

2. Break down of the most influential factors

(i) Number of Volunteers



Number of Volunteers	Average Number of Students
5-10	14
11-15	18.1
16-20	24.3
21-25	33
26-30	31.5
30+	46.3

For the statistical test we compared the average attendance of Cafés with less than 20 volunteers with the average attendance of Cafés with more than 20 volunteers.

Less than 20 Volunteers

Number of Cafés: 32

Mean: 20.3

Standard Deviation: 9.2

More than 20 Volunteers

Number of Cafés: 13

Mean: 36.5

Standard Deviation: 14.2

The difference in the means is 16.2. The test was significant at the 0.999 level, meaning we can be 99.9% sure the difference between the means didn't come about by chance. In other words, we are almost 100% sure that having more volunteers at the Café will lead to having more students.

Analysis of the Result

While this result could purely be down to the fact that Cafés with a large number of students need a large number of volunteers, it is also the case that if a group of 50 students turn up to a Café with only 6-7 volunteers, many of the students won't come back

again because they had no contact with a local during their time at the Café. **In order to sustain a large number of students at a Café you need a large number of volunteers and a good volunteer to student ratio.** I would suggest anything higher than a 1:3 ratio (three students to one volunteer) and you will struggle to keep all the students at the Café. For example, if you want to sustain 60 students at a Café you will need a volunteer team of at least 20 volunteers who are there specifically to speak to the students. The exception to this would be in the case that the students form strong bonds with each other, but that could limit the effectiveness of the Café as a place to introduce people to the gospel (unless of course there are a good number of Christian students at the Café who are keen to share their faith).

(ii) University Promotion

For the statistical test we compared the average attendance at Cafés that were supported by the University with the average attendance at Cafes where the University didn't provide any support.

No Support from University

Number of Cafés: 27

Mean: 20.4

Standard Deviation: 10.1

Support from University

Number of Cafés: 19

Mean: 31

Standard Deviation: 14

The difference in the means is 10.6. The test was significant at the 0.995 level, meaning we can be 99.5% sure the difference between the means didn't come about by chance. In other words, we are almost 100% sure that having the University involved in promoting the Café will lead to having more students.

Analysis of the Result

This result is not surprising. An email from the University to a whole mailing list of International students is likely to be one of the most effective methods of reaching students, especially if the University is really behind the Café. Good links with the University International Office and English Language Centre (if there is one) will likely make a difference to numbers at the Café. Where a positive link with the University does not currently exist, any attempt to encourage the University to promote the Café would be worth trying. This might best be achieved through a Friends International Staff Worker. It has been pointed out² that every University has a tick list of things they should provide for their international students. One of the items on this list is to ensure that all international students have the opportunity to meet local people. An International Café is a great way for Universities to be able to achieve this and if we are able to present it to them in this way, they might be keen to promote the Café. Additionally or alternatively, the English Language Centre might value an event that gives students the opportunity to practise their conversational English with local people. Could we offer to run such an event as part of their social programme? Such an event would not be permitted to have any Christian content from the front, but if the volunteers are believers then there will always be opportunities to speak about deeper things. This could also be a platform for promoting term-time Cafes in which there is Christian content.

² In a conversation between Philip Ballard (FI Newcastle) and Northumbria University, it was pointed out to Philip that one of the key performance indicators of a university was the ability to introduce international students to the community. This is something Northumbria University struggled to do.

We are aware, however, that there are Universities across the country that are actively against the work of Friends International or any other 'religious organisation' and that this factor is largely out of our control. Prayer is therefore our best answer.

(iii) Day of the Week

This subject is interesting enough to warrant its own section. See the end of this section for more details.

(iv) Regular Bible Study

For the statistical test we compared the average attendance at Cafés that had a regular Bible study with the average attendance at Cafés which did not.

No Bible Study

Number of Cafés: 21

Mean: 20

Standard Deviation: 13.0

Regular Bible Study

Number of Cafés: 25

Mean: 28

Standard Deviation: 12

The difference in the means is 8. The test was significant at the 0.975 level, meaning we can be 97.5% sure the difference between the means didn't come about by chance. In other words, we are close to 100% sure that having a regular Bible study at the Café will have a positive impact on the number of students that attend the Café.

Analysis of the Result

This is an interesting result and not one I would have really expected. What should we conclude? Are the bigger Cafés the only ones that hold Bible studies? I don't think this is the case. Are students attracted to the Café because of the Bible studies? While this might not be true in the case of every student, we shouldn't rule it out being the case for some. What we can say for sure is that having a Bible study at the Café doesn't have a negative impact on the numbers. **Anyone who might have been putting off introducing a Bible study to the Café for this reason, should be encouraged to go ahead with the idea.** They might in fact find more students coming as a result.

(v) Sport

For the statistical test we compared the average attendance at Cafés that had a regular sporting event with the average attendance at Cafés which did not.

No Sport

Number of Cafés: 30

Mean: 22

Standard Deviation: 11.5

Regular Sport Activity

Number of Cafés: 16

Mean: 30.6

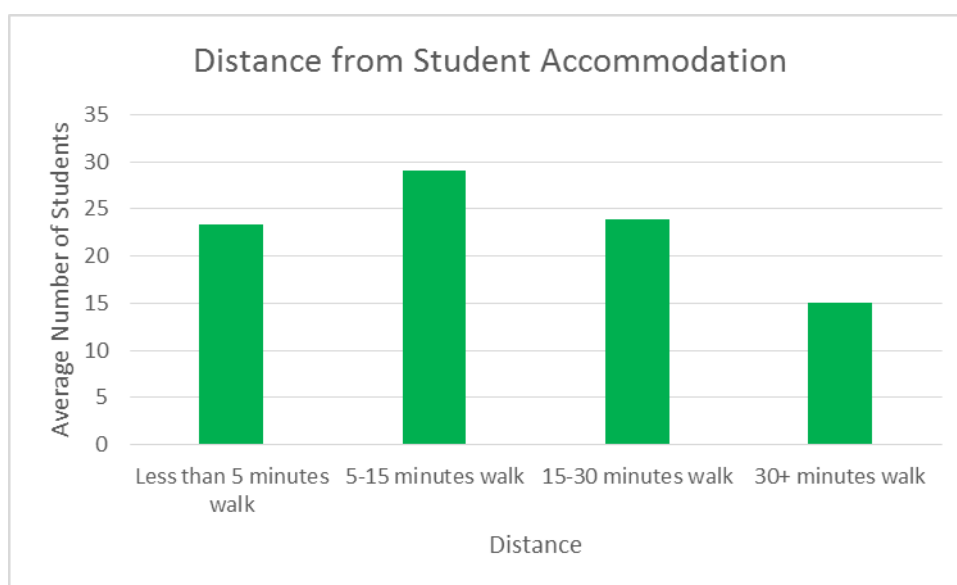
Standard Deviation: 13.9

The difference in the means is 8.6. The test was significant at the 0.975 level, meaning we can be 97.5% sure the difference between the means didn't come about by chance. In other words, we are close to 100% sure that having sport at a Café makes a positive impact on the number of students that attend.

Analysis of the Result

It appears from the statistics that having a sporting activity like table tennis or badminton regularly available at a Café has a positive impact on the number of students who attend. If such equipment is present in the venue of the Café and is currently not being used at the Café, it would probably be worth incorporating it into the Café. However, it is arguable whether it is worth going out to buy a table tennis table if it will only be used for the Café.

(vi) Distance from Student Accommodation



Distance	Average Number of Students
Less than 5 minutes' walk	23.4
5-15 minutes' walk	29
15-30 minutes' walk	23.9
30+ minutes' walk	15

Looking at the bar chart you will notice that there is not much difference in the average attendances of Cafés that are less than 30 minutes' walk from student accommodation. For the statistical test we therefore compared the average attendance at Cafés that were less than 30 minutes' walk from student accommodation with the average attendance at Cafés which were over 30 minutes' walk away.

More than 30 minutes' walk

Number of Cafés: 42

Mean: 26

Standard Deviation: 13.1

Less than 30 minutes' walk

Number of Cafés: 4

Mean: 15

Standard Deviation: 7.1

The difference in the means is 11. The test was significant³ at the 0.975 level, meaning we

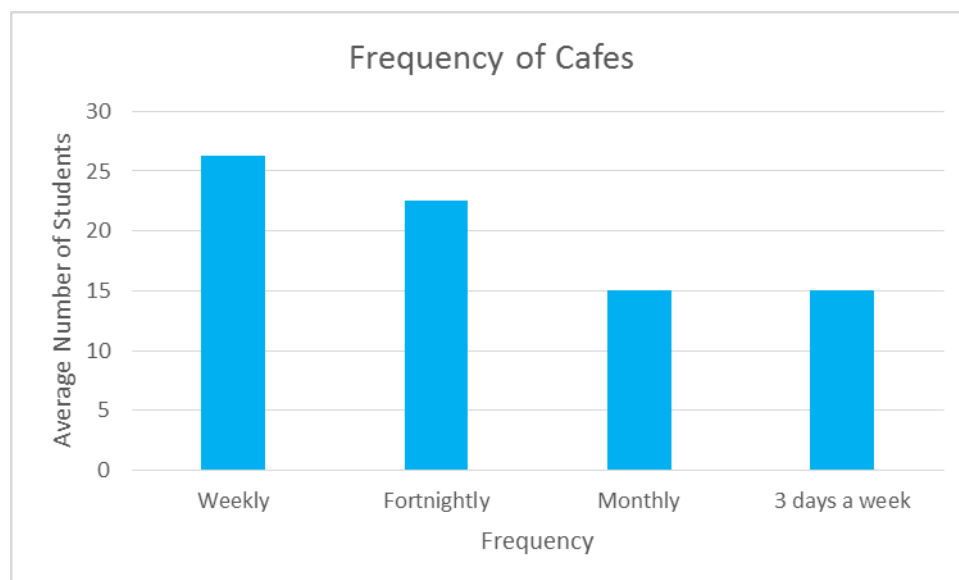
³ The relatively low standard deviation indicates that, while there are only 4 Cafés in our sample, they all have relatively similar attendances and therefore we can be reasonably confident that 15 would also be close to the mean in a larger

can be 97.5% sure the difference between the means didn't come about by chance. In other words, we are close to 100% sure that being within 30 minutes' walking distance from student accommodation makes it more likely for the Café to have a higher number of students than being over 30 minutes from accommodation.

Analysis of the Result

It shouldn't be too much of a surprise that Cafés that are further away from University accommodation have less students attending them. What might be a surprise is that you need to be over 30 minutes' walk away for that difference to be noticeable. This should give churches within 30 minutes' walking distance from accommodation, who are thinking of starting up a Café, confidence to go ahead. It also suggests that churches that are 30 minutes' walk away from student accommodation might be better sending volunteers to an existing Café or getting involved in a hospitality programme for students since a Café would not likely be numerically successful. The exception would be churches that are on a very accessible public transport route or very close to the city centre.

(vii) Frequency of Cafes



Frequency	Average Number of Students
Weekly	26.3
Fortnightly	22.5
Monthly	15
3 days a week	15

For the statistical test we compared the average attendance at Cafés that happen weekly against the average attendance at Cafés which were less frequent.

Less Frequent Cafés

Weekly Cafés

sample. The Welch's t-test degrees of freedom statistic takes these things into consideration, so we can still be confident of the result.

Number of Cafés: 7
 Mean: 19.3
 Standard Deviation: 7.3

Number of Cafés: 39
 Mean: 26.3
 Standard Deviation: 13.4

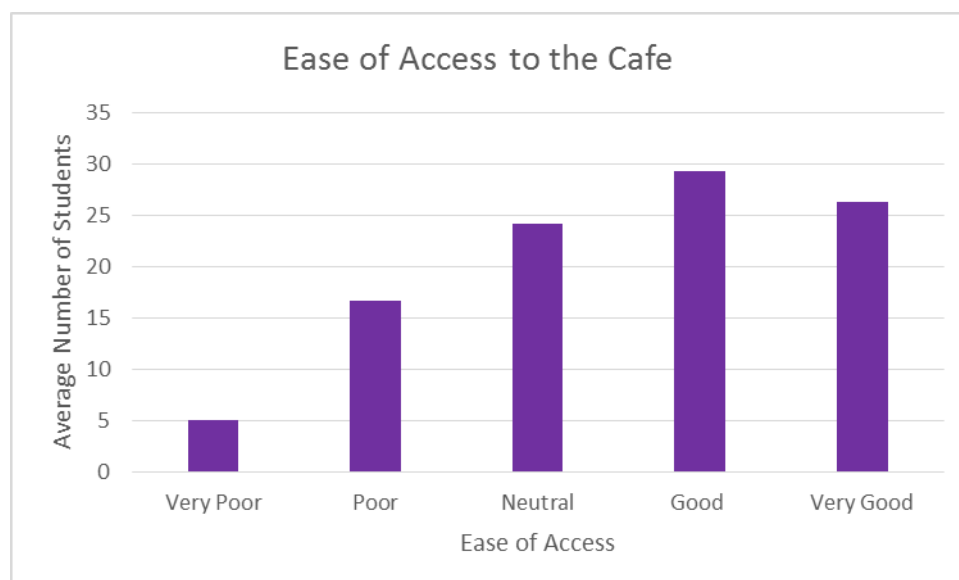
The difference in the means is 7. The test was significant at the 0.95 level, meaning we can be 95% sure the difference between the means didn't come about by chance. This is the recognised level for concluding that a factor does make a statistically significant difference. We can therefore be confident this result is not a product of chance.

Analysis of the Result

Monthly Cafés only had an average of 15 students and therefore it is recommended that Cafés should happen more frequently than monthly if you want to see good numbers of students attending. A café happening monthly would need to be really attractive to attend, since it doesn't allow for relationships and community to form in the same way as more regular Cafés, and these tend to be two very significant factors for students coming back.

In our sample there is no statistically significant difference between the average attendances of students attending weekly Cafés compared to those attending fortnightly Cafés, however, the sample size of Cafés that run fortnightly is very small and so it's not obvious whether this would be the case with a larger sample. **There doesn't seem to be enough evidence to suggest fortnightly Cafés should switch to running weekly, but monthly Cafés should certainly consider switching to running at least fortnightly.**

(viii) Ease of Access to the Café



Ease of Access	Average Number of Students
Very Poor	5
Poor	16.7
Neutral	24.2
Good	29.3
Very Good	26.3

For the statistical test we compared the average attendance at Cafés that had good ease of access with the average attendance at Cafés which did not.

Average or Below Ease of Access

Number of Cafés: 19

Mean: 20.8

Standard Deviation: 13

Good or Above Ease of Access

Number of Cafés: 17

Mean: 28

Standard Deviation: 12.3

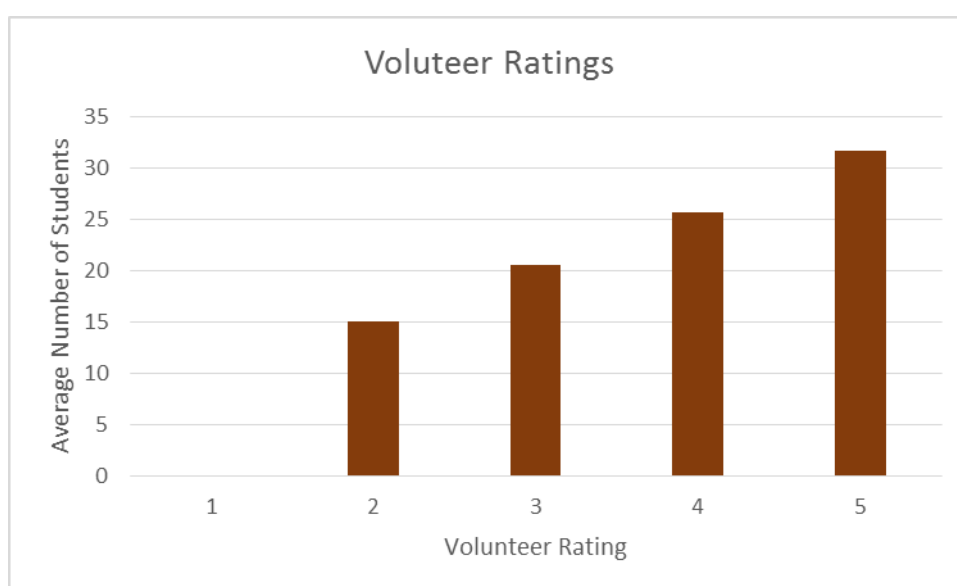
The difference in the means is 7.2. The test was significant at the 0.95 level, meaning we can be 95% sure the difference between the means didn't come about by chance. This is the recognised level for concluding that a factor does make a statistically significant difference. We can therefore be confident this result is not a product of chance and that having good ease of access to the Café does make a difference to the number of students who attend.

Analysis of the Result

Looking at the bar chart, having very poor or poor ease of access to the Café does seem to make a significant difference to the number of students who attend. Only one Café suggested their ease of access was very poor, but they only had between 0-10 students on average.

While it is quite unlikely that students will just wander in to a Café from the street, if a Café is hard to find, some students who attempted to attend the Café might struggle to find it and then end up going back home and never attempting to find the Café again. Cafés with poor ease of access could consider using 'sandwich boards' or something similar in an obvious place that can helpfully direct students to the venue. Alternatively, a change of venue might be the best option.

(ix) Volunteer Ratings



Volunteer Rating	Average Number of Students
1	0
2	15
3	20.6
4	25.7
5	31.7

For the statistical test we compared the average attendance at Cafés where volunteers were rated as 3 or lower with the average attendance at Cafés where volunteers were rated 4 or higher.

Rating Between 1-3

Number of Cafés: 11

Mean: 19.5

Standard Deviation: 11.6

Rating Between 4-5

Number of Cafés: 35

Mean: 26.7

Standard Deviation: 13

The difference in the means is 7.2. The test was significant at the 0.95 level, meaning we can be 95% sure the difference between the means didn't come about by chance. This is the recognised level for concluding that a factor does make a statistically significant difference. We can therefore be confident this result is not a product of chance and that having better volunteers does lead to more students attending the Café.

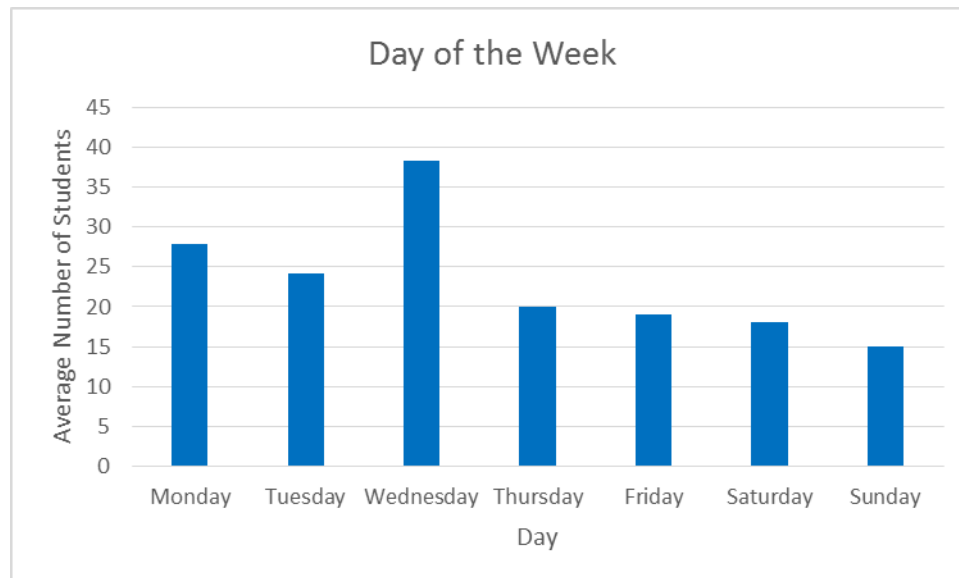
Analysis of the Result

Looking at the bar chart, there is a sizeable difference between the average number of students attending Cafés where volunteers were rated at 2 compared to the average number of students at Cafés where volunteers were rated at 5. The chart indicates the better the quality of volunteers, the more students you will get. However, there is a possibility that the person filling in the survey took into account the number of students attending the Café to assess what rating they would give their volunteers. Nonetheless it still stands to reason that a Café with experienced, friendly, engaging and united volunteers will more likely attract students than one without this quality of volunteer.

3. Factors that require special attention

(i) Day of the Week

One of the most interesting findings of the survey was the apparent difference that the day of the week makes to the attendance at an international Café.



Day of the Week	Average Number of Students
Monday	27.9
Tuesday	24.2
Wednesday	38.3
Thursday	20
Friday	21
Saturday	18
Sunday	15

Observing the bar chart, it appears that Cafés that happen earlier in the week have higher attendances than Cafés happening later in the week. We therefore compared the average attendance at Cafés that take place on Monday – Wednesday with the average attendance at Cafés which take place on Thursday - Sunday.

Thursday-Sunday

Number of Cafés: 20

Mean: 19.7

Standard Deviation: 9.9

Monday-Wednesday

Number of Cafés: 25

Mean: 28.2

Standard Deviation: 13.7

The difference in the means is 8.5. The test was significant at the 0.99 level, meaning we can be 99% sure the difference between the means didn't come about by chance. In other words, we are almost 100% sure that holding the Café in the first part of the week has a positive impact on the number of students attending.

Analysis of the Result

Of course every centre is different and a day that works well in one centre might not work well in another because of a regular University event that takes place etc. It does appear that Cafés that happen at the start of the week, in general, are better attended than Cafés that happen at the end of the week. It is of course possible that if Cafés that happen toward the end of the week moved to earlier in the week, their attendances would improve. One possible reason for this is assignments. Often Universities will set assignments for the end of the week or possibly Monday morning. This could then negatively affect the numbers at Cafés from Thursday to Sunday. A more detailed analysis to see if this reason has weight is provided below. Another possibility is that students often travel at the weekends and therefore Cafes happening on Fridays or over the weekend might be negatively impacted by this. A further possibility is that students with British friends might go out partying with their friends on Friday evening ahead of coming to a Café. It is also possible that Cafes happening earlier in the week clash with fewer University run activities or societies.

It's worth exploring this subject in more detail by breaking down the figures for each specific day:

Monday

Number of Cafés: 19

Mean: 27.9

Standard Deviation: 12.4

Tuesday

Number of Cafés: 6

Mean: 24.2

Standard Deviation: 13.4

Wednesday

Number of Cafés: 3

Mean: 38.3

Standard Deviation: 16.5

Thursday

Number of Cafés: 4

Mean: 20

Standard Deviation: 10

Friday

Number of Cafés: 10

Mean: 21

Standard Deviation: 10.2

Saturday

Number of Cafés: 3

Mean: 18.3

Standard Deviation: 9.4

Sunday

Number of Cafés: 2

Mean: 15

Standard Deviation: 0

The first thing to note is that Monday and Friday are the most popular days for holding an international Café with nineteen held on Monday and ten on Friday. The difference in the means between Monday and Friday Cafes is 6.9 and this is significant at the 0.9 level, meaning we can be 90% confident that this difference has not come about by chance. There is certainly some evidence to suggest that holding your Café on Monday will lead to a greater number of students attending than holding it on Friday. Could this difference in attendances be primarily down to assignment deadlines?

Sue Burt raised an interesting point about how the situation might be different for Cafés that have a lot of language school students, since language schools tend to set daily homework and therefore Friday is a more relaxed day. This led to a very interesting result detailed below.

Before getting to that, a few more comments on the above results. Both the Saturday and

Sunday means are low and the standard deviations indicate the mean is about the number of students you would get on average to a weekend Café. That is to say, Cafés hosted over the weekend should expect an average attendance of about 17 students. **It is therefore recommended that people don't host a Café at the weekend if they want to see high numbers attending.**

It should be noted that the number of Cafés held on Tuesday, Wednesday, Thursday, Saturday and Sunday are all low numbers, which make the results less reliable. The relatively low standard deviation for Tuesday, Thursday, Saturday and Sunday make me reasonably confident these results are an accurate reflection of the day. The Wednesday result is questionable.

Does Having Language School Students Make a Difference to this Analysis?

Sue Burt commented that language schools tend to set daily homework. Since the students have the whole of the weekend to complete Friday homework, this makes Friday a more relaxed day and they are more likely to come out. One of the biggest Cafés in Bournemouth happens on a Friday and many language school students attend.

In order to see if assignment deadlines really do make a significant difference to student attendances, I decided to split the Monday and Friday results based on whether a Café advertises to language schools or not. The results are quite intriguing:

Monday No Language School Advertising

Number of Cafés: 10

Mean: 30.5

Standard Deviation: 14.7

Monday Language School Advertising

Number of Cafés: 9

Mean: 25

Standard Deviation: 8.2

Friday No Language School Advertising

Number of Cafés: 3

Mean: 11.7

Standard Deviation: 4.7

Friday Language School Advertising

Number of Cafés: 7

Mean: 25

Standard Deviation: 9.3

Notice that Monday and Friday Cafés that advertise to language schools have the same average attendance. Therefore the difference noted earlier between the greater number of students attending Monday Cafés compared to Friday Cafés comes down purely to the Cafés that don't advertise to language school students. In fact it is a staggering difference in the means of 18.8! Due to the small sample size and reasonably large standard deviation, we can be 99.5% confident that this result is not down to chance. In other words it appears that there is a great deal of evidence to suggest that Monday cafés without any language students do much better than Friday Cafés without any language school students. It appears that assignments might play a big part in this.

Of course there will be exceptions to the rule. A Café with many appealing features and a great community spirit may attract students in spite of deadlines, **but it could well be that the same Café would have more students attending if it happened earlier in the week.**

(ii) Having a Main Meal at the Café

Does having a main meal at your Café have an impact on the number of students that attend? I certainly think that it should, but the results didn't come out that way. However, I would like to examine the results in a little more detail to suggest that we don't have enough survey evidence to conclude either way at present.

For the statistical test we compared the average attendance at Cafés that had a regular main meal with the average attendance at Cafés which did not.

No Main Meal

Number of Cafés: 35

Mean: 23.6

Standard Deviation: 11.2

A Regular Main Meal

Number of Cafés: 9

Mean: 30.6

Standard Deviation: 18

The difference in the means is 7. However the evidence suggested that this difference might have come about by chance because of the large standard deviation in the numbers for Cafés that had a main meal.

Analysis of the Result

Since there were only nine Cafés that regularly had a main meal, it was difficult to get a definitive result. Of the nine Cafés, four of them have 40+ students on average (the highest category on the survey), however, the other five Cafés had relatively low attendances. There are also several Cafés with very high attendances that do not have a main meal, so the study proves inconclusive. The fact that, of the six Cafés that registered having 40+ students, four of them regularly have a main meal indicates there is some good evidence to suggest a main meal does make a difference.

It is worth also looking at the results for kitchen facilities at this point. The survey also asked participants to rate their Café's kitchen facilities. This factor would be natural to link with the above factor, since a kitchen's facilities are only going to effect the number of people coming if they are actually used. The bar chart below shows the results.



Quality of Facilities	Average Number of Students
Very Poor	21
Poor	17.5
Neutral	28.8
Good	25
Very Good	27.3

For the statistical test we compared the average attendance at Cafés where the person answering the survey considered the kitchen facilities to be poor at best with the average attendance at Cafés where the kitchen facilities were OK or better.

Poor Facilities

Number of Cafés: 9

Mean: 19.4

Standard Deviation: 10.7

Good Facilities

Number of Cafés: 37

Mean: 26.3

Standard Deviation: 13.2

The difference in the means is 6.9. The test was significant at the 0.90 level, meaning we can be 90% sure the difference between the means didn't come about by chance. In other words, there is a small chance that the result is by chance but it would be reasonable to conclude the factor genuinely does make a difference to the number of students who attend.

Analysis of the Result

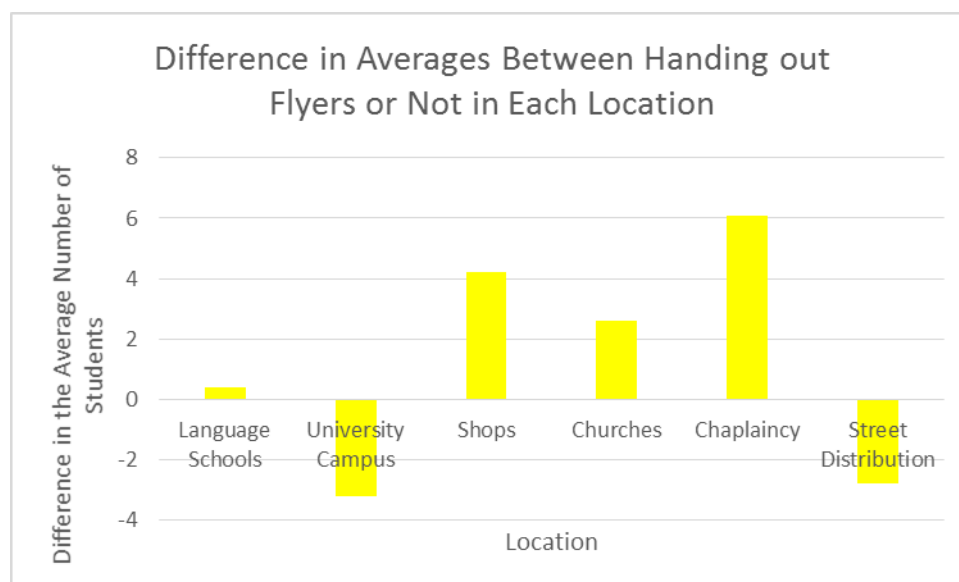
Poor kitchen facilities could indicate that the Café never attempts any events where food was involved or at least not any main meal. Some Cafés that don't do regular main meals might offer occasional meals or special food events. It seems that some sort of food at a Café does have an impact on the number of students that attend, although perhaps not the kind of impact one might expect.

It might be worth Cafés that have the facilities and means to put on regular food events to do so, as they do have the capacity to attract more students.

(iii) Handing out Flyers

The survey asked participants to indicate where they advertised their Café by handing out flyers. Below we compare the attendances at Cafés where flyers are handed out in each location with the attendances at Cafés where flyers were not handed out in the location.

Location of Flyering	Number of Cafés	Average Attendance with Flyering	Average Attendance Without Flyering	Difference in Averages
Language Schools	19	25	24.6	0.4
University Campus	33	24.1	27.3	-3.2
Shops	4	28.8	24.6	4.2
Churches	27	26.3	23.7	2.6
Chaplaincy	22	28.2	22.1	6.1
Street Distribution	12	22.9	25.7	-2.8



The evidence from the survey suggests that Flyering has little if any impact on the number of students attending the Café. The possible exception being flyering in the Chaplaincy centre.

We carried out a statistical test comparing the average attendance at Cafés that had chosen to flyer in the Chaplaincy with the average attendance at Cafés which did not.

No Chaplaincy Flyering

Number of Cafés: 24

Mean: 22.1

Standard Deviation: 13

Chaplaincy Flyering

Number of Cafés: 22

Mean: 28.6

Standard Deviation: 12.4

The difference in the means is 6.1. The test was almost significant at the 0.95 and was definitely significant at the 0.90 level, meaning we can be at least 90% sure the difference between the means didn't come about by chance. In other words, there is reasonable evidence to conclude that handing out/putting flyers in the chaplaincy does make a

difference (albeit perhaps a small one) to the number of students who attend the Café.

Analysis of the Result

Why should flyering in the Chaplaincy have an effect while flyering in all other locations had no effect? One possible reason is that the students who go to the Chaplaincy are students who are *already interested* in joining an event like an international Café and just need the details about where they can find such an event. Flyering on campus or in the street is only likely to attract a handful of students at most, while in the Chaplaincy there may be much more interest.

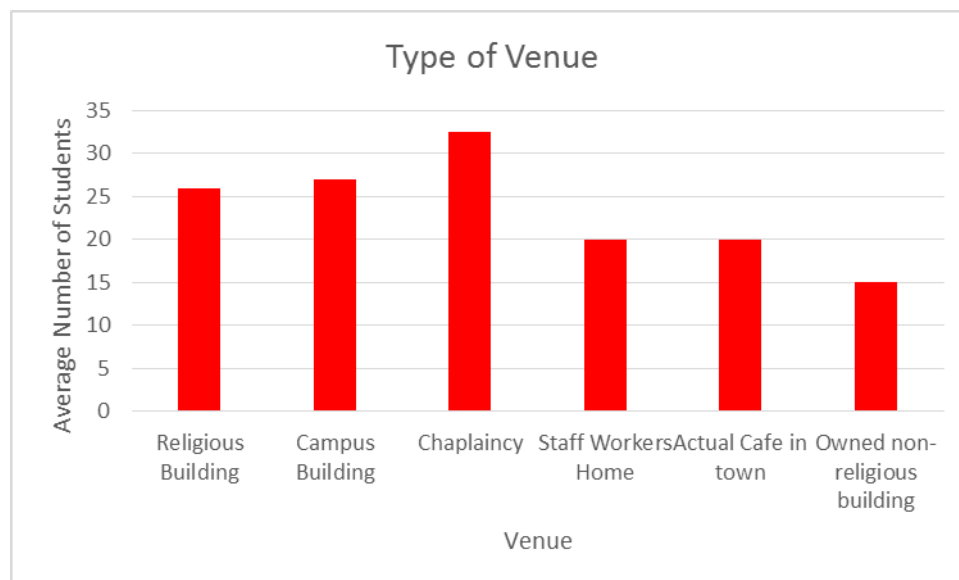
To conclude, **instead of giving up on flyering altogether, the survey suggests we should be more strategic in where we do our flyering and aim at locations where people are likely to have an initial interest and just need a helpful pointer in the right direction to our Café.**

Of course it could be argued that the one person who comes off the street or campus to a Café because of a flyer, makes it worthwhile flyering in those locations, but equally we could save a lot of money on paper and ink if we target more strategic locations.

Section C: Factors that don't Influence Attendance Figures (*but could have!*)

Learning what factors make an impact on the numbers of students attending a Café can teach us some important things when designing our Cafés and making important decisions about them. Equally, knowing what factors don't influence the attendances can also be important for us in making decisions. For example, we will discover that holding a Café in a religious venue doesn't seem to make a difference to the number of people attending. In this case we might like to look further to see if holding a Café in a church makes a negative difference to the number of Muslim students attending, but that is beyond the scope of this study, since there is insufficient detail in the survey to investigate this.

1. Venue Type



Venue Type	Number of Cafés	Average Number of Students
Religious Building	29	26
Campus Building	9	27
Chaplaincy	4	32.5
Staff Workers Home	2	20
Actual Café in town	2	20
Owned non-religious building	1	15

Analysis of the Results

The survey does suggest that the venue does make some difference to the number of students attending the Café (so perhaps this is in the wrong section of the report!) but the numbers of Cafés that take place in non-church, non-campus buildings are too low to give any definite results.

It would be fair to conclude that Cafés that take place in a staff worker's home or in an actual Café in town have smaller attendances than those that take place in church or campus buildings – this would largely be down to the size of the venue.

Certainly Cafés that take place in the University Chaplaincy Centre seem to do well numerically. There could be a case for encouraging more centres to begin a Chaplaincy Café based on these figures.

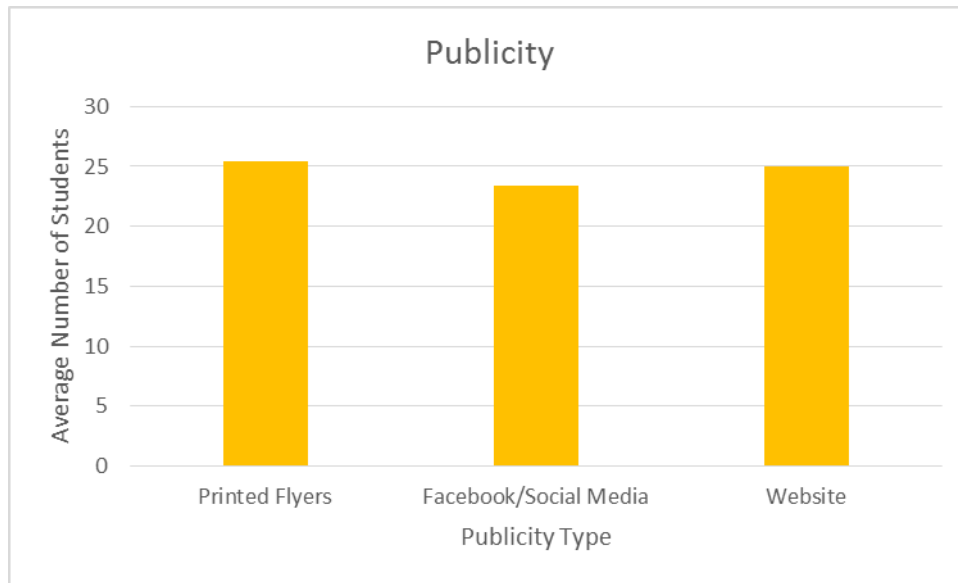
Cafés Held in Religious Venues

The majority of Cafés take place in religious venues (presumably churches in most cases), and it is clear from the table above that there is no significant difference in numbers of students that attend Cafés in religious venues compared to those that take place in neutral venues. As already stated, an interesting study would be to see if this has an effect on the number of Muslim students attending. The survey does allow us to make one comment on this: Of the 29 Cafés held in off-campus religious venues, 19 of them had seen at least one student from the Middle East come to the Café. In other words 66% of off-campus Cafés held in religious venues had at least one student from the Middle East. Of course we cannot guarantee there were any Muslim students amongst them, but it in most cases there probably were. It is also possible that there were Muslim students from South-East Asia or Europe who had attended church based Cafés, so the evidence is limited in determining the effect holding your Café in a church has on whether Muslims will come or not.

Campus vs Off-Campus

Do Cafés that are on campus have more students than those that are off campus? The answer is that there is no statistical evidence to suggest they do. The average attendance at an on campus Café was 26.9 and the average attendance at an off campus Café was 23.5. This difference of 3.4 is not statistically significant.

2. Publicity



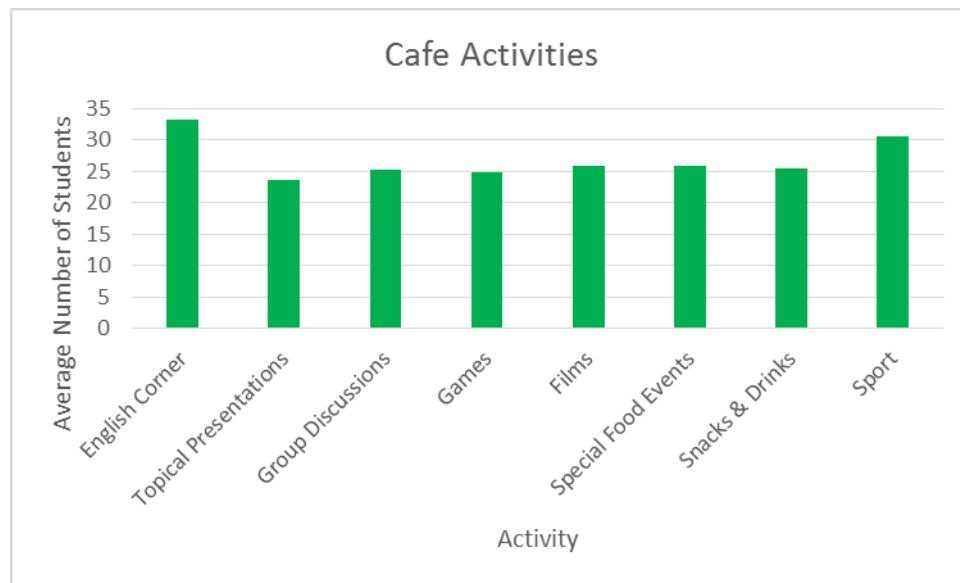
Publicity Type	Number of Cafés	Average Number of Students	Average Number of Students at Cafés not Publicising in this way
Printed Flyers	42	25.4	22.5
Facebook/Social Media	40	23.4	28.3
Website	25	25	24.5

Analysis of the Results

We have already explored in detail the situation with regards to handing out printed flyers, so we turn to look at technology. Since most Cafés use Facebook or social media to publicise their events, it is difficult to make any real deductions from the survey. However the number of Cafés with a website is about half of the total Cafés surveyed and this seems to make no difference at all to the number of students who attend.

That said, I personally think that there is great benefit of having a website for the Café, even if in general they don't attract many students to come.

3. Café Activities



Activity	Number of Cafés	Average with the Activity	Average without the Activity	Difference
English Corner	3	33.3	24.4	8.9
Topical Presentations	33	23.6	28.5	-4.9
Group Discussions	23	25.2	24.8	0.4
Games	42	24.9	26.3	-1.4
Films	12	25.8	24.7	1.1
Special Food Events	39	25.9	19.3	6.6
Snacks & Drinks	43	25.5	21.7	3.8
Sport	16	30.6	22	8.6

Analysis of the Results

We have already identified that there is statistical evidence to suggest that having Sport at a Café has a positive impact on the number of students that attend the Café. Looking at the table above it also appears that having an activity for formal English practice, such as an English Corner, also has a positive impact on the number of students attending.

However only three Cafés had an English Corner and the average students attending these Cafés were 25, 15 and 50. This produced a high standard deviation of 14 and the statistical test suggested that there is a good possibility this difference came about by chance⁴. We would need more Cafés to have formal English practice to be able to make a conclusion.

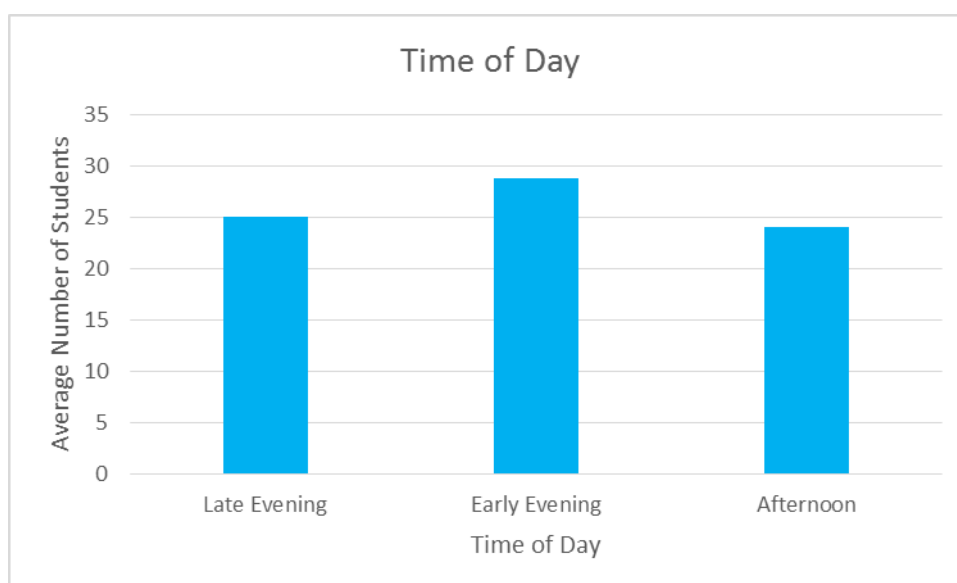
Most Cafés had Games, Special Food Events and Snacks & Drinks, so we can't test what difference in numbers there would be if the Café didn't have these things. The table suggests that having a Topical Presentation, Group Discussion or Films don't have an impact on the number of students attending. I don't think we should read too much into the

⁴ The test was not even close to being significant at the 90% level.

negative difference for Cafés that have Topical Presentations since it is not statistically significant and a recent survey at a Café in Bath showed most students really appreciate them.

Although not having films at your Café doesn't seem to make a difference to the overall number of students attending the Café, it would be interesting to explore whether it does make a difference to the demographic of students attending the Café. For example, do Cafés which regularly show films attract more European students? This is a potential topic for future research, however it is interesting to note from our current survey that 100% of the Cafés that showed films had at least one European student attending.

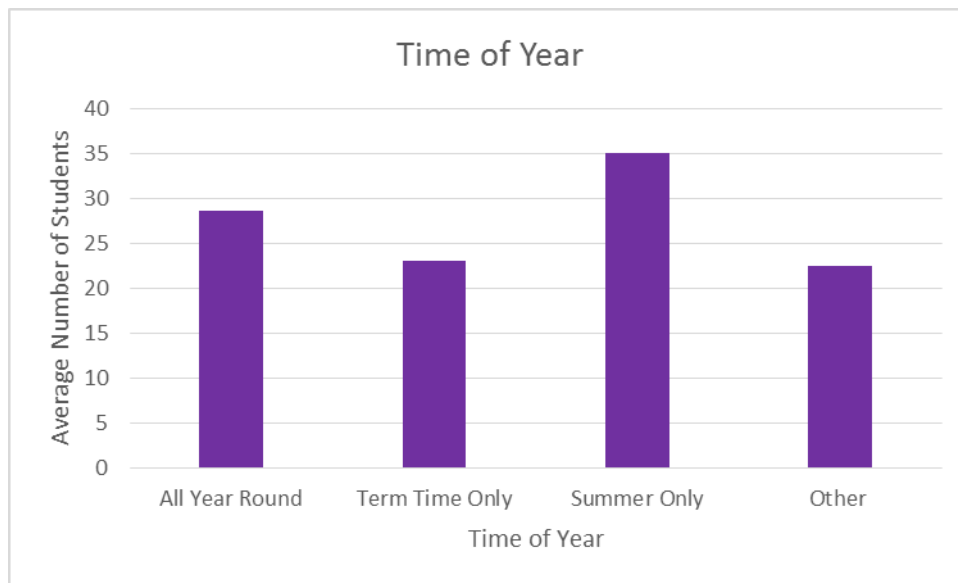
4. Time of Day



Time of Day	Number of Cafés	Average Number of Students
Late Evening	37	25
Early Evening	4	28.8
Afternoon	5	24

Most Cafés happen in the late evening. There is no statistical evidence to suggest meeting in the early evening would increase the number of students at the Café.

5. Time of the Year



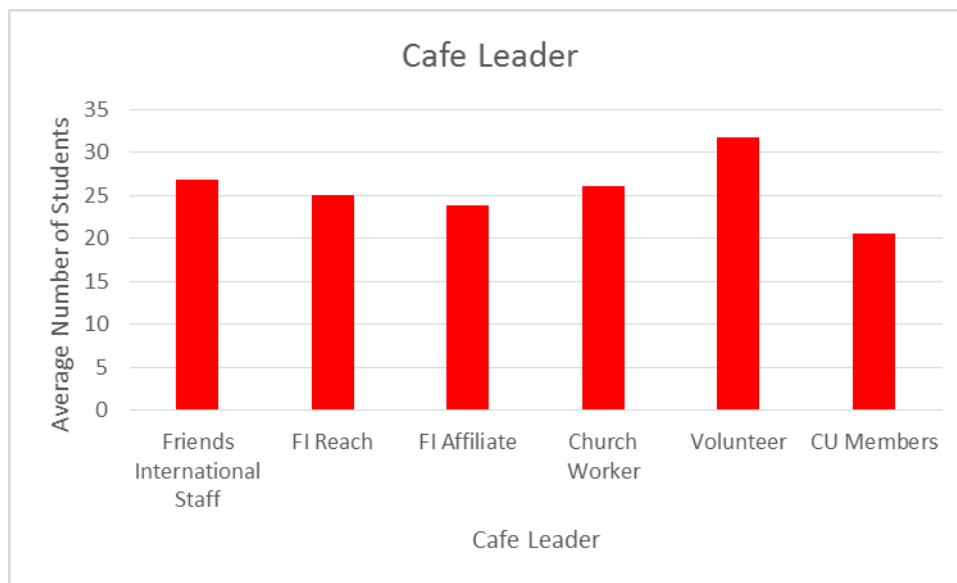
Time of the Year	Number of Cafés	Average Number of Students
All Year Round	14	28.6
Term Time Only	27	23.1
Summer Only	1	35
Other	4	22.5

The table shows that most Cafés happen during the term time only. There was no statistical evidence to suggest that holding the Café all year round has a positive impact on the number of students who attend.

6. Leadership of the Cafe

Does a Café run by a Friends International Staff Worker attract more students than one run by a volunteer or by a CU member? Find out below!

The following bar chart and table show the average attendances at Cafés where each of the types of leaders form part of the leadership. For example, a Café might be run by both a FI staff worker and a volunteer. In this case the Café would be included in the average calculation for both these categories. The table breaks things down a bit further.



Type of Leader	Number of Cafés	Average Number of Students	Only Leader	Average Number of Students
Friends International Staff	26	26.9	12	24.6
FI Reach	1	25	0	0
FI Affiliate	9	23.9	2	20
Church Worker	8	26.1	3	25
Volunteer	10	31.7	3	25
CU Members	8	20.6	6	20.8

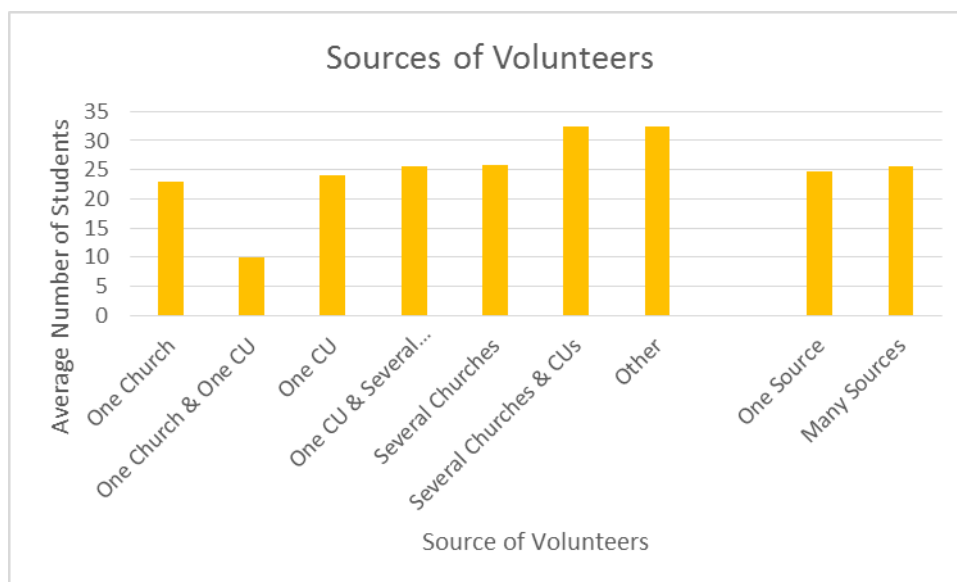
Analysis of the Results

At first glance it looks as though Cafés with a volunteer leader do the best. The table shows that Cafés that are only run by a volunteer have an average attendance of 25, which is the national average and therefore there is no evidence that volunteer run Cafes are the most effective at gaining students.

Interestingly the Cafés that were run by a volunteer and someone else (in most cases a Staff Worker) had a better average than the national average but still not statistically significant. I also compared Cafés that were run by several people with those run by just

one and both averaged 25 (precisely 25 and 24.6 respectively). There is therefore no evidence to conclude that the leadership of the Café has an impact on the number of students attending, although it could be noted that Cafés run by CU members do seem to do slightly worse than those run by non-students.

7. Sources of Volunteers for the Café



Source of Volunteers	Number of Cafés	Average Number of Students
One Church	7	22.9
One Church & One CU	2	10
One CU	5	24
One CU & Several Churches	9	25.6
Several Churches	19	25.8
Several Churches & CUs	2	32.5
Other	2	32.5
One Source	14	24.6
Many Sources	32	25.5

There is no evidence that the source of volunteers makes a difference to the number of students attending the Café.

The three categories with averages that are very different from 25 all have only 2 sample points and therefore we cannot conclude anything. The 'Other' category includes a Café where the volunteers are from The Crowded House and a Café where the volunteers are Chaplains.

8. Comfort of Space



Rating	Number of Cafés	Average Number of Students
Poor	3	30
Neutral	7	20.7
Good	20	26.3
Very Good	16	24.4

The expression 'comfort of space' is a little ambiguous. If taken to mean 'do you feel there is a comfortable amount of space for the students to enjoy the Café and not feel too cramped', this would explain the fact that the average number of students at the Cafés rated 'poor' is so high. If there are too many students at a Café compared to the size of the venue, then it might feel cramped. If by 'comfort of space' we mean how aesthetically pleasant the feel of the Café is, then it is a curious result. This could be how some people have interpreted the statement (perhaps correctly) and might account for the lower average attendance at the Cafés rated as being 'neutral', however there is not enough statistical evidence to suggest this is a significant difference.

9. Enough Space?



Rating	Number of Cafés	Average Number of Students
Poor	1	35
Neutral	4	28.8
Good	20	26
Very Good	21	22.9

We certainly shouldn't conclude from this that the most effective Cafés are the ones that have a small venue, but rather that the more students you have at a Café the more likely it is that there won't be enough space for them!