

YouGov-Cambridge Survey Results

Sample Size: 1685 GB Adults
Fieldwork: 9th - 10th February 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1685	412	488	122	152	508	415	353	817	868	201	426	576	482	960	725	216	548	361	415	147	
Unweighted Sample	1685	414	467	112	176	539	403	367	741	944	117	415	666	487	1078	607	318	571	332	351	113	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about university education in the United Kingdom, which of the following statements comes closest to your view?

Young people get a better start in life by going to university	32	34	37	47	24	30	36	37	33	32	29	32	34	32	36	27	41	30	31	32	31
Young people are better off going straight into work than to university	31	32	29	22	48	35	27	28	32	30	27	30	31	33	29	34	23	32	32	33	28
Neither	23	25	21	20	23	24	21	25	23	23	18	24	23	25	24	22	25	26	23	18	27
Don't know	14	9	13	11	5	10	16	11	12	15	26	14	11	10	11	17	12	12	14	17	14

Again, which of the following statements comes closest to your view?

Children have similar opportunities to go to university regardless of their family's income	22	37	14	25	20	35	13	15	21	23	19	17	21	27	23	19	27	23	21	21	14
The best universities are usually filled by students from well-off families	63	48	75	66	70	47	74	75	64	62	56	63	67	60	63	63	57	64	62	62	72
Neither	8	11	5	4	9	12	6	4	8	7	6	9	6	9	8	7	7	7	8	9	6
Don't know	8	5	6	5	1	7	7	7	7	9	20	10	6	4	6	11	10	7	8	9	8

Thinking about how students gain their place at university in the United Kingdom, which of the following statements do you agree with most?

Universities should ignore people's social background and only admit students based on their exam grades and achievements	64	77	56	60	81	75	59	58	65	63	45	57	67	74	64	63	54	65	68	64	60
Universities should think about people's social background and save some places each year specifically for people from a disadvantaged background	24	16	32	31	17	15	30	32	23	24	33	24	22	21	24	23	29	23	22	22	29
Neither	5	4	5	6	1	5	5	4	6	4	5	8	5	2	5	4	7	5	4	6	4
Don't know	8	3	7	3	1	6	6	6	6	9	17	11	6	2	7	9	10	7	6	8	7

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	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1685	412	488	122	152	508	415	353	817	868	201	426	576	482	960	725	216	548	361	415	147	
Unweighted Sample	1685	414	467	112	176	539	403	367	741	944	117	415	666	487	1078	607	318	571	332	351	113	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following factors should be used by universities in the United Kingdom to identify a student as disadvantaged? (Please select all that apply)

[Asked to all respondents who answered option 2 in the previous question, n=409. For open responses to this question please see Tab 1]

Parents' income	61	53	58	74	64	52	55	67	57	65	64	72	64	46	58	66	60	62	64	62	55
Overall performance of the school or college they attended	56	74	54	38	66	72	52	54	60	53	49	49	62	61	57	56	50	58	56	55	65
Parents' employment status (e.g. in full time/ part time work or unemployed)	49	36	53	53	72	48	50	53	47	52	48	57	46	47	47	53	46	57	48	43	48
Whether they are, or have been, in foster care	44	47	45	44	33	45	44	52	35	52	40	47	51	35	47	40	50	38	60	40	31
Where they live	37	33	39	26	32	33	41	37	38	36	40	35	39	34	38	36	28	32	41	45	39
Parents' level of education	33	35	32	32	27	27	27	44	35	31	52	27	33	27	34	31	37	36	39	17	39
Ethnic background	18	16	24	10	11	16	26	18	17	19	11	17	21	19	19	17	17	22	19	11	20
Other (please specify in next question)	2	1	1	0	4	4	1	1	1	2	1	0	2	4	2	2	2	1	1	4	0
None of these	5	1	9	0	6	4	10	1	4	7	13	0	2	9	4	7	4	4	4	5	16
Don't know	3	0	2	7	0	2	2	2	2	3	0	2	4	4	2	3	4	3	2	3	0

Thinking about British young people, do you think too many go to university, or not enough go to university, or the number currently going to university is about right?

[Both subsequent questions asked to all respondents, n=1685]

Too many go to university	44	55	38	40	66	58	35	47	49	40	32	33	45	58	50	37	43	48	44	42	41
Not enough go to university	15	8	23	12	9	8	22	14	14	15	14	17	16	12	12	19	21	13	17	13	10
The number currently going to university is about right	22	22	23	37	15	20	24	25	21	24	28	21	24	20	22	23	16	22	22	23	29
Don't know	19	14	16	12	9	15	19	14	16	21	27	29	15	10	16	22	20	17	17	21	21

If more British young people went to university, do you think this would be good or bad for the UK economy, or would it make no difference?

Would be good for the economy	24	21	32	35	13	15	32	27	26	21	26	26	27	16	22	26	26	24	23	22	27
Would be bad for the economy	22	28	19	27	30	30	16	23	23	22	24	17	22	26	26	17	24	23	23	19	24
Would make no difference	38	41	37	26	48	43	38	38	37	40	17	38	36	51	38	40	34	40	38	42	31
Don't know	16	10	12	12	9	12	14	13	14	17	32	20	14	7	14	18	16	13	16	17	18