

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

Unweighted Base	4099	1888	2211	359	514	672	772	1782	2324	1775	956	606	405	502	990	169	471
All GB Adults	4099	1968	2131	492	652	754	766	1435	2254	1845	1008	672	394	525	939	205	357
Under 13	19%	18%	19%	7%	33%	49%	17%	2%	19%	18%	18%	21%	19%	21%	18%	18%	17%
13 to 21	15%	15%	16%	-	3%	25%	41%	7%	15%	16%	16%	15%	17%	15%	14%	12%	18%
22 or older	36%	32%	39%	-	-	5%	37%	80%	37%	34%	40%	36%	38%	25%	36%	38%	36%
Not applicable, I do not have any children	40%	44%	36%	93%	65%	39%	28%	16%	38%	42%	36%	37%	39%	48%	41%	39%	39%

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

Unweighted Base	642	308	334	-	13	172	318	139	347	295	155	92	67	76	146	23	83
All GB Adults who have children aged 13 to 21	630	299	331	-	19	186	317	107	332	297	164	98	66	79	132	25	65
My child is not currently at university, but DOES plan to go	38%	38%	38%	-	58%	49%	35%	24%	41%	34%	33%	44%	32%	48%	37%	42%	38%
My child is not currently at university, and DOES NOT plan to go	37%	32%	41%	-	17%	36%	38%	40%	31%	43%	39%	35%	45%	25%	37%	35%	41%
My child is currently at university, and IS DUE TO complete their course this year	6%	7%	5%	-	-	1%	9%	8%	8%	4%	7%	5%	10%	6%	5%	4%	5%
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	15%	11%	-	7%	8%	13%	22%	15%	10%	16%	14%	8%	14%	13%	15%	8%
Don't know	6%	8%	5%	-	18%	7%	5%	5%	4%	8%	5%	2%	6%	7%	8%	4%	9%

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	4099	1888	2211	359	514	672	772	1782	2324	1775	956	606	405	502	990	169	471
All GB Adults	4099	1968	2131	492	652	754	766	1435	2254	1845	1008	672	394	525	939	205	357
I feel I _fully_ understand the system	15%	19%	12%	27%	15%	11%	16%	13%	16%	14%	15%	15%	15%	18%	15%	21%	10%
I feel that I have a _moderate_ understanding of the system	39%	40%	38%	41%	33%	39%	39%	40%	42%	35%	39%	41%	42%	40%	41%	41%	23%
I feel that I have a _low_ understanding of the system	20%	17%	22%	14%	25%	20%	20%	19%	20%	19%	20%	22%	18%	19%	20%	17%	18%
I feel that I have _no_ understanding of the system	12%	10%	14%	6%	13%	17%	12%	12%	11%	14%	12%	11%	12%	11%	13%	12%	16%
Don't know	6%	6%	7%	4%	5%	7%	6%	8%	5%	8%	6%	6%	7%	6%	5%	3%	12%
Not applicable – I didn't know that there was a new university tuition fees system	8%	8%	7%	8%	10%	6%	6%	8%	6%	9%	7%	5%	6%	7%	7%	5%	20%

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	642	308	334	-	13	172	318	139	347	295	155	92	67	76	146	23	83
All GB Adults who have children aged 13 to 21	630	299	331	-	19	186	317	107	332	297	164	98	66	79	132	25	65
I feel I _fully_ understand the system	17%	21%	13%	-	40%	12%	17%	22%	21%	12%	15%	20%	18%	20%	17%	21%	13%
I feel that I have a _moderate_ understanding of the system	43%	42%	43%	-	49%	43%	43%	39%	45%	39%	44%	48%	43%	37%	48%	53%	23%
I feel that I have a _low_ understanding of the system	20%	17%	22%	-	5%	19%	23%	16%	20%	20%	22%	18%	27%	21%	17%	15%	17%
I feel that I have _no_ understanding of the system	13%	13%	12%	-	-	19%	10%	10%	9%	17%	14%	14%	10%	12%	9%	11%	19%
Don't know	5%	4%	5%	-	-	5%	4%	7%	2%	9%	4%	1%	3%	5%	6%	-	12%
Don't know that there was a new university tuition fees system	3%	3%	3%	-	7%	2%	3%	5%	3%	3%	2%	-	-	4%	3%	-	16%

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Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

Unweighted Base	4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
All GB Adults	4099	2438	446	2884	130	721	92	272	2060	500	376	119	1039	5
Under 13	19%	23%	24%	23%	5%	1%	21%	28%	24%	31%	17%	3%	6%	-
13 to 21	15%	18%	20%	19%	2%	3%	15%	19%	20%	15%	24%	9%	3%	-
22 or older	36%	25%	40%	27%	1%	78%	16%	35%	50%	16%	59%	82%	2%	26%
Not applicable, I do not have any children	40%	45%	28%	42%	93%	20%	61%	34%	18%	47%	18%	13%	90%	74%

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

Unweighted Base	642	460	92	552	3	26	13	48	436	71	92	10	33	-
All GB Adults who have children aged 13 to 21	630	451	88	539	3	23	14	51	419	76	89	11	36	-
My child is not currently at university, but DOES plan to go	38%	38%	38%	38%	71%	48%	39%	36%	37%	37%	37%	56%	50%	-
My child is not currently at university, and DOES NOT plan to go	37%	36%	39%	37%	29%	15%	41%	45%	35%	41%	44%	26%	36%	-
My child is currently at university, and IS DUE TO complete their course this year	6%	6%	4%	6%	-	14%	9%	3%	8%	5%	3%	-	1%	-
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	14%	13%	13%	-	23%	11%	5%	15%	8%	9%	18%	10%	-
Don't know	6%	6%	6%	6%	-	-	-	11%	6%	9%	7%	-	3%	-

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
All GB Adults	4099	2438	446	2884	130	721	92	272	2060	500	376	119	1039	5
I feel I _fully_ understand the system	15%	17%	13%	16%	35%	12%	5%	9%	14%	14%	15%	11%	20%	-
I feel that I have a _moderate_ understanding of the system	39%	39%	40%	39%	37%	40%	32%	36%	40%	37%	35%	32%	39%	14%
I feel that I have a _low_ understanding of the system	20%	20%	21%	20%	15%	19%	14%	19%	20%	23%	20%	20%	17%	66%
I feel that I have _no_ understanding of the system	12%	12%	13%	12%	4%	12%	22%	16%	13%	13%	13%	17%	10%	11%
Don't know	6%	6%	6%	6%	2%	8%	13%	9%	7%	6%	6%	9%	5%	10%
Not applicable – I didn't know that there was a new university tuition fees system	8%	7%	6%	7%	7%	9%	14%	12%	7%	7%	10%	11%	8%	-

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	642	460	92	552	3	26	13	48	436	71	92	10	33	-
All GB Adults who have children aged 13 to 21	630	451	88	539	3	23	14	51	419	76	89	11	36	-
I feel I _fully_ understand the system	17%	17%	13%	16%	100%	34%	8%	16%	18%	7%	21%	-	15%	-
I feel that I have a _moderate_ understanding of the system	43%	44%	44%	44%	-	41%	34%	36%	42%	49%	37%	72%	39%	-
I feel that I have a _low_ understanding of the system	20%	22%	16%	21%	-	6%	11%	19%	20%	21%	19%	14%	18%	-
I feel that I have _no_ understanding of the system	13%	11%	15%	12%	-	4%	36%	21%	11%	15%	14%	9%	18%	-
Don't know	5%	4%	9%	5%	-	4%	12%	3%	5%	6%	4%	-	9%	-
Don't know that there was a new university tuition fees system	3%	3%	3%	3%	-	10%	-	4%	3%	1%	5%	5%	-	-

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Fieldwork: 3rd - 6th June 2011

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base	0	1	2	3+			

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

	Unweighted Base	4099	2997	526	395	138	1059	43
All GB Adults	4099	2876	583	431	158	1172	51	
Under 13	19%	2%	44%	72%	86%	60%	9%	
13 to 21	15%	6%	36%	37%	49%	39%	12%	
22 or older	36%	46%	16%	7%	6%	12%	20%	
Not applicable, I do not have any children	40%	50%	19%	9%	6%	13%	70%	

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

	Unweighted Base	642	184	219	160	72	451	7
All GB Adults who have children aged 13 to 21	630	172	213	161	78	451	6	
My child is not currently at university, but DOES plan to go	38%	15%	41%	50%	56%	47%	52%	
My child is not currently at university, and DOES NOT plan to go	37%	47%	36%	31%	26%	33%	48%	
My child is currently at university, and IS DUE TO complete their course this year	6%	12%	5%	4%	2%	4%	-	
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	20%	15%	8%	3%	11%	-	
Don't know	6%	6%	3%	7%	14%	6%	-	

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	Unweighted Base	4099	2997	526	395	138	1059	43
All GB Adults	4099	2876	583	431	158	1172	51	
I feel I _fully_ understand the system	15%	15%	17%	13%	14%	15%	23%	
I feel that I have a _moderate_ understanding of the system	39%	39%	40%	38%	39%	39%	16%	
I feel that I have a _low_ understanding of the system	20%	19%	20%	27%	14%	22%	19%	
I feel that I have a _no_ understanding of the system	12%	12%	13%	13%	19%	14%	8%	
Don't know	6%	7%	6%	4%	4%	5%	7%	
Not applicable – I didn't know that there was a new university tuition fees system	8%	8%	5%	5%	10%	5%	28%	

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	Unweighted Base	642	184	219	160	72	451	7
All GB Adults who have children aged 13 to 21	630	172	213	161	78	451	6	
I feel I _fully_ understand the system	17%	20%	18%	12%	15%	15%	41%	
I feel that I have a _moderate_ understanding of the system	43%	40%	47%	43%	38%	44%	-	
I feel that I have a _low_ understanding of the system	20%	19%	19%	24%	17%	21%	-	
I feel that I have a _no_ understanding of the system	13%	12%	9%	15%	19%	13%	28%	
Don't know	5%	5%	5%	4%	6%	5%	31%	
know that there was a new university tuition fees system	3%	5%	2%	3%	4%	3%	-	

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

	4099	199	438	319	306	300	405	502
Unweighted Base	4099	199	438	319	306	300	405	502
All GB Adults	4099	217	462	329	345	327	394	525
Under 13	19%	19%	20%	15%	23%	19%	19%	21%
13 to 21	15%	20%	15%	15%	16%	13%	17%	15%
22 or older	36%	42%	41%	36%	38%	34%	38%	25%
Not applicable, I do not have any children	40%	34%	33%	42%	34%	40%	39%	48%

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

	642	38	63	54	52	40	67	76
Unweighted Base	642	38	63	54	52	40	67	76
All GB Adults who have children aged 13 to 21	630	43	70	51	56	42	66	79
My child is not currently at university, but DOES plan to go	38%	27%	43%	23%	42%	48%	32%	48%
My child is not currently at university, and DOES NOT plan to go	37%	42%	31%	49%	46%	19%	45%	25%
My child is currently at university, and IS DUE TO complete their course this year	6%	10%	6%	6%	2%	10%	10%	6%
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	16%	17%	13%	11%	18%	8%	14%
Don't know	6%	5%	4%	9%	-	6%	6%	7%

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	4099	199	438	319	306	300	405	502
Unweighted Base	4099	199	438	319	306	300	405	502
All GB Adults	4099	217	462	329	345	327	394	525
I feel I _fully_ understand the system	15%	13%	15%	18%	16%	13%	15%	18%
I feel that I have a _moderate_ understanding of the system	39%	41%	39%	37%	40%	42%	42%	40%
I feel that I have a _low_ understanding of the system	20%	20%	20%	21%	25%	19%	18%	19%
I feel that I have _no_ understanding of the system	12%	12%	12%	12%	13%	10%	12%	11%
Don't know	6%	6%	7%	5%	3%	9%	7%	6%
Not applicable – I didn't know that there was a new university tuition fees system	8%	8%	7%	7%	3%	7%	6%	7%

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	642	38	63	54	52	40	67	76
Unweighted Base	642	38	63	54	52	40	67	76
All GB Adults who have children aged 13 to 21	630	43	70	51	56	42	66	79
I feel I _fully_ understand the system	17%	8%	20%	13%	19%	21%	18%	20%
I feel that I have a _moderate_ understanding of the system	43%	42%	48%	39%	49%	47%	43%	37%
I feel that I have a _low_ understanding of the system	20%	26%	18%	24%	15%	22%	27%	21%
I feel that I have _no_ understanding of the system	13%	13%	9%	19%	18%	8%	10%	12%
Don't know	5%	7%	3%	4%	-	2%	3%	5%
Not applicable – I didn't know that there was a new university tuition fees system	3%	3%	2%	-	-	-	-	4%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region				
Base	South East	South West	Wales	Scotland	Northern Ireland

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

Unweighted Base	4099	595	395	169	471	-
All GB Adults	4099	566	373	205	357	-
Under 13	19%	18%	18%	18%	17%	-
13 to 21	15%	13%	15%	12%	18%	-
22 or older	36%	35%	37%	38%	36%	-
Not applicable, I do not have any children	40%	43%	38%	39%	39%	-

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

Unweighted Base	642	85	61	23	83	-
All GB Adults who have children aged 13 to 21	630	76	56	25	65	-
My child is not currently at university, but DOES plan to go	38%	41%	31%	42%	38%	-
My child is not currently at university, and DOES NOT plan to go	37%	31%	44%	35%	41%	-
My child is currently at university, and IS DUE TO complete their course this year	6%	7%	3%	4%	5%	-
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	15%	11%	15%	8%	-
Don't know	6%	6%	12%	4%	9%	-

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	4099	595	395	169	471	-
All GB Adults	4099	566	373	205	357	-
I feel I _fully_ understand the system	15%	16%	14%	21%	10%	-
I feel that I have a _moderate_ understanding of the system	39%	38%	45%	41%	23%	-
I feel that I have a _low_ understanding of the system	20%	21%	18%	17%	18%	-
I feel that I have _no_ understanding of the system	12%	13%	12%	12%	16%	-
Don't know	6%	6%	4%	3%	12%	-
Not applicable – I didn't know that there was a new university tuition fees system	8%	7%	7%	5%	20%	-

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

Unweighted Base	642	85	61	23	83	-
All GB Adults who have children aged 13 to 21	630	76	56	25	65	-
I feel I _fully_ understand the system	17%	20%	12%	21%	13%	-
I feel that I have a _moderate_ understanding of the system	43%	42%	56%	53%	23%	-
I feel that I have a _low_ understanding of the system	20%	15%	20%	15%	17%	-
I feel that I have _no_ understanding of the system	13%	9%	9%	11%	19%	-
Don't know	5%	9%	2%	-	12%	-
Don't know that there was a new university tuition fees system	3%	5%	-	-	16%	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Child's current situation				
Base	My child is not currently at university, but DOES plan to go	My child is not currently at university, and DOES NOT plan to go	My child is currently at university, and IS DUE TO complete their course this year	My child is currently at university, but IS NOT DUE TO complete their course this year	Don't know

Do you have a child/ children in any of the following age groups? (Please tick all that apply)

	Unweighted Base	4099	239	235	40	90	38
All GB Adults	4099	240	232	38	82	38	
Under 13	19%	38%	19%	17%	12%	48%	
13 to 21	15%	100%	100%	100%	100%	100%	
22 or older	36%	19%	40%	63%	37%	26%	
Not applicable, I do not have any children	40%	-	-	-	-	-	

Which of the following statements best describes your child's current situation? (If you have more than one child aged 21 or under, please think about your ELDEST when answering the following questions)

	Unweighted Base	642	239	235	40	90	38
All GB Adults who have children aged 13 to 21	630	240	232	38	82	38	
My child is not currently at university, but DOES plan to go	38%	100%	-	-	-	-	
My child is not currently at university, and DOES NOT plan to go	37%	-	100%	-	-	-	
My child is currently at university, and IS DUE TO complete their course this year	6%	-	-	100%	-	-	
My child is currently at university, but IS NOT DUE TO complete their course this year	13%	-	-	-	100%	-	
Don't know	6%	-	-	-	-	100%	

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	Unweighted Base	4099	239	235	40	90	38
All GB Adults	4099	240	232	38	82	38	
I feel I _fully_ understand the system	15%	21%	11%	26%	21%	8%	
I feel that I have a _moderate_ understanding of the system	39%	46%	43%	38%	42%	24%	
I feel that I have a _low_ understanding of the system	20%	18%	19%	21%	30%	13%	
I feel that I have _no_ understanding of the system	12%	12%	14%	9%	4%	30%	
Don't know	6%	2%	6%	7%	1%	20%	
Not applicable – I didn't know that there was a new university tuition fees system	8%	1%	6%	-	2%	5%	

To what extent do you feel that you understand the new university tuition fees system in England and Wales? (Please tick the option that best applies)

	Unweighted Base	642	239	235	40	90	38
All GB Adults who have children aged 13 to 21	630	240	232	38	82	38	
I feel I _fully_ understand the system	17%	21%	11%	26%	21%	8%	
I feel that I have a _moderate_ understanding of the system	43%	46%	43%	38%	42%	24%	
I feel that I have a _low_ understanding of the system	20%	18%	19%	21%	30%	13%	
I feel that I have _no_ understanding of the system	13%	12%	14%	9%	4%	30%	
Don't know	5%	2%	6%	7%	1%	20%	
I don't know that there was a new university tuition fees system	3%	1%	6%	-	2%	5%	

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Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

Unweighted Base	369	185	184	-	8	98	184	79	223	146	86	58	32	54	81	14	44
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university	360	180	180	-	12	108	182	58	215	145	90	62	33	54	73	15	33
School	34%	35%	33%	-	19%	37%	33%	34%	28%	43%	27%	30%	34%	37%	30%	55%	54%
Internet	29%	36%	22%	-	42%	28%	28%	31%	35%	20%	31%	36%	29%	33%	29%	10%	10%
Friends and family	9%	7%	11%	-	-	9%	10%	8%	11%	6%	7%	5%	5%	11%	16%	-	11%
The media	19%	15%	23%	-	28%	21%	18%	16%	19%	19%	18%	26%	27%	14%	16%	24%	8%
Other	5%	3%	6%	-	-	1%	7%	7%	4%	6%	9%	3%	3%	2%	3%	10%	6%
Don't know	5%	4%	5%	-	11%	5%	4%	3%	4%	6%	7%	-	2%	2%	7%	-	11%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

Unweighted Base	4099	1888	2211	359	514	672	772	1782	2324	1775	956	606	405	502	990	169	471
All GB Adults	4099	1968	2131	492	652	754	766	1435	2254	1845	1008	672	394	525	939	205	357
Yes, I do	34%	37%	31%	37%	33%	30%	31%	37%	38%	29%	35%	32%	36%	37%	34%	36%	27%
No, I don't	41%	41%	41%	47%	41%	47%	44%	33%	39%	43%	41%	43%	41%	40%	41%	44%	33%
Don't know	25%	22%	28%	16%	26%	23%	25%	30%	23%	28%	24%	25%	23%	23%	25%	20%	40%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

Unweighted Base	642	308	334	-	13	172	318	139	347	295	155	92	67	76	146	23	83
All GB Adults who have children aged 13 to 21	630	299	331	-	19	186	317	107	332	297	164	98	66	79	132	25	65
Yes, I do	28%	30%	27%	-	17%	26%	29%	32%	33%	23%	29%	27%	34%	29%	29%	37%	17%
No, I don't	55%	54%	56%	-	75%	58%	54%	49%	54%	56%	56%	58%	58%	57%	56%	51%	44%
Don't know	16%	15%	17%	-	7%	15%	17%	19%	12%	21%	15%	15%	8%	13%	15%	12%	39%

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

Unweighted Base	239	112	127	-	7	82	114	36	136	103	51	37	20	37	53	10	31
All GB Adults who have children aged 13 to 21 who plan to go to University	240	114	125	-	11	91	112	26	138	102	53	43	21	38	48	10	25
I am much more likely to be involved in choosing the university my child will go to	21%	21%	22%	-	38%	23%	21%	8%	24%	17%	31%	23%	25%	22%	13%	6%	17%
I am slightly more likely to be involved in choosing the university my child will go to	11%	11%	12%	-	15%	9%	9%	28%	14%	8%	15%	6%	8%	13%	18%	9%	2%
My involvement in choosing the university my child will go to will remain unchanged	50%	50%	51%	-	7%	48%	57%	45%	51%	50%	38%	58%	67%	39%	60%	85%	33%
I am slightly less likely to be involved in choosing the university my child will go to	4%	4%	5%	-	15%	6%	3%	3%	4%	5%	8%	4%	-	1%	-	-	16%
I am much less likely to be involved in choosing the university my child will go to	5%	9%	2%	-	25%	7%	1%	9%	4%	7%	2%	7%	-	11%	4%	-	9%
Don't know	7%	5%	9%	-	-	7%	9%	7%	3%	12%	6%	2%	-	15%	4%	-	23%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

	369	262	52	314	2	21	8	24	259	35	47	7	21	-
Unweighted Base	369	262	52	314	2	21	8	24	259	35	47	7	21	-
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university	360	259	48	308	2	19	8	23	249	38	44	8	22	-
School	34%	34%	20%	32%	-	45%	66%	41%	36%	39%	31%	12%	17%	-
Internet	29%	32%	23%	31%	29%	13%	5%	26%	30%	34%	26%	14%	19%	-
Friends and family	9%	9%	11%	9%	-	12%	-	14%	10%	8%	9%	-	4%	-
The media	19%	18%	27%	19%	71%	16%	-	16%	16%	10%	18%	58%	54%	-
Other	5%	5%	6%	5%	-	2%	10%	3%	5%	2%	10%	-	4%	-
Don't know	5%	2%	14%	4%	-	12%	19%	-	4%	6%	6%	16%	2%	-

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
Unweighted Base	4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
All GB Adults	4099	2438	446	2884	130	721	92	272	2060	500	376	119	1039	5
Yes, I do	34%	34%	31%	34%	43%	39%	22%	19%	35%	33%	26%	25%	36%	14%
No, I don't	41%	42%	44%	42%	46%	31%	46%	45%	40%	40%	43%	37%	42%	61%
Don't know	25%	24%	25%	24%	11%	30%	32%	36%	25%	27%	32%	38%	22%	25%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	642	460	92	552	3	26	13	48	436	71	92	10	33	-
Unweighted Base	642	460	92	552	3	26	13	48	436	71	92	10	33	-
All GB Adults who have children aged 13 to 21	630	451	88	539	3	23	14	51	419	76	89	11	36	-
Yes, I do	28%	28%	29%	28%	71%	43%	32%	17%	31%	28%	22%	18%	22%	-
No, I don't	55%	57%	51%	56%	29%	42%	49%	58%	53%	57%	56%	82%	67%	-
Don't know	16%	15%	20%	16%	-	14%	19%	24%	16%	15%	21%	-	11%	-

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

	239	167	35	202	2	11	5	19	158	25	35	5	16	-
Unweighted Base	239	167	35	202	2	11	5	19	158	25	35	5	16	-
All GB Adults who have children aged 13 to 21 who plan to go to University	240	170	33	203	2	11	5	18	155	29	33	6	18	-
I am much more likely to be involved in choosing the university my child will go to	21%	23%	16%	22%	100%	15%	-	13%	22%	9%	24%	-	32%	-
I am slightly more likely to be involved in choosing the university my child will go to	11%	10%	18%	12%	-	13%	15%	9%	12%	14%	5%	24%	10%	-
My involvement in choosing the university my child will go to will remain unchanged	50%	51%	55%	51%	-	64%	77%	31%	52%	52%	51%	51%	36%	-
I am slightly less likely to be involved in choosing the university my child will go to	4%	5%	3%	4%	-	9%	-	6%	5%	4%	2%	-	6%	-
I am much less likely to be involved in choosing the university my child will go to	5%	5%	7%	6%	-	-	-	5%	4%	13%	3%	-	13%	-
Don't know	7%	6%	-	5%	-	-	8%	37%	5%	9%	16%	25%	3%	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	0	1	2	3+			

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university	369	89	133	99	44	276	4
School	34%	28%	32%	36%	46%	36%	22%
Internet	29%	39%	29%	26%	16%	26%	46%
Friends and family	9%	10%	5%	10%	15%	8%	33%
The media	19%	13%	23%	20%	15%	21%	-
Other	5%	5%	5%	5%	4%	5%	-
Don't know	5%	5%	6%	4%	3%	4%	-

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	Yes, I do	No, I don't	Don't know
All GB Adults	4099	2997	526	395
Yes, I do	34%	37%	29%	22%
No, I don't	41%	35%	52%	62%
Don't know	25%	28%	19%	16%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	Yes, I do	No, I don't	Don't know
All GB Adults who have children aged 13 to 21	642	184	219	160
Yes, I do	28%	37%	28%	23%
No, I don't	55%	41%	60%	62%
Don't know	16%	21%	13%	15%

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

	Unweighted Base	More likely	Unchanged	Less likely	Don't know
All GB Adults who have children aged 13 to 21 who plan to go to University	239	25	89	81	40
More likely	10%	10%	10%	10%	10%
Unchanged	37%	37%	37%	37%	37%
Less likely	44%	44%	44%	44%	44%
Don't know	7%	7%	7%	7%	7%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region						
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university	369	21	40	25	29	29	32	54
School	34%	34%	24%	27%	36%	24%	34%	37%
Internet	29%	24%	35%	31%	32%	39%	29%	33%
Friends and family	9%	10%	7%	4%	-	10%	5%	11%
The media	19%	16%	24%	8%	26%	27%	27%	14%
Other	5%	12%	2%	23%	5%	-	3%	2%
Don't know	5%	3%	8%	6%	-	-	2%	2%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
All GB Adults	4099	199	438	319	306	300	405	502
Yes, I do	34%	32%	38%	34%	34%	30%	36%	37%
No, I don't	41%	42%	40%	40%	43%	44%	41%	40%
Don't know	25%	26%	22%	26%	23%	27%	23%	23%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
All GB Adults who have children aged 13 to 21	642	38	63	54	52	40	67	76
Yes, I do	28%	13%	36%	34%	34%	17%	34%	29%
No, I don't	55%	63%	51%	55%	52%	67%	58%	57%
Don't know	16%	23%	13%	11%	14%	16%	8%	13%

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
All GB Adults who have children aged 13 to 21 who plan to go to University	239	11	26	14	20	17	20	37
I am much more likely to be involved in choosing the university my child will go to	21%	41%	30%	23%	35%	7%	25%	22%
I am slightly more likely to be involved in choosing the university my child will go to	11%	7%	15%	21%	3%	10%	8%	13%
My involvement in choosing the university my child will go to will remain unchanged	50%	39%	44%	23%	49%	69%	67%	39%
I am slightly less likely to be involved in choosing the university my child will go to	4%	-	6%	21%	-	9%	-	1%
I am much less likely to be involved in choosing the university my child will go to	5%	-	3%	-	13%	-	-	11%
Don't know	7%	13%	1%	12%	-	4%	-	15%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region				
Base	South East	South West	Wales	Scotland	Northern Ireland

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

	Unweighted Base	369	53	28	14	44	-
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university		360	48	25	15	33	-
School	34%	25%	38%	55%	54%	-	-
Internet	29%	27%	34%	10%	10%	-	-
Friends and family	9%	16%	15%	-	11%	-	-
The media	19%	21%	6%	24%	8%	-	-
Other	5%	3%	2%	10%	6%	-	-
Don't know	5%	8%	4%	-	11%	-	-

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	4099	595	395	169	471	-
All GB Adults		4099	566	373	205	357	-
Yes, I do	34%	31%	38%	36%	27%	-	-
No, I don't	41%	43%	38%	44%	33%	-	-
Don't know	25%	26%	24%	20%	40%	-	-

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	642	85	61	23	83	-
All GB Adults who have children aged 13 to 21		630	76	56	25	65	-
Yes, I do	28%	28%	30%	37%	17%	-	-
No, I don't	55%	55%	58%	51%	44%	-	-
Don't know	16%	17%	12%	12%	39%	-	-

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

	Unweighted Base	239	34	19	10	31	-
All GB Adults who have children aged 13 to 21 who plan to go to University		240	31	18	10	25	-
I am much more likely to be involved in choosing the university my child will go to	21%	13%	13%	6%	17%	-	-
I am slightly more likely to be involved in choosing the university my child will go to	11%	24%	9%	9%	2%	-	-
My involvement in choosing the university my child will go to will remain unchanged	50%	54%	71%	85%	33%	-	-
I am slightly less likely to be involved in choosing the university my child will go to	4%	-	-	-	16%	-	-
I am much less likely to be involved in choosing the university my child will go to	5%	2%	8%	-	9%	-	-
Don't know	7%	6%	-	-	23%	-	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Child's current situation				
	My child is not currently at university, but DOES plan to go	My child is not currently at university, and DOES NOT plan to go	My child is currently at university, and IS DUE TO complete their course this year	My child is currently at university, but IS NOT DUE TO complete their course this year	Don't know

From which ONE, if any, of the following do/ did you (or your child) get MOST of your information about higher education from?

	Unweighted Base	239	-	40	90	-
All GB Adults who have children aged 13 to 21 who are at, or plan to go to, university	369	239	-	40	90	-
Base	360	240	-	38	82	-
School	34%	37%	-	20%	31%	-
Internet	29%	24%	-	45%	35%	-
Friends and family	9%	9%	-	18%	6%	-
The media	19%	21%	-	11%	15%	-
Other	5%	5%	-	2%	6%	-
Don't know	5%	4%	-	5%	7%	-

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	239	235	40	90	38
All GB Adults	4099	240	232	38	82	38
Yes, I do	34%	28%	29%	37%	28%	16%
No, I don't	41%	62%	47%	46%	63%	57%
Don't know	25%	10%	23%	17%	9%	27%

In general do you think you have received enough information about the new university tuition fees system in England and Wales?

	Unweighted Base	239	235	40	90	38
All GB Adults who have children aged 13 to 21	642	240	232	38	82	38
Yes, I do	28%	28%	29%	37%	28%	16%
No, I don't	55%	62%	47%	46%	63%	57%
Don't know	16%	10%	23%	17%	9%	27%

To what extent, if at all, has/ would the on-going media and political debate around tuition fees in England and Wales made you more or less likely to be involved choosing your child's university place?

	Unweighted Base	239	-	-	-	-
All GB Adults who have children aged 13 to 21 who plan to go to University	239	239	-	-	-	-
Base	240	240	-	-	-	-
I am much more likely to be involved in choosing the university my child will go to	21%	21%	-	-	-	-
I am slightly more likely to be involved in choosing the university my child will go to	11%	11%	-	-	-	-
My involvement in choosing the university my child will go to will remain unchanged	50%	50%	-	-	-	-
I am slightly less likely to be involved in choosing the university my child will go to	4%	4%	-	-	-	-
I am much less likely to be involved in choosing the university my child will go to	5%	5%	-	-	-	-
Don't know	7%	7%	-	-	-	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base	4099	1888	2211	359	514	672	772	1782	2324	1775	956	606	405	502	990	169	471
	All GB adults	4099	1968	2131	492	652	754	766	1435	2254	1845	1008	672	394	525	939	205	357
Show how they provide good value for money		52%	52%	51%	53%	50%	48%	52%	54%	55%	48%	53%	54%	52%	52%	52%	52%	40%
Explain how tuition fee income is spent by the university		51%	49%	53%	60%	54%	45%	50%	50%	52%	50%	52%	51%	49%	50%	54%	52%	43%
Define the university's unique or individual qualities		37%	37%	36%	42%	34%	33%	37%	38%	39%	34%	35%	37%	37%	35%	38%	40%	37%
Be clear how an individual degree course improves the student's employment chances		52%	51%	53%	56%	50%	48%	52%	53%	55%	48%	54%	52%	49%	50%	53%	49%	51%
Show added value of their institution		31%	34%	28%	36%	31%	27%	34%	29%	35%	26%	30%	31%	30%	35%	33%	28%	25%
Show enhanced student experience (e.g. improved careers services)		35%	34%	36%	43%	35%	31%	36%	34%	38%	33%	33%	36%	37%	34%	38%	34%	34%
Make the case against other post-18 options		14%	15%	14%	15%	14%	13%	17%	13%	16%	12%	14%	16%	13%	12%	16%	15%	11%
Other		3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	1%	2%
Don't know		19%	17%	20%	11%	17%	22%	19%	20%	15%	23%	20%	17%	17%	18%	17%	20%	25%

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base	642	308	334	-	13	172	318	139	347	295	155	92	67	76	146	23	83
	All GB Adults who have children aged 13 to 21	630	299	331	-	19	186	317	107	332	297	164	98	66	79	132	25	65
Show they provide good value for money		54%	52%	56%	-	41%	47%	54%	66%	56%	52%	61%	50%	55%	53%	56%	62%	35%
Explain how tuition fee income is spent by the university		53%	50%	55%	-	62%	51%	54%	52%	55%	50%	57%	54%	49%	52%	53%	44%	46%
Define the university's unique or individual qualities		37%	40%	35%	-	44%	33%	38%	40%	37%	37%	38%	47%	43%	36%	33%	40%	25%
Be clear how an individual degree course improves the student's employment chance		56%	56%	57%	-	25%	53%	58%	62%	60%	53%	59%	63%	57%	55%	54%	51%	48%
Show added value of their institution		35%	37%	33%	-	18%	29%	36%	45%	41%	29%	36%	37%	34%	34%	38%	37%	24%
Show enhanced student experience (e.g. improved careers services)		40%	40%	40%	-	34%	34%	41%	49%	45%	34%	39%	45%	39%	39%	43%	51%	27%
Make the case against other post-18 options		18%	18%	17%	-	9%	12%	21%	20%	18%	17%	17%	29%	19%	14%	16%	8%	12%
Other		3%	3%	2%	-	-	0%	3%	6%	4%	2%	4%	2%	1%	2%	3%	4%	1%
Don't know		14%	14%	13%	-	5%	19%	11%	13%	9%	19%	13%	10%	16%	12%	13%	9%	23%

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base	4099	1888	2211	359	514	672	772	1782	2324	1775	956	606	405	502	990	169	471
	All GB Adults	4099	1968	2131	492	652	754	766	1435	2254	1845	1008	672	394	525	939	205	357
Much more important		12%	14%	11%	11%	9%	11%	12%	14%	12%	12%	12%	12%	12%	15%	11%	12%	11%
A little bit more important		16%	17%	15%	19%	12%	16%	14%	18%	16%	16%	16%	13%	18%	17%	14%	15%	20%
No difference		37%	37%	37%	26%	38%	39%	40%	37%	37%	36%	37%	40%	39%	33%	36%	35%	35%
A little bit less important		17%	15%	19%	22%	21%	16%	17%	15%	19%	15%	17%	16%	15%	16%	20%	17%	17%
Much less important		7%	7%	7%	10%	9%	4%	6%	7%	7%	6%	7%	8%	6%	6%	7%	11%	5%
Don't know		11%	10%	12%	12%	12%	15%	11%	9%	9%	14%	11%	10%	10%	12%	12%	10%	12%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
All GB adults	4099	2438	446	2884	130	721	92	272	2060	500	376	119	1039	5
Show how they provide good value for money	52%	52%	49%	51%	54%	55%	45%	45%	54%	47%	44%	45%	52%	24%
Explain how tuition fee income is spent by the university	51%	52%	47%	51%	51%	49%	50%	51%	51%	49%	44%	52%	55%	27%
Define the university's unique or individual qualities	37%	36%	32%	36%	43%	43%	26%	34%	37%	34%	34%	31%	40%	14%
Be clear how an individual degree course improves the student's employment chances	52%	53%	48%	52%	54%	54%	41%	46%	52%	51%	49%	47%	53%	12%
Show added value of their institution	31%	32%	29%	31%	41%	30%	25%	22%	32%	27%	26%	20%	33%	39%
Show enhanced student experience (e.g. improved careers services)	35%	36%	35%	36%	44%	37%	27%	28%	35%	36%	33%	32%	37%	67%
Make the case against other post-18 options	14%	15%	12%	14%	14%	13%	12%	16%	15%	12%	14%	11%	15%	12%
Other	3%	3%	2%	3%	3%	2%	5%	2%	3%	3%	3%	1%	4%	-
Don't know	19%	16%	22%	17%	12%	21%	28%	27%	18%	19%	24%	32%	16%	10%

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 642	460	92	552	3	26	13	48	436	71	92	10	33	-
All GB Adults who have children aged 13 to 21	630	451	88	539	3	23	14	51	419	76	89	11	36	-
Show they provide good value for money	54%	55%	47%	54%	49%	58%	70%	51%	57%	44%	44%	80%	57%	-
Explain how tuition fee income is spent by the university	53%	53%	49%	52%	49%	40%	64%	61%	54%	52%	46%	82%	43%	-
Define the university's unique or individual qualities	37%	36%	33%	36%	21%	41%	58%	46%	37%	38%	31%	34%	53%	-
Be clear how an individual degree course improves the student's employment chance	56%	58%	45%	56%	71%	65%	61%	57%	58%	55%	52%	78%	42%	-
Show added value of their institution	35%	35%	32%	35%	21%	30%	52%	36%	38%	22%	32%	46%	37%	-
Show enhanced student experience (e.g. improved careers services)	40%	39%	34%	38%	71%	60%	53%	49%	42%	31%	41%	62%	24%	-
Make the case against other post-18 options	18%	16%	14%	16%	-	20%	28%	35%	16%	16%	22%	26%	23%	-
Other	3%	3%	2%	3%	-	2%	-	3%	3%	2%	2%	-	1%	-
Don't know	14%	12%	24%	14%	-	2%	13%	20%	11%	19%	22%	5%	11%	-

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base 4099	2310	477	2787	102	877	75	258	2229	447	424	132	860	7
All GB Adults	4099	2438	446	2884	130	721	92	272	2060	500	376	119	1039	5
Much more important	12%	11%	12%	11%	11%	16%	17%	8%	14%	8%	12%	17%	10%	38%
A little bit more important	16%	15%	15%	15%	25%	19%	8%	14%	17%	15%	11%	16%	15%	-
No difference	37%	38%	36%	38%	27%	36%	30%	36%	37%	38%	37%	35%	35%	23%
A little bit less important	17%	19%	16%	18%	17%	14%	17%	14%	16%	19%	20%	13%	18%	12%
Much less important	7%	7%	7%	7%	6%	6%	11%	5%	7%	6%	8%	4%	8%	27%
Don't know	11%	10%	13%	11%	13%	9%	19%	19%	9%	13%	12%	15%	14%	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	0	1	2	3+			

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 4099	2997	526	395	138	1059	43
All GB adults	4099	2876	583	431	158	1172	51
Show how they provide good value for money	52%	51%	52%	55%	51%	53%	30%
Explain how tuition fee income is spent by the university	51%	52%	51%	49%	43%	49%	34%
Define the university's unique or individual qualities	37%	38%	35%	33%	40%	35%	21%
Be clear how an individual degree course improves the student's employment chances	52%	52%	56%	52%	50%	54%	28%
Show added value of their institution	31%	31%	32%	31%	30%	31%	25%
Show enhanced student experience (e.g. improved careers services)	35%	35%	36%	35%	34%	35%	39%
Make the case against other post-18 options	14%	14%	14%	14%	12%	14%	9%
Other	3%	3%	2%	3%	2%	2%	6%
Don't know	19%	19%	17%	17%	13%	17%	31%

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 642	184	219	160	72	451	7
All GB Adults who have children aged 13 to 21	630	172	213	161	78	451	6
Show they provide good value for money	54%	52%	58%	53%	48%	55%	41%
Explain how tuition fee income is spent by the university	53%	52%	58%	48%	50%	53%	41%
Define the university's unique or individual qualities	37%	36%	40%	33%	41%	38%	13%
Be clear how an individual degree course improves the student's employment chance	56%	55%	61%	52%	58%	58%	13%
Show added value of their institution	35%	36%	36%	33%	36%	35%	13%
Show enhanced student experience (e.g. improved careers services)	40%	39%	42%	39%	38%	40%	41%
Make the case against other post-18 options	18%	19%	18%	18%	13%	17%	13%
Other	3%	4%	2%	3%	1%	2%	-
Don't know	14%	17%	11%	13%	12%	12%	48%

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base 4099	2997	526	395	138	1059	43
All GB Adults	4099	2876	583	431	158	1172	51
Much more important	12%	12%	15%	11%	11%	13%	17%
A little bit more important	16%	15%	17%	19%	16%	17%	6%
No difference	37%	38%	34%	35%	40%	35%	19%
A little bit less important	17%	17%	18%	16%	13%	16%	22%
Much less important	7%	7%	8%	6%	8%	7%	5%
Don't know	11%	11%	9%	13%	12%	11%	31%

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base	4099	199	438	319	306	300	405	502
	All GB adults	4099	217	462	329	345	327	394	525
Show how they provide good value for money	52%	56%	55%	49%	53%	54%	52%	52%	
Explain how tuition fee income is spent by the university	51%	57%	50%	50%	51%	50%	49%	50%	
Define the university's unique or individual qualities	37%	36%	34%	37%	38%	36%	37%	35%	
Be clear how an individual degree course improves the student's employment chances	52%	56%	56%	50%	52%	51%	49%	50%	
Show added value of their institution	31%	30%	31%	27%	33%	29%	30%	35%	
Show enhanced student experience (e.g. improved careers services)	35%	34%	32%	34%	38%	35%	37%	34%	
Make the case against other post-18 options	14%	14%	16%	11%	17%	15%	13%	12%	
Other	3%	4%	3%	4%	3%	3%	3%	3%	
Don't know	19%	20%	19%	21%	15%	19%	17%	18%	

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base	642	38	63	54	52	40	67	76
	All GB Adults who have children aged 13 to 21	630	43	70	51	56	42	66	79
Show they provide good value for money	54%	73%	56%	58%	46%	55%	55%	53%	
Explain how tuition fee income is spent by the university	53%	80%	51%	46%	51%	58%	49%	52%	
Define the university's unique or individual qualities	37%	45%	33%	37%	49%	43%	43%	36%	
Be clear how an individual degree course improves the student's employment chance	56%	73%	58%	48%	60%	69%	57%	55%	
Show added value of their institution	35%	40%	32%	37%	32%	44%	34%	34%	
Show enhanced student experience (e.g. improved careers services)	40%	42%	37%	40%	46%	43%	39%	39%	
Make the case against other post-18 options	18%	17%	16%	18%	26%	33%	19%	14%	
Other	3%	2%	5%	5%	1%	3%	1%	2%	
Don't know	14%	9%	13%	16%	7%	15%	16%	12%	

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base	4099	199	438	319	306	300	405	502
	All GB Adults	4099	217	462	329	345	327	394	525
Much more important	12%	11%	12%	12%	13%	12%	12%	15%	
A little bit more important	16%	22%	15%	15%	14%	13%	18%	17%	
No difference	37%	31%	38%	39%	41%	39%	39%	33%	
A little bit less important	17%	19%	17%	15%	16%	16%	15%	16%	
Much less important	7%	5%	6%	8%	7%	10%	6%	6%	
Don't know	11%	12%	12%	10%	9%	10%	10%	12%	

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Government Region				
Base	South East	South West	Wales	Scotland	Northern Ireland

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 4099	595	395	169	471	-
	All GB adults 4099	566	373	205	357	-
Show how they provide good value for money	52%	52%	52%	52%	40%	-
Explain how tuition fee income is spent by the university	51%	54%	55%	52%	43%	-
Define the university's unique or individual qualities	37%	39%	37%	40%	37%	-
Be clear how an individual degree course improves the student's employment chances	52%	53%	52%	49%	51%	-
Show added value of their institution	31%	34%	30%	28%	25%	-
Show enhanced student experience (e.g. improved careers services)	35%	38%	38%	34%	34%	-
Make the case against other post-18 options	14%	14%	18%	15%	11%	-
Other	3%	4%	2%	1%	2%	-
Don't know	19%	18%	15%	20%	25%	-

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 642	85	61	23	83	-
	All GB Adults who have children aged 13 to 21 630	76	56	25	65	-
Show they provide good value for money	54%	57%	53%	62%	35%	-
Explain how tuition fee income is spent by the university	53%	58%	48%	44%	46%	-
Define the university's unique or individual qualities	37%	34%	31%	40%	25%	-
Be clear how an individual degree course improves the student's employment chance	56%	55%	53%	51%	48%	-
Show added value of their institution	35%	34%	45%	37%	24%	-
Show enhanced student experience (e.g. improved careers services)	40%	37%	50%	51%	27%	-
Make the case against other post-18 options	18%	15%	17%	8%	12%	-
Other	3%	3%	3%	4%	1%	-
Don't know	14%	14%	12%	9%	23%	-

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base 4099	595	395	169	471	-
	All GB Adults 4099	566	373	205	357	-
Much more important	12%	11%	10%	12%	11%	-
A little bit more important	16%	13%	15%	15%	20%	-
No difference	37%	36%	37%	35%	35%	-
A little bit less important	17%	20%	21%	17%	17%	-
Much less important	7%	6%	7%	11%	5%	-
Don't know	11%	14%	9%	10%	12%	-

Kindred Agency/YouGov Survey Results

Sample Size: 4099

Fieldwork: 3rd - 6th June 2011

Total	Child's current situation				
	My child is not currently at university, but DOES plan to go	My child is not currently at university, and DOES NOT plan to go	My child is currently at university, and IS DUE TO complete their course this year	My child is currently at university, but IS NOT DUE TO complete their course this year	Don't know

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 4099	239	235	40	90	38
All GB adults	4099	240	232	38	82	38
Show how they provide good value for money	52%	59%	47%	58%	64%	34%
Explain how tuition fee income is spent by the university	51%	56%	48%	57%	60%	42%
Define the university's unique or individual qualities	37%	42%	32%	40%	44%	17%
Be clear how an individual degree course improves the student's employment chances	52%	61%	50%	66%	69%	32%
Show added value of their institution	31%	38%	26%	54%	49%	19%
Show enhanced student experience (e.g. improved careers services)	35%	42%	34%	59%	49%	21%
Make the case against other post-18 options	14%	17%	18%	31%	17%	8%
Other	3%	2%	3%	3%	3%	3%
Don't know	19%	7%	22%	7%	2%	36%

Which, if any, of the following do you think universities should be doing to make them more attractive to potential students? (Please tick all that apply)

	Unweighted Base 642	239	235	40	90	38
All GB Adults who have children aged 13 to 21	630	240	232	38	82	38
Show they provide good value for money	54%	59%	47%	58%	64%	34%
Explain how tuition fee income is spent by the university	53%	56%	48%	57%	60%	42%
Define the university's unique or individual qualities	37%	42%	32%	40%	44%	17%
Be clear how an individual degree course improves the student's employment chance	56%	61%	50%	66%	69%	32%
Show added value of their institution	35%	38%	26%	54%	49%	19%
Show enhanced student experience (e.g. improved careers services)	40%	42%	34%	59%	49%	21%
Make the case against other post-18 options	18%	17%	18%	31%	17%	8%
Other	3%	2%	3%	3%	3%	3%
Don't know	14%	7%	22%	7%	2%	36%

Do you think that a university education will be more or less important, in the career prospects for people in 5 years (i.e. June 2016) or will it make no difference?

	Unweighted Base 4099	239	235	40	90	38
All GB Adults	4099	240	232	38	82	38
Much more important	12%	20%	9%	12%	24%	3%
A little bit more important	16%	23%	16%	8%	21%	2%
No difference	37%	35%	37%	46%	26%	42%
A little bit less important	17%	12%	20%	14%	20%	14%
Much less important	7%	3%	9%	9%	6%	11%
Don't know	11%	7%	10%	10%	4%	28%