

YouGov Survey Results

Sample Size: 953

Fieldwork: 2011/12/20 - 2012/01/06

Do you want to study at university?

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC
Base	953	114	275	227	157	180	432	521	663	26	111	153
Yes	652 69%	96 84%	236 86%	159 70%	83 53%	78 43%	298 69%	354 68%	512 77%	17 65%	38 34%	85 56%
No	193 20%	4 4%	23 8%	42 19%	52 33%	72 40%	90 21%	103 20%	89 13%	5 19%	50 45%	49 32%
Don't know	108 11%	14 12%	16 6%	26 11%	22 14%	30 17%	44 10%	64 12%	62 9%	4 15%	23 21%	19 12%
		E	E	E	E	E				**	O	

Even if you don't want to study at university at the moment, how likely do you think it is that you will ever apply to go to university to do a degree?

	Base	18	39	68	74	102	134	167	151	9	73	68
Very likely	12 4%	-	2 5%	4 6%	2 3%	4 4%	6 4%	6 4%	4 3%	-	4 5%	4 6%
Fairly likely	46 15%	6 33%	11 28%	13 19%	3 4%	13 13%	17 13%	29 17%	32 21%	3 33%	5 7%	6 9%
Not very likely	92 31%	8 44%	9 23%	20 29%	26 35%	29 28%	47 35%	45 27%	51 34%	2 22%	21 29%	18 26%
Not at all likely	101 34%	-	15 38%	17 25%	27 36%	42 41%	43 32%	58 35%	42 28%	3 33%	24 33%	32 47%
		**	*	*	*	F				**	*	O*

YouGov Survey Results

Sample Size: 953
Fieldwork: 2011/12/20 - 2012/01/06

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

Do you want to study at university?

Base	953	195	727	710	243
Yes	652 69%	129 66% W	513 71% W	652 92% Y	- -
No	193 20%	41 21%	147 20%	19 3%	174 72% X
Don't know	108 11%	25 13%	67 9%	39 5%	69 28% X

Even if you don't want to study at university at the moment, how likely do you think it is that you will ever apply to go to university to do a degree?

Base	301	66	214	58	243
Very likely	12 4%	4 6% *	7 3%	12 21% Y*	- -
Fairly likely	46 15%	9 14% *	36 17%	46 79% Y*	- -
Not very likely	92 31%	23 35% *	68 32%	- - *	92 38% X
Not at all likely	101 34%	22 33% *	76 36%	- - *	101 42% X

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

And which ONE of these broad subject areas would be most likely to study at university?

Base	710	102	249	176	88	95	321	389	548	20	47	95
Science	90 13%	14 14%	34 14%	20 11%	12 14% *	10 11% *	45 14%	45 12%	70 13%	3 15% **	5 11% *	12 13% *
Engineering	37 5%	4 4%	15 6%	8 5%	4 5% *	6 6% *	28 9% N	9 2%	29 5%	2 10% **	3 6% *	3 3% *
Mathematics	32 5%	12 12% EFGH	10 4%	6 3%	2 2% *	2 2% *	17 5%	15 4%	27 5%	- - **	1 2% *	4 4% *
Social Science	95 13%	15 15%	29 12%	27 15%	12 14% *	12 13% *	39 12%	56 14%	71 13%	6 30% **	5 11% *	13 14% *
Arts and Humanities	158 22%	11 11%	61 24% D	44 25% D	19 22% D*	23 24% D*	62 19%	96 25%	132 24%	4 20% **	7 15% *	15 16% *
Medicine	76 11%	14 14% H	29 12%	18 10%	10 11% *	5 5% *	40 12%	36 9%	62 11%	1 5% **	3 6% *	10 11% *
Law	54 8%	16 16% EFH	19 8%	7 4%	8 9% *	4 4% *	23 7%	31 8%	44 8%	1 5% **	- - *	9 9% Q*
Other	147 21%	11 11%	47 19%	40 23% D	21 24% D*	28 29% DE*	54 17%	93 24% M	98 18%	2 10% **	20 43% O*	27 28% O*
Don't know	21 3%	5 5% G	5 2%	6 3%	- - *	5 5% G*	13 4%	8 2%	15 3%	1 5% **	3 6% *	2 2% *

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

And which ONE of these broad subject areas would be most likely to study at university?

Base	710	142	556	710	-
Science	90 13%	14 10%	75 13%	90 13%	- -
Engineering	37 5%	7 5%	29 5%	37 5%	- -
Mathematics	32 5%	3 2%	29 5%	32 5%	- -
Social Science	95 13%	19 13%	75 13%	95 13%	- -
Arts and Humanities	158 22%	30 21%	126 23%	158 22%	- -
Medicine	76 11%	17 12%	58 10%	76 11%	- -
Law	54 8%	13 9%	41 7%	54 8%	- -
Other	147 21%	36 25%	108 19%	147 21%	- -
Don't know	21 3%	3 2%	15 3%	21 3%	- -

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

'If you don't have a degree these days you can't get a decent job'

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		74	7	25	18	11	13	31	43	52	5	4	13
		10%	7%	10%	10%	12%	14%	10%	11%	9%	25%	9%	14%
						*	*				**	*	*
Agree		223	32	83	61	26	21	91	132	182	6	15	20
		31%	31%	33%	35%	30%	22%	28%	34%	33%	30%	32%	21%
				H	H	*	*			R	**	*	*
Neither Agree nor Disagree		143	23	48	33	16	23	70	73	105	3	17	18
		20%	23%	19%	19%	18%	24%	22%	19%	19%	15%	36%	19%
						*	*				**	OR*	*
Disagree		202	32	72	49	22	27	90	112	157	6	7	32
		28%	31%	29%	28%	25%	28%	28%	29%	29%	30%	15%	34%
						*	*			Q	**	*	Q*
Strongly Disagree		51	6	14	13	11	7	31	20	40	-	3	8
		7%	6%	6%	7%	12%	7%	10%	5%	7%	-	6%	8%
						E*	*	N			**	*	*
Net : Disagree		253	38	86	62	33	34	121	132	197	6	10	40
		36%	37%	35%	35%	38%	36%	38%	34%	36%	30%	21%	42%
						*	*			Q	**	*	Q*
Net : Agree		297	39	108	79	37	34	122	175	234	11	19	33
		42%	38%	43%	45%	42%	36%	38%	45%	43%	55%	40%	35%
						*	*				**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

'If you don't have a degree these days you can't get a decent job'

Base	710	142	556	710	-
Strongly Agree	74 10%	16 11%	56 10%	74 10%	- -
Agree	223 31%	50 35%	169 30%	223 31%	- -
Neither Agree nor Disagree	143 20%	30 21%	111 20%	143 20%	- -
Disagree	202 28%	37 26%	163 29%	202 28%	- -
Strongly Disagree	51 7%	7 5%	44 8%	51 7%	- -
Net : Disagree	253 36%	44 31%	207 37%	253 36%	- -
Net : Agree	297 42%	66 46%	225 40%	297 42%	- -

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC
'University education is over-rated'												
Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree	23 3%	1 1%	8 3%	6 3%	2 2% *	6 6% D*	9 3%	14 4%	15 3%	- -	5 11% O*	3 3%
Agree	125 18%	16 16%	34 14%	31 18%	23 26% E*	21 22% *	57 18%	68 17%	88 16%	7 35% **	12 26% *	18 19% *
Neither Agree nor Disagree	150 21%	20 20%	52 21%	39 22%	17 19% *	22 23% *	59 18%	91 23%	118 22%	2 10% **	7 15% *	23 24% *
Disagree	265 37%	40 39%	101 41%	62 35%	31 35% *	31 33% *	116 36%	149 38%	210 38%	8 40% **	15 32% *	32 34% *
Strongly Disagree	131 18%	25 25%	50 20%	31 18%	13 15% *	12 13% *	71 22% N	60 15%	104 19%	3 15% **	7 15% *	17 18% *
Net : Disagree	396 56%	65 64% H	151 61% H	93 53%	44 50% *	43 45% *	187 58%	209 54%	314 57%	11 55% **	22 47% *	49 52% *
Net : Agree	148 21%	17 17%	42 17%	37 21%	25 28% E*	27 28% DE*	66 21%	82 21%	103 19%	7 35% **	17 36% O*	21 22% *

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Base	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested
'University education is over-rated'					
Base	710	142	556	710	-
Strongly Agree	23 3%	3 2%	20 4%	23 3%	- -
Agree	125 18%	30 21%	94 17%	125 18%	- -
Neither Agree nor Disagree	150 21%	27 19%	120 22%	150 21%	- -
Disagree	265 37%	56 39%	208 37%	265 37%	- -
Strongly Disagree	131 18%	22 15%	104 19%	131 18%	- -
Net : Disagree	396 56%	78 55%	312 56%	396 56%	- -
Net : Agree	148 21%	33 23%	114 21%	148 21%	- -

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

'University education should be valued for its own sake, not just for getting a job'

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		168	20	62	40	23	23	94	74	131	6	9	22
		24%	20%	25%	23%	26%	24%	29%	19%	24%	30%	19%	23%
						*	*	N			**	*	*
Agree		366	51	132	93	45	45	148	218	291	9	21	45
		52%	50%	53%	53%	51%	47%	46%	56%	53%	45%	45%	47%
						*	*		M		**	*	*
Neither Agree nor Disagree		116	18	44	29	10	15	47	69	88	3	6	19
		16%	18%	18%	16%	11%	16%	15%	18%	16%	15%	13%	20%
						*	*				**	*	*
Disagree		46	9	11	8	9	9	28	18	32	1	7	6
		6%	9%	4%	5%	10%	9%	9%	5%	6%	5%	15%	6%
						E*	*	N			**	O*	*
Strongly Disagree		5	1	-	4	-	-	1	4	1	1	2	1
		1%	1%	-	2%	-	-	*	1%	*	5%	4%	1%
					E	*	*				**	O*	*
Net : Disagree		51	10	11	12	9	9	29	22	33	2	9	7
		7%	10%	4%	7%	10%	9%	9%	6%	6%	10%	19%	7%
						E*	*				**	OR*	*
Net : Agree		534	71	194	133	68	68	242	292	422	15	30	67
		75%	70%	78%	76%	77%	72%	75%	75%	77%	75%	64%	71%
						*	*			Q	**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

'University education should be valued for its own sake, not just for getting a job'

Base	710	142	556	710	-
Strongly Agree	168 24%	35 25%	132 24%	168 24%	- -
Agree	366 52%	71 50%	288 52%	366 52%	- -
Neither Agree nor Disagree	116 16%	24 17%	90 16%	116 16%	- -
Disagree	46 6%	8 6%	37 7%	46 6%	- -
Strongly Disagree	5 1%	2 1%	3 1%	5 1%	- -
Net : Disagree	51 7%	10 7%	40 7%	51 7%	- -
Net : Agree	534 75%	106 75%	420 76%	534 75%	- -

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?				
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC	Other
'Most of my friends want to go to university'	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		201	29	89	41	22	20	91	110	169	5	7	20
		28%	28%	36%	23%	25%	21%	28%	28%	31%	25%	15%	21%
				FH	*	*				Q	**	*	*
Agree		348	51	120	94	39	44	157	191	277	8	18	45
		49%	50%	48%	53%	44%	46%	49%	49%	51%	40%	38%	47%
				*	*	*	*			**	**	*	*
Neither Agree nor Disagree		80	13	27	18	12	10	38	42	53	2	10	15
		11%	13%	11%	10%	14%	11%	12%	11%	10%	10%	21%	16%
					*	*				**	**	O*	*
Disagree		53	5	8	17	11	12	23	30	36	2	6	9
		7%	5%	3%	10%	12%	13%	7%	8%	7%	10%	13%	9%
					E	E*	E*			**	**	*	*
Strongly Disagree		18	2	3	4	3	6	8	10	9	1	4	4
		3%	2%	1%	2%	3%	6%	2%	3%	2%	5%	9%	4%
					*	E*	E*			**	**	O*	*
Net : Disagree		71	7	11	21	14	18	31	40	45	3	10	13
		10%	7%	4%	12%	16%	19%	10%	10%	8%	15%	21%	14%
					E	DE*	DE*			**	**	O*	*
Net : Agree		549	80	209	135	61	64	248	301	446	13	25	65
		77%	78%	84%	77%	69%	67%	77%	77%	81%	65%	53%	68%
					GH	*	*			QR	**	*	*

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
		Yes, all or some of the time	No	Likely or interested in University	Not likely or interested
'Most of my friends want to go to university'					
Base	710	142	556	710	-
Strongly Agree	201 28%	35 25%	163 29%	201 28%	-
Agree	348 49%	53 37%	292 53% STU	348 49%	-
Neither Agree nor Disagree	80 11%	22 15%	55 10%	80 11%	-
Disagree	53 7%	20 14%	32 6%	53 7%	-
Strongly Disagree	18 3%	6 4%	11 2%	18 3%	-
Net : Disagree	71 10%	26 18%	43 8%	71 10%	-
Net : Agree	549 77%	88 62%	455 82% STU	549 77%	-

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?				
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC	Other
'I want to go to university but I can't afford it'	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		47	7	19	7	8	6	16	31	30	2	4	11
		7%	7%	8%	4%	9%	6%	5%	8%	5%	10%	9%	12%
						*	*				**	*	O*
Agree		144	31	40	36	21	16	57	87	109	4	14	17
		20%	30%	16%	20%	24%	17%	18%	22%	20%	20%	30%	18%
			EH			*	*				**	*	*
Neither Agree nor Disagree		143	16	48	37	16	26	67	76	104	4	13	22
		20%	16%	19%	21%	18%	27%	21%	20%	19%	20%	28%	23%
						*	D*				**	*	*
Disagree		244	36	90	68	23	27	101	143	198	6	10	30
		34%	35%	36%	39%	26%	28%	31%	37%	36%	30%	21%	32%
					G	*	*			Q	**	*	*
Strongly Disagree		112	10	48	25	17	12	74	38	93	4	3	12
		16%	10%	19%	14%	19%	13%	23%	10%	17%	20%	6%	13%
				D		*	*	N			**	*	*
Net : Disagree		356	46	138	93	40	39	175	181	291	10	13	42
		50%	45%	55%	53%	45%	41%	55%	47%	53%	50%	28%	44%
				H		*	*	N		Q	**	*	*
Net : Agree		191	38	59	43	29	22	73	118	139	6	18	28
		27%	37%	24%	24%	33%	23%	23%	30%	25%	30%	38%	29%
			EFH			*	*		M		**	*	*

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
		Yes, all or some of the time	No	Likely or interested in University	Not likely or interested
'I want to go to university but I can't afford it'					
Base	710	142	556	710	-
Strongly Agree	47 7%	14 10%	32 6%	47 7%	-
Agree	144 20%	36 25%	107 19%	144 20%	-
Neither Agree nor Disagree	143 20%	31 22%	108 19%	143 20%	-
Disagree	244 34%	41 29%	201 36%	244 34%	-
Strongly Disagree	112 16%	12 8%	98 18%	112 16%	-
Net : Disagree	356 50%	53 37%	299 54%	356 50%	-
Net : Agree	191 27%	50 35%	139 25%	191 27%	-
			U		
			STU		
			V		

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

'I know I will leave university with debts but the benefits in getting a higher paid job make up for this'

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		167	25	63	40	20	19	85	82	144	4	5	14
		24%	25%	25%	23%	23%	20%	26%	21%	26%	20%	11%	15%
						*	*			QR	**	*	*
Agree		311	52	111	77	36	35	137	174	237	6	25	43
		44%	51%	45%	44%	41%	37%	43%	45%	43%	30%	53%	45%
			H			*	*			**	*	*	*
Neither Agree nor Disagree		110	12	43	30	12	13	44	66	82	4	8	16
		15%	12%	17%	17%	14%	14%	14%	17%	15%	20%	17%	17%
						*	*			**	*	*	*
Disagree		71	10	18	18	13	12	30	41	49	3	4	15
		10%	10%	7%	10%	15%	13%	9%	11%	9%	15%	9%	16%
						E*	*			**	*	O*	*
Strongly Disagree		24	2	6	2	6	8	13	11	16	-	3	5
		3%	2%	2%	1%	7%	8%	4%	3%	3%	-	6%	5%
						F*	DEF*			**	*	*	*
Net : Disagree		95	12	24	20	19	20	43	52	65	3	7	20
		13%	12%	10%	11%	22%	21%	13%	13%	12%	15%	15%	21%
						EF*	EF*			**	*	O*	*
Net : Agree		478	77	174	117	56	54	222	256	381	10	30	57
		67%	75%	70%	66%	64%	57%	69%	66%	70%	50%	64%	60%
			H	H		*	*			**	*	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

'I know I will leave university with debts but the benefits in getting a higher paid job make up for this'

Base	710	142	556	710	-
Strongly Agree	167 24%	31 22%	134 24%	167 24%	- -
Agree	311 44%	61 43%	246 44%	311 44%	- -
Neither Agree nor Disagree	110 15%	19 13%	89 16%	110 15%	- -
Disagree	71 10%	17 12%	51 9%	71 10%	- -
Strongly Disagree	24 3%	7 5%	17 3%	24 3%	- -
Net : Disagree	95 13%	24 17%	68 12%	95 13%	- -
Net : Agree	478 67%	92 65%	380 68%	478 67%	- -

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?				
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC	Other
'My family wants me to go to university'	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		232	37	94	49	27	25	115	117	196	9	4	23
		33%	36%	38%	28%	31%	26%	36%	30%	36%	45%	9%	24%
				FH	*	*				QR	**	*	Q*
Agree		286	42	105	73	34	32	122	164	229	6	19	32
		40%	41%	42%	41%	39%	34%	38%	42%	42%	30%	40%	34%
					*	*				**	*	*	*
Neither Agree nor Disagree		133	19	38	38	18	20	64	69	87	2	15	29
		19%	19%	15%	22%	20%	21%	20%	18%	16%	10%	32%	31%
					*	*				**	O*	O*	O*
Disagree		39	2	8	11	6	12	10	29	23	1	7	8
		5%	2%	3%	6%	7%	13%	3%	7%	4%	5%	15%	8%
					*	DE*			M	**	O*	O*	*
Strongly Disagree		11	1	4	3	1	2	5	6	8	1	1	1
		2%	1%	2%	2%	1%	2%	2%	2%	1%	5%	2%	1%
					*	*				**	*	*	*
Net : Disagree		50	3	12	14	7	14	15	35	31	2	8	9
		7%	3%	5%	8%	8%	15%	5%	9%	6%	10%	17%	9%
					*	DE*			M	**	O*	O*	*
Net : Agree		518	79	199	122	61	57	237	281	425	15	23	55
		73%	77%	80%	69%	69%	60%	74%	72%	78%	75%	49%	58%
			H	FGH	*	*				QR	**	*	*

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?		
		Yes, all or some of the time	No	Likely or interested in University	Not likely or interested	
'My family wants me to go to university'						
	Base	710	142	556	710	-
Strongly Agree	232 33%	42 30%	187 34%	232 33%	-	
Agree	286 40%	49 35%	233 42%	286 40%	-	
Neither Agree nor Disagree	133 19%	27 19%	102 18%	133 19%	-	
Disagree	39 5%	14 10%	25 4%	39 5%	-	
Strongly Disagree	11 2%	6 4%	5 1%	11 2%	-	
Net : Disagree	50 7%	20 14%	30 5%	50 7%	-	
Net : Agree	518 73%	91 64%	420 76%	518 73%	-	
			TU			

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

I feel I will benefit more from going into work after school than going to university

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly Agree		27	-	8	5	8	6	18	9	12	2	8	5
		4%	-	3%	3%	9%	6%	6%	2%	2%	10%	17%	5%
						DEF*	D*	N			**	OR*	*
Agree		65	5	18	15	14	13	26	39	45	4	8	8
		9%	5%	7%	9%	16%	14%	8%	10%	8%	20%	17%	8%
						DE*	D*				**	O*	*
Neither Agree nor Disagree		139	21	42	34	20	22	51	88	102	3	10	24
		20%	21%	17%	19%	23%	23%	16%	23%	19%	15%	21%	25%
						*	*		M		**	*	*
Disagree		246	32	87	69	25	33	106	140	196	3	17	30
		35%	31%	35%	39%	28%	35%	33%	36%	36%	15%	36%	32%
						*	*				**	*	*
Strongly Disagree		200	38	84	48	17	13	105	95	164	7	4	25
		28%	37%	34%	27%	19%	14%	33%	24%	30%	35%	9%	26%
			GH	GH	H	*	*	N		Q	**	*	Q*
Net : Disagree		446	70	171	117	42	46	211	235	360	10	21	55
		63%	69%	69%	66%	48%	48%	66%	60%	66%	50%	45%	58%
			GH	GH	GH	*	*			Q	**	*	*
Net : Agree		92	5	26	20	22	19	44	48	57	6	16	13
		13%	5%	10%	11%	25%	20%	14%	12%	10%	30%	34%	14%
						DEF*	DE*				**	OR*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

I feel I will benefit more from going into work after school than going to university

Base	710	142	556	710	-
Strongly Agree	27 4%	8 6%	19 3%	27 4%	- -
Agree	65 9%	15 11%	49 9%	65 9%	- -
Neither Agree nor Disagree	139 20%	39 27%	98 18%	139 20%	- -
Disagree	246 35%	37 26%	206 37%	246 35%	- -
Strongly Disagree	200 28%	33 23%	162 29%	200 28%	- -
Net : Disagree	446 63%	70 49%	368 66%	446 63%	- -
Net : Agree	92 13%	23 16%	68 12%	92 13%	- -

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The Government has withdrawn all financial support to universities for teaching their students, with the exception of science subjects. Starting in 2012, student tuition fees at universities will average over £8,000 and many will charge the maximum fee of £9,000. Do you approve or disapprove of this policy?

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Strongly approve		33	3	15	4	6	5	25	8	24	3	2	4
		5%	3%	6%	2%	7%	5%	8%	2%	4%	15%	4%	4%
						*	*	N			**	*	*
Approve		49	8	11	10	9	11	31	18	40	3	3	3
		7%	8%	4%	6%	10%	12%	10%	5%	7%	15%	6%	3%
						E*	E*	N			**	*	*
Neither approve nor disapprove		74	11	24	21	7	11	36	38	56	3	6	9
		10%	11%	10%	12%	8%	12%	11%	10%	10%	15%	13%	9%
						*	*				**	*	*
Disapprove		165	20	62	45	18	20	65	100	130	4	10	21
		23%	20%	25%	26%	20%	21%	20%	26%	24%	20%	21%	22%
						*	*				**	*	*
Strongly disapprove		366	59	128	90	45	44	159	207	281	6	24	55
		52%	58%	51%	51%	51%	46%	50%	53%	51%	30%	51%	58%
						*	*				**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The Government has withdrawn all financial support to universities for teaching their students, with the exception of science subjects. Starting in 2012, student tuition fees at universities will average over £8,000 and many will charge the maximum fee of £9,000. Do you approve or disapprove of this policy?

	Base	710	142	556	710	-
Strongly approve		33	6	27	33	-
		5%	4%	5%	5%	-
Approve		49	9	39	49	-
		7%	6%	7%	7%	-
Neither approve nor disapprove		74	14	60	74	-
		10%	10%	11%	10%	-
Disapprove		165	33	131	165	-
		23%	23%	24%	23%	-
Strongly disapprove		366	76	284	366	-
		52%	54%	51%	52%	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The course should be exactly what I want to do

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		228	29	79	61	30	29	102	126	179	4	13	32
		32%	28%	32%	35%	34%	31%	32%	32%	33%	20%	28%	34%
						*	*				**	*	*
Very Important		277	48	105	64	27	33	116	161	213	5	18	41
		39%	47%	42%	36%	31%	35%	36%	41%	39%	25%	38%	43%
			G			*	*				**	*	*
Quite Important		173	21	57	45	25	25	84	89	138	6	11	18
		24%	21%	23%	26%	28%	26%	26%	23%	25%	30%	23%	19%
						*	*				**	*	*
Not Very Important		16	2	5	5	2	2	8	8	11	2	2	1
		2%	2%	2%	3%	2%	2%	2%	2%	2%	10%	4%	1%
						*	*				**	*	*
Not at all Important		7	1	1	-	2	3	5	2	2	1	2	2
		1%	1%	*	-	2%	3%	2%	1%	*	5%	4%	2%
						F*	EF*				**	O*	O*
Net : Important		678	98	241	170	82	87	302	376	530	15	42	91
		95%	96%	97%	97%	93%	92%	94%	97%	97%	75%	89%	96%
				H		*	*			Q	**	*	*
Net : Not Important		23	3	6	5	4	5	13	10	13	3	4	3
		3%	3%	2%	3%	5%	5%	4%	3%	2%	15%	9%	3%
						*	*				**	O*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The course should be exactly what I want to do

	Base	710	142	556	710	-
Extremely Important	228 32%	45 32%	179 32%	228 32%	-	-
Very Important	277 39%	53 37%	222 40%	277 39%	-	-
Quite Important	173 24%	29 20%	140 25%	173 24%	-	-
Not Very Important	16 2%	6 4%	9 2%	16 2%	-	-
Not at all Important	7 1%	5 4%	2 *	7 1%	-	-
Net : Important	678 95%	127 89%	541 97%	678 95%	-	-
Net : Not Important	23 3%	11 8%	11 2%	23 3%	-	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The fees should be less than the maximum of £9,000 per annum

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		153	28	49	32	26	18	71	82	102	1	14	36
		22%	27%	20%	18%	30%	19%	22%	21%	19%	5%	30%	38%
						F*	*				**	*	O*
Very Important		103	10	36	23	17	17	39	64	80	2	8	13
		15%	10%	14%	13%	19%	18%	12%	16%	15%	10%	17%	14%
						*	*				**	*	*
Quite Important		165	29	48	41	17	30	67	98	122	3	16	24
		23%	28%	19%	23%	19%	32%	21%	25%	22%	15%	34%	25%
						*	E*				**	*	*
Not Very Important		146	19	60	47	8	12	72	74	126	7	3	10
		21%	19%	24%	27%	9%	13%	22%	19%	23%	35%	6%	11%
				GH	GH	*	*			QR	**	*	*
Not at all Important		94	10	45	23	11	5	55	39	81	5	2	6
		13%	10%	18%	13%	12%	5%	17%	10%	15%	25%	4%	6%
				H	H	*	*	N		QR	**	*	*
Net : Important		421	67	133	96	60	65	177	244	304	6	38	73
		59%	66%	53%	55%	68%	68%	55%	63%	55%	30%	81%	77%
			E			EF*	EF*		M		**	O*	O*
Net : Not Important		240	29	105	70	19	17	127	113	207	12	5	16
		34%	28%	42%	40%	22%	18%	40%	29%	38%	60%	11%	17%
				DGH	GH	*	*	N		QR	**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The fees should be less than the maximum of £9,000 per annum

	Base	710	142	556	710	-
Extremely Important	153 22%	35 25%	114 21%	153 22%	-	-
Very Important	103 15%	34 24%	65 12%	103 15%	-	-
Quite Important	165 23%	31 22%	131 24%	165 23%	-	-
Not Very Important	146 21%	28 20%	118 21%	146 21%	-	-
Not at all Important	94 13%	8 6%	86 15%	94 13%	-	-
Net : Important	421 59%	100 70%	310 56%	421 59%	-	-
Net : Not Important	240 34%	36 25%	204 37%	240 34%	-	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should be on a campus

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		40	2	15	9	10	4	18	22	30	1	4	5
		6%	2%	6%	5%	11%	4%	6%	6%	5%	5%	9%	5%
						D*	*				**	*	*
Very Important		122	18	39	36	19	10	49	73	90	4	12	16
		17%	18%	16%	20%	22%	11%	15%	19%	16%	20%	26%	17%
					H	H*	*				**	*	*
Quite Important		224	37	84	46	25	32	99	125	170	6	22	26
		32%	36%	34%	26%	28%	34%	31%	32%	31%	30%	47%	27%
					*	*	*				**	OR*	*
Not Very Important		196	24	69	49	23	31	94	102	159	6	5	26
		28%	24%	28%	28%	26%	33%	29%	26%	29%	30%	11%	27%
					*	*	*			Q	**	*	Q*
Not at all Important		74	13	23	18	7	13	37	37	56	2	2	14
		10%	13%	9%	10%	8%	14%	12%	10%	10%	10%	4%	15%
					*	*	*				**	*	*
Net : Important		386	57	138	91	54	46	166	220	290	11	38	47
		54%	56%	55%	52%	61%	48%	52%	57%	53%	55%	81%	49%
					*	*	*				**	OR*	*
Net : Not Important		270	37	92	67	30	44	131	139	215	8	7	40
		38%	36%	37%	38%	34%	46%	41%	36%	39%	40%	15%	42%
					*	*	*			Q	**	*	Q*

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?		
		Base	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested
The university should be on a campus						
	Base	710	142	556	710	-
Extremely Important		40 6%	10 7%	28 5%	40 6%	- -
Very Important		122 17%	28 20%	92 17%	122 17%	- -
Quite Important		224 32%	48 34%	172 31%	224 32%	- -
Not Very Important		196 28%	38 27%	155 28%	196 28%	- -
Not at all Important		74 10%	5 4%	69 12%	74 10%	- -
Net : Important		386 54%	86 61%	292 53%	386 54%	- -
Net : Not Important		270 38%	43 30%	224 40%	270 38%	- -
				TU		
				U		

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should have a strong reputation for its research

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		82	15	25	17	9	16	43	39	63	4	3	12
		12%	15%	10%	10%	10%	17%	13%	10%	11%	20%	6%	13%
						*	*			**	*	*	*
Very Important		228	29	73	61	37	28	99	129	179	6	15	28
		32%	28%	29%	35%	42%	29%	31%	33%	33%	30%	32%	29%
						E*	*			**	*	*	*
Quite Important		255	41	94	65	24	31	116	139	195	5	23	32
		36%	40%	38%	37%	27%	33%	36%	36%	36%	25%	49%	34%
						*	*			**	*	*	*
Not Very Important		98	12	39	21	13	13	51	47	78	3	3	14
		14%	12%	16%	12%	15%	14%	16%	12%	14%	15%	6%	15%
						*	*			**	*	*	*
Not at all Important		16	-	7	5	2	2	5	11	11	-	2	3
		2%	-	3%	3%	2%	2%	2%	3%	2%	-	4%	3%
						*	*			**	*	*	*
Net : Important		565	85	192	143	70	75	258	307	437	15	41	72
		80%	83%	77%	81%	80%	79%	80%	79%	80%	75%	87%	76%
						*	*			**	*	*	*
Net : Not Important		114	12	46	26	15	15	56	58	89	3	5	17
		16%	12%	18%	15%	17%	16%	17%	15%	16%	15%	11%	18%
						*	*			**	*	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should have a strong reputation for its research

	Base	710	142	556	710	-
Extremely Important		82	18	63	82	-
		12%	13%	11%	12%	-
Very Important		228	50	177	228	-
		32%	35%	32%	32%	-
Quite Important		255	48	199	255	-
		36%	34%	36%	36%	-
Not Very Important		98	16	82	98	-
		14%	11%	15%	14%	-
Not at all Important		16	2	14	16	-
		2%	1%	3%	2%	-
Net : Important		565	116	439	565	-
		80%	82%	79%	80%	-
Net : Not Important		114	18	96	114	-
		16%	13%	17%	16%	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should not be too far from my home

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		40	2	9	12	8	9	12	28	25	1	4	10
		6%	2%	4%	7%	9%	9%	4%	7%	5%	5%	9%	11%
						DE*	DE*		M		**	*	O*
Very Important		61	10	10	17	12	12	20	41	40	5	8	8
		9%	10%	4%	10%	14%	13%	6%	11%	7%	25%	17%	8%
			E		E	E*	E*		M		**	O*	*
Quite Important		159	21	47	49	23	19	70	89	114	4	14	27
		22%	21%	19%	28%	26%	20%	22%	23%	21%	20%	30%	28%
					E	*	*				**	*	*
Not Very Important		218	37	87	42	21	31	100	118	174	4	13	27
		31%	36%	35%	24%	24%	33%	31%	30%	32%	20%	28%	28%
			F	F		*	*				**	*	*
Not at all Important		215	32	91	53	20	19	115	100	181	5	8	21
		30%	31%	37%	30%	23%	20%	36%	26%	33%	25%	17%	22%
				GH		*	*		N		QR	**	*
Net : Important		260	33	66	78	43	40	102	158	179	10	26	45
		37%	32%	27%	44%	49%	42%	32%	41%	33%	50%	55%	47%
					E	DE*	E*		M		**	O*	O*
Net : Not Important		433	69	178	95	41	50	215	218	355	9	21	48
		61%	68%	71%	54%	47%	53%	67%	56%	65%	45%	45%	51%
			FGH	FGH		*	*		N		QR	**	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should not be too far from my home

	Base	710	142	556	710	-
Extremely Important	40	18	21	40	-	-
	6%	13%	4%	6%	-	-
		V				
Very Important	61	13	48	61	-	-
	9%	9%	9%	9%	-	-
		T	T			
Quite Important	159	42	114	159	-	-
	22%	30%	21%	22%	-	-
		V				
Not Very Important	218	35	179	218	-	-
	31%	25%	32%	31%	-	-
Not at all Important	215	29	184	215	-	-
	30%	20%	33%	30%	-	-
			SU			
Net : Important	260	73	183	260	-	-
	37%	51%	33%	37%	-	-
		V				
Net : Not Important	433	64	363	433	-	-
	61%	45%	65%	61%	-	-
			STU			

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The cost of living where the university is located should be reasonable

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		103	10	40	21	17	15	43	60	72	1	11	19
		15%	10%	16%	12%	19%	16%	13%	15%	13%	5%	23%	20%
						*	*				**	*	*
Very Important		232	41	78	49	32	32	94	138	180	6	12	34
		33%	40%	31%	28%	36%	34%	29%	35%	33%	30%	26%	36%
			F			*	*				**	*	*
Quite Important		268	37	93	82	26	30	127	141	218	7	16	27
		38%	36%	37%	47%	30%	32%	40%	36%	40%	35%	34%	28%
					GH	*	*			R	**	*	*
Not Very Important		73	9	28	22	6	8	40	33	58	3	4	8
		10%	9%	11%	12%	7%	8%	12%	8%	11%	15%	9%	8%
						*	*				**	*	*
Not at all Important		18	3	5	1	5	4	11	7	9	1	4	4
		3%	3%	2%	1%	6%	4%	3%	2%	2%	5%	9%	4%
						F*	F*				**	O*	*
Net : Important		603	88	211	152	75	77	264	339	470	14	39	80
		85%	86%	85%	86%	85%	81%	82%	87%	86%	70%	83%	84%
						*	*				**	*	*
Net : Not Important		91	12	33	23	11	12	51	40	67	4	8	12
		13%	12%	13%	13%	12%	13%	16%	10%	12%	20%	17%	13%
						*	*	N			**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The cost of living where the university is located should be reasonable

	Base	710	142	556	710	-			
Extremely Important	103	15%	25	18%	77	14%	103	15%	-
Very Important	232	33%	56	39%	172	31%	232	33%	-
Quite Important	268	38%	41	29%	223	40%	268	38%	-
Not Very Important	73	10%	13	9%	59	11%	73	10%	-
Not at all Important	18	3%	2	1%	16	3%	18	3%	-
Net : Important	603	85%	122	86%	472	85%	603	85%	-
Net : Not Important	91	13%	15	11%	75	13%	91	13%	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should have a strong reputation for the quality of its teaching

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		228	27	90	55	23	33	100	128	186	7	11	24
		32%	26%	36%	31%	26%	35%	31%	33%	34%	35%	23%	25%
						*	*				**	*	*
Very Important		331	55	116	85	40	35	158	173	249	9	23	50
		47%	54%	47%	48%	45%	37%	49%	44%	45%	45%	49%	53%
			H			*	*				**	*	*
Quite Important		126	18	36	33	17	22	52	74	96	1	12	17
		18%	18%	14%	19%	19%	23%	16%	19%	18%	5%	26%	18%
						*	*				**	*	*
Not Very Important		13	-	4	3	3	3	6	7	10	2	-	1
		2%	-	2%	2%	3%	3%	2%	2%	2%	10%	-	1%
						*	*				**	*	*
Not at all Important		4	-	-	-	4	-	4	-	2	-	1	1
		1%	-	-	-	5%	-	1%	-	*	-	2%	1%
						DEFH*	*	N			**	*	*
Net : Important		685	100	242	173	80	90	310	375	531	17	46	91
		96%	98%	97%	98%	91%	95%	97%	96%	97%	85%	98%	96%
			G	G	G	*	*				**	*	*
Net : Not Important		17	-	4	3	7	3	10	7	12	2	1	2
		2%	-	2%	2%	8%	3%	3%	2%	2%	10%	2%	2%
						DEF*	*				**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should have a strong reputation for the quality of its teaching

	Base	710	142	556	710	-
Extremely Important	228 32%	43 30%	184 33%	228 32%	-	-
Very Important	331 47%	57 40%	270 49%	331 47%	-	-
Quite Important	126 18%	29 20%	91 16%	126 18%	-	-
Not Very Important	13 2%	8 6%	5 1%	13 2%	-	-
Not at all Important	4 1%	2 1%	2 *	4 1%	-	-
Net : Important	685 96%	129 91%	545 98%	685 96%	-	-
Net : Not Important	17 2%	10 7%	7 1%	17 2%	-	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should have plenty of good quality student accommodation

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		113	10	47	31	14	11	54	59	88	3	10	12
		16%	10%	19%	18%	16%	12%	17%	15%	16%	15%	21%	13%
				D		*	*				**	*	*
Very Important		286	42	103	72	34	35	121	165	226	6	12	42
		40%	41%	41%	41%	39%	37%	38%	42%	41%	30%	26%	44%
						*	*			Q	**	*	Q*
Quite Important		218	38	77	53	22	28	107	111	176	5	13	24
		31%	37%	31%	30%	25%	29%	33%	29%	32%	25%	28%	25%
						*	*				**	*	*
Not Very Important		56	6	14	16	10	10	24	32	37	3	8	8
		8%	6%	6%	9%	11%	11%	7%	8%	7%	15%	17%	8%
						*	*				**	O*	*
Not at all Important		21	3	3	2	6	7	11	10	9	2	3	7
		3%	3%	1%	1%	7%	7%	3%	3%	2%	10%	6%	7%
						EF*	EF*				**	O*	O*
Net : Important		617	90	227	156	70	74	282	335	490	14	35	78
		87%	88%	91%	89%	80%	78%	88%	86%	89%	70%	74%	82%
				GH	GH	*	*			QR	**	*	*
Net : Not Important		77	9	17	18	16	17	35	42	46	5	11	15
		11%	9%	7%	10%	18%	18%	11%	11%	8%	25%	23%	16%
						E*	E*				**	O*	O*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should have plenty of good quality student accommodation

	Base	710	142	556	710	-
Extremely Important	113 16%	14 10%	97 17%	113 16%	-	-
Very Important	286 40%	58 41%	224 40%	286 40%	-	-
Quite Important	218 31%	46 32%	167 30%	218 31%	-	-
Not Very Important	56 8%	14 10%	42 8%	56 8%	-	-
Not at all Important	21 3%	5 4%	16 3%	21 3%	-	-
Net : Important	617 87%	118 83%	488 88%	617 87%	-	-
Net : Not Important	77 11%	19 13%	58 10%	77 11%	-	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should have good sports facilities

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		27	2	10	6	4	5	19	8	22	2	1	2
		4%	2%	4%	3%	5%	5%	6%	2%	4%	10%	2%	2%
						*	*	N			**	*	*
Very Important		78	6	24	29	9	10	41	37	59	2	8	9
		11%	6%	10%	16%	10%	11%	13%	10%	11%	10%	17%	9%
					DE	*	*				**	*	*
Quite Important		194	26	69	44	29	26	94	100	151	3	9	31
		27%	25%	28%	25%	33%	27%	29%	26%	28%	15%	19%	33%
						*	*				**	*	*
Not Very Important		217	35	81	57	22	22	90	127	178	3	9	27
		31%	34%	33%	32%	25%	23%	28%	33%	32%	15%	19%	28%
						*	*				**	*	*
Not at all Important		173	29	60	37	21	26	70	103	123	9	16	25
		24%	28%	24%	21%	24%	27%	22%	26%	22%	45%	34%	26%
						*	*				**	*	*
Net : Important		299	34	103	79	42	41	154	145	232	7	18	42
		42%	33%	41%	45%	48%	43%	48%	37%	42%	35%	38%	44%
						D*	*	N			**	*	*
Net : Not Important		390	64	141	94	43	48	160	230	301	12	25	52
		55%	63%	57%	53%	49%	51%	50%	59%	55%	60%	53%	55%
						*	*		M		**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should have good sports facilities

Base	710	142	556	710	-
Extremely Important	27 4%	3 2%	23 4%	27 4%	- -
Very Important	78 11%	16 11%	60 11%	78 11%	- -
Quite Important	194 27%	42 30%	150 27%	194 27%	- -
Not Very Important	217 31%	42 30%	174 31%	217 31%	- -
Not at all Important	173 24%	32 23%	137 25%	173 24%	- -
Net : Important	299 42%	61 43%	233 42%	299 42%	- -
Net : Not Important	390 55%	74 52%	311 56%	390 55%	- -

	Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?				
		Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC	Other
The university should be in a large city	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		32	1	18	4	3	6	12	20	25	1	2	4
		5%	1%	7%	2%	3%	6%	4%	5%	5%	5%	4%	4%
				DF		*	D*			**	*	*	*
Very Important		93	18	22	32	11	10	41	52	62	7	6	18
		13%	18%	9%	18%	12%	11%	13%	13%	11%	35%	13%	19%
			E		E	*	*			**	*	O*	
Quite Important		217	26	79	59	27	26	102	115	171	4	17	25
		31%	25%	32%	34%	31%	27%	32%	30%	31%	20%	36%	26%
					*	*				**	*	*	*
Not Very Important		254	46	94	49	32	33	115	139	205	7	13	29
		36%	45%	38%	28%	36%	35%	36%	36%	37%	35%	28%	31%
			F	F	*	*				**	*	*	*
Not at all Important		94	9	26	31	12	16	47	47	70	-	9	15
		13%	9%	10%	18%	14%	17%	15%	12%	13%	-	19%	16%
					DE	*	*			**	*	*	*
Net : Important		342	45	119	95	41	42	155	187	258	12	25	47
		48%	44%	48%	54%	47%	44%	48%	48%	47%	60%	53%	49%
					*	*				**	*	*	*
Net : Not Important		348	55	120	80	44	49	162	186	275	7	22	44
		49%	54%	48%	45%	50%	52%	50%	48%	50%	35%	47%	46%
					*	*				**	*	*	*

	Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?		
		Yes, all or some of the time	No	Likely or interested in University	Not likely or interested	
The university should be in a large city						
	Base	710	142	556	710	-
Extremely Important		32 5%	5 4%	27 5%	32 5%	- -
Very Important		93 13%	18 13%	73 13%	93 13%	- -
Quite Important		217 31%	45 32%	169 30%	217 31%	- -
Not Very Important		254 36%	49 35%	201 36%	254 36%	- -
Not at all Important		94 13%	21 15%	72 13%	94 13%	- -
Net : Important		342 48%	68 48%	269 48%	342 48%	- -
Net : Not Important		348 49%	70 49%	273 49%	348 49%	- -

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The department I want to attend should be highly rated in comparison with equivalent departments in other universities

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		152	22	63	35	21	11	78	74	129	1	7	15
		21%	22%	25%	20%	24%	12%	24%	19%	24%	5%	15%	16%
				H		H*	*				**	*	*
Very Important		277	44	101	70	25	37	122	155	217	9	13	38
		39%	43%	41%	40%	28%	39%	38%	40%	40%	45%	28%	40%
			G	G		*	*				**	*	*
Quite Important		210	27	64	52	27	40	93	117	153	7	17	33
		30%	26%	26%	30%	31%	42%	29%	30%	28%	35%	36%	35%
						*	DEF*				**	*	*
Not Very Important		41	5	13	10	10	3	19	22	29	2	5	5
		6%	5%	5%	6%	11%	3%	6%	6%	5%	10%	11%	5%
						H*	*				**	*	*
Not at all Important		6	-	1	3	2	-	4	2	3	-	2	1
		1%	-	*	2%	2%	-	1%	1%	1%	-	4%	1%
						*	*				**	O*	*
Net : Important		639	93	228	157	73	88	293	346	499	17	37	86
		90%	91%	92%	89%	83%	93%	91%	89%	91%	85%	79%	91%
				G		*	G*				Q	**	*
Net : Not Important		47	5	14	13	12	3	23	24	32	2	7	6
		7%	5%	6%	7%	14%	3%	7%	6%	6%	10%	15%	6%
						DEH*	*				**	O*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The department I want to attend should be highly rated in comparison with equivalent departments in other universities

	Base	710	142	556	710	-
Extremely Important		152	30	121	152	-
		21%	21%	22%	21%	-
Very Important		277	43	230	277	-
		39%	30%	41%	39%	-
Quite Important		210	44	163	210	-
		30%	31%	29%	30%	-
Not Very Important		41	14	25	41	-
		6%	10%	4%	6%	-
Not at all Important		6	2	4	6	-
		1%	1%	1%	1%	-
Net : Important		639	117	514	639	-
		90%	82%	92%	90%	-
Net : Not Important		47	16	29	47	-
		7%	11%	5%	7%	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

My course should lead to a job at the end of it

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		193 27%	29 28%	67 27%	46 26%	27 31% *	24 25% *	85 26%	108 28%	149 27%	8 40% **	11 23% *	25 26% *
Very Important		254 36%	38 37%	93 37%	58 33%	30 34% *	35 37% *	96 30%	158 41% M	195 36%	4 20% **	22 47% *	33 35% *
Quite Important		182 26%	23 23%	59 24%	52 30%	22 25% *	26 27% *	90 28%	92 24%	142 26%	4 20% **	10 21% *	26 27% *
Not Very Important		59 8%	9 9%	22 9%	16 9%	7 8% *	5 5% *	39 12% N	20 5%	46 8%	3 15% **	3 6% *	7 7% *
Not at all Important		15 2%	2 2%	6 2%	3 2%	1 1% *	3 3% *	8 2%	7 2%	13 2%	- - **	- - *	2 2% *
Net : Important		629 89%	90 88%	219 88%	156 89%	79 90% *	85 89% *	271 84%	358 92% M	486 89%	16 80% **	43 91% *	84 88% *
Net : Not Important		74 10%	11 11%	28 11%	19 11%	8 9% *	8 8% *	47 15% N	27 7%	59 11%	3 15% **	3 6% *	9 9% *

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

My course should lead to a job at the end of it

	Base	710	142	556	710	-
Extremely Important	193 27%	40 28%	149 27%	193 27%	-	-
Very Important	254 36%	49 35%	202 36%	254 36%	-	-
Quite Important	182 26%	38 27%	140 25%	182 26%	-	-
Not Very Important	59 8%	11 8%	48 9%	59 8%	-	-
Not at all Important	15 2%	2 1%	13 2%	15 2%	-	-
Net : Important	629 89%	127 89%	491 88%	629 89%	-	-
Net : Not Important	74 10%	13 9%	61 11%	74 10%	-	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

The university should score highly in student satisfaction scores

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		116	21	39	28	15	13	55	61	88	4	9	15
		16%	21%	16%	16%	17%	14%	17%	16%	16%	20%	19%	16%
						*	*				**	*	*
Very Important		305	48	112	76	32	37	129	176	239	4	20	42
		43%	47%	45%	43%	36%	39%	40%	45%	44%	20%	43%	44%
						*	*				**	*	*
Quite Important		218	26	73	59	29	31	103	115	173	6	13	26
		31%	25%	29%	34%	33%	33%	32%	30%	32%	30%	28%	27%
						*	*				**	*	*
Not Very Important		43	4	16	11	6	6	21	22	33	2	4	4
		6%	4%	6%	6%	7%	6%	7%	6%	6%	10%	9%	4%
						*	*				**	*	*
Not at all Important		10	2	2	-	3	3	9	1	6	3	-	1
		1%	2%	1%	-	3%	3%	3%	*	1%	15%	-	1%
						F*	F*	N			**	*	*
Net : Important		639	95	224	163	76	81	287	352	500	14	42	83
		90%	93%	90%	93%	86%	85%	89%	90%	91%	70%	89%	87%
						*	*				**	*	*
Net : Not Important		53	6	18	11	9	9	30	23	39	5	4	5
		7%	6%	7%	6%	10%	9%	9%	6%	7%	25%	9%	5%
						*	*				**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

The university should score highly in student satisfaction scores

	Base	710	142	556	710	-
Extremely Important		116	30	84	116	-
		16%	21%	15%	16%	-
Very Important		305	46	256	305	-
		43%	32%	46%	43%	-
Quite Important		218	49	SU 165	218	-
		31%	35%	30%	31%	-
Not Very Important		43	7	35	43	-
		6%	5%	6%	6%	-
Not at all Important		10	6	4	10	-
		1%	4%	1%	1%	-
Net : Important		639	125	505	639	-
		90%	88%	91%	90%	-
Net : Not Important		53	13	39	53	-
		7%	9%	7%	7%	-

Please select how old you are	Please select how old you are					Gender		Which, if any, of the following qualifications do you have or are you currently studying for?			
	Base	16	17	18	19	20	Male	Female	A-levels	International Baccalaureate	BTEC

Completing my course should allow me to move into a well-paid job

	Base	710	102	249	176	88	95	321	389	548	20	47	95
Extremely Important		177	30	56	43	25	23	73	104	136	6	10	25
		25%	29%	22%	24%	28%	24%	23%	27%	25%	30%	21%	26%
						*	*				**	*	*
Very Important		293	45	115	65	33	35	128	165	227	6	21	39
		41%	44%	46%	37%	38%	37%	40%	42%	41%	30%	45%	41%
						*	*				**	*	*
Quite Important		182	23	61	48	22	28	95	87	145	5	12	20
		26%	23%	24%	27%	25%	29%	30%	22%	26%	25%	26%	21%
						*	*	N			**	*	*
Not Very Important		38	2	11	14	5	6	19	19	26	2	3	7
		5%	2%	4%	8%	6%	6%	6%	5%	5%	10%	6%	7%
					D	*	*				**	*	*
Not at all Important		8	-	3	3	1	1	4	4	6	-	1	1
		1%	-	1%	2%	1%	1%	1%	1%	1%	-	2%	1%
						*	*				**	*	*
Net : Important		652	98	232	156	80	86	296	356	508	17	43	84
		92%	96%	93%	89%	91%	91%	92%	92%	93%	85%	91%	88%
			F			*	*				**	*	*
Net : Not Important		46	2	14	17	6	7	23	23	32	2	4	8
		6%	2%	6%	10%	7%	7%	7%	6%	6%	10%	9%	8%
					D	*	*				**	*	*

Please select how old you are	When you were at school did you ever receive free school meals?		Likely to go / interested in University?	
	Yes, all or some of the time	No	Likely or interested in University	Not likely or interested

Completing my course should allow me to move into a well-paid job

	Base	710	142	556	710	-
Extremely Important	177 25%	38 27%	135 24%	177 25%	-	-
Very Important	293 41%	55 39%	234 42%	293 41%	-	-
Quite Important	182 26%	29 20%	150 27%	182 26%	-	-
Not Very Important	38 5%	14 10%	24 4%	38 5%	-	-
Not at all Important	8 1%	2 1%	6 1%	8 1%	-	-
Net : Important	652 92%	122 86%	519 93%	652 92%	-	-
Net : Not Important	46 6%	16 11%	30 5%	46 6%	-	-