

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 21%	30 21%	121 22%	152 21%	- -
Very Important		277 39%	43 30%	230 41%	277 39%	- -
Quite Important		210 30%	44 31%	TU 163 29%	210 30%	- -
Not Very Important		41 6%	14 10%	25 4%	41 6%	- -
Not at all Important		6 1%	2 1%	4 1%	6 1%	- -
Net : Important		639 90%	117 82%	514 92%	639 90%	- -
Net : Not Important		47 7%	16 11%	STU 29 5%	47 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	29	67	46	27	24	85	108	149	8	11	25
		27%	28%	27%	26%	31%	25%	26%	28%	27%	40%	23%	26%
						*	*				**	*	*
Very Important		254	38	93	58	30	35	96	158	195	4	22	33
		36%	37%	37%	33%	34%	37%	30%	41%	36%	20%	47%	35%
						*	*		M		**	*	*
Quite Important		182	23	59	52	22	26	90	92	142	4	10	26
		26%	23%	24%	30%	25%	27%	28%	24%	26%	20%	21%	27%
						*	*				**	*	*
Not Very Important		59	9	22	16	7	5	39	20	46	3	3	7
		8%	9%	9%	9%	8%	5%	12%	5%	8%	15%	6%	7%
						*	*	N			**	*	*
Not at all Important		15	2	6	3	1	3	8	7	13	-	-	2
		2%	2%	2%	2%	1%	3%	2%	2%	2%	-	-	2%
						*	*				**	*	*
Net : Important		629	90	219	156	79	85	271	358	486	16	43	84
		89%	88%	88%	89%	90%	89%	84%	92%	89%	80%	91%	88%
						*	*		M		**	*	*
Net : Not Important		74	11	28	19	8	8	47	27	59	3	3	9
		10%	11%	11%	11%	9%	8%	15%	7%	11%	15%	6%	9%
						*	*	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

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%
						*	*				**	*	*

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	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	*	*				**	*	*

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	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%	-	-