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Guardian University Forum

Gavin Ellison, Research Director – Public Sector & Charities – gavin.ellison@yougov.com

Survey details

- 1,113 parents of children aged 11-17 across England and Wales
- 31st January to 6th February 2014
- Representative by region and social grade

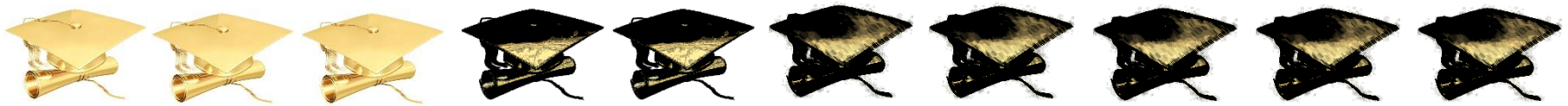


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Likelihood to apply



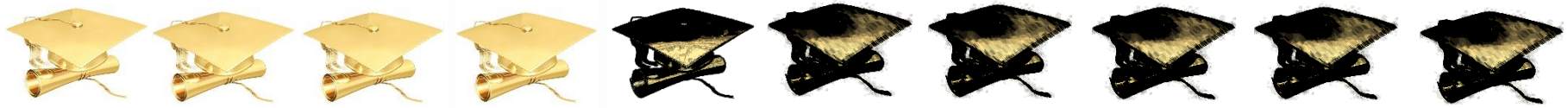
Parents believe that 35% of young people go to university.



Yet 63% think it's likely their child will apply



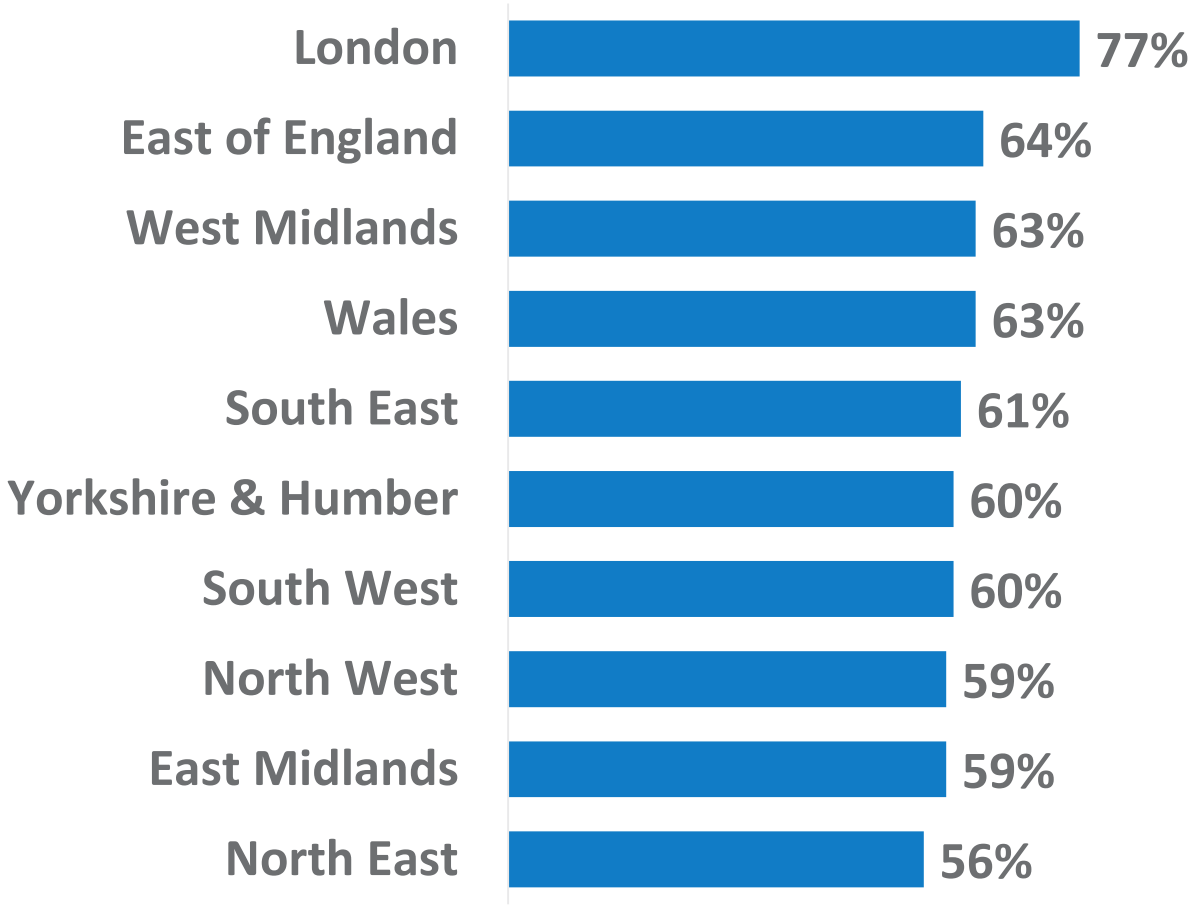
44% feel it's important to them that their child goes to university



Q. Approximately what percentage of UK young people do you think attended a UK university in the last academic year (2012-2013)? Q. How likely or unlikely do you think it is that they will apply to go to university regardless of whether they actually go or not? Q. To what extent, if at all, do you agree or disagree with each of the following statements? It is important to me that my child goes to university (Base: 1,113 – Feb 2014)

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The expectation that children will apply for university is much higher in London





Q. How likely or unlikely do you think it is that they will apply to go to university regardless of whether they actually go or not? (1,113 – Feb 2014)

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Likelihood to apply



HH income of £50k+

80%

HH income of under £20k

56%



Parent went to university

76%



Parent left school at 16

46%

Q. How likely or unlikely do you think it is that they will apply to go to university regardless of whether they actually go or not? (1,113 – Feb 2014)

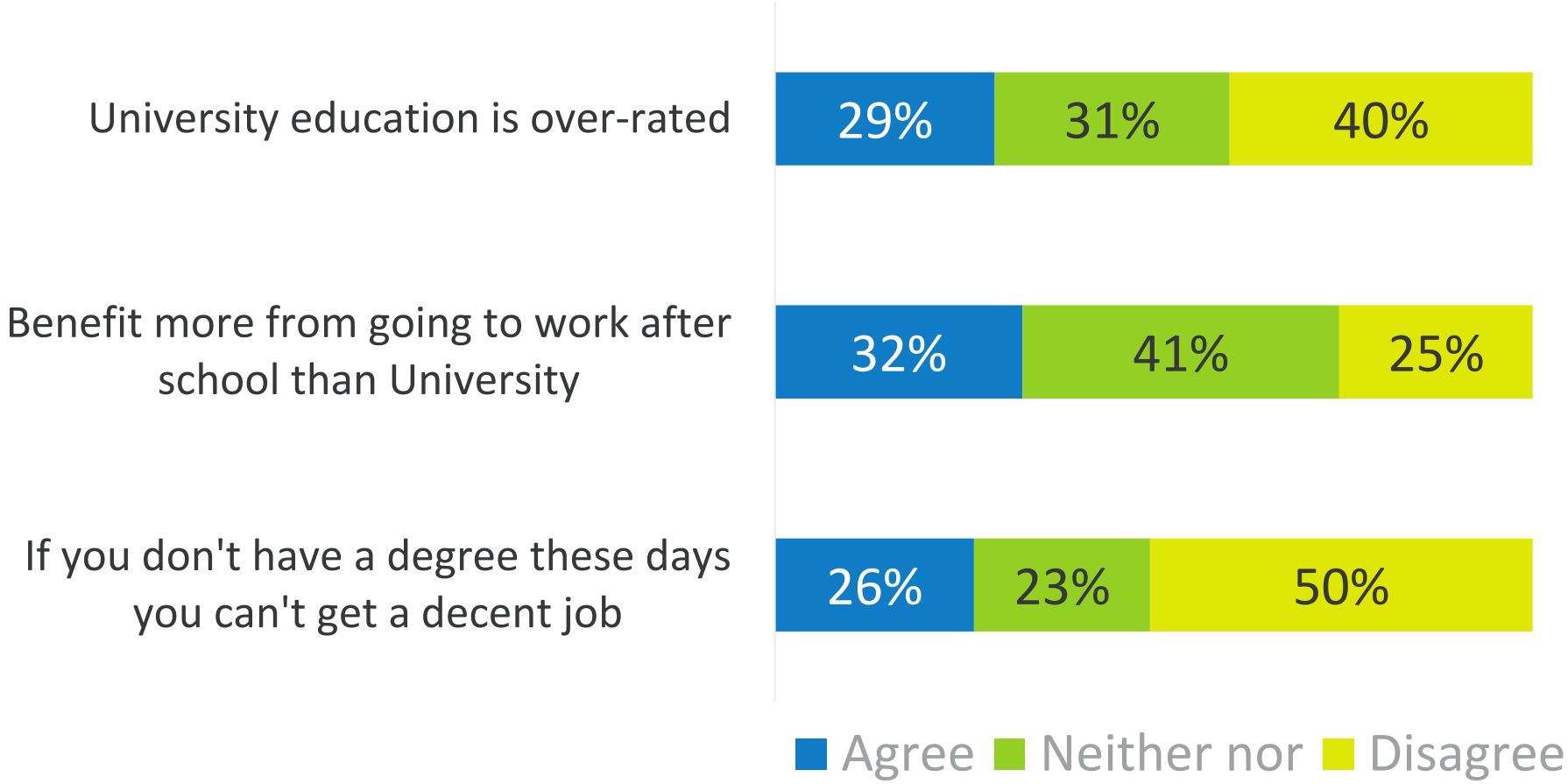
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The options



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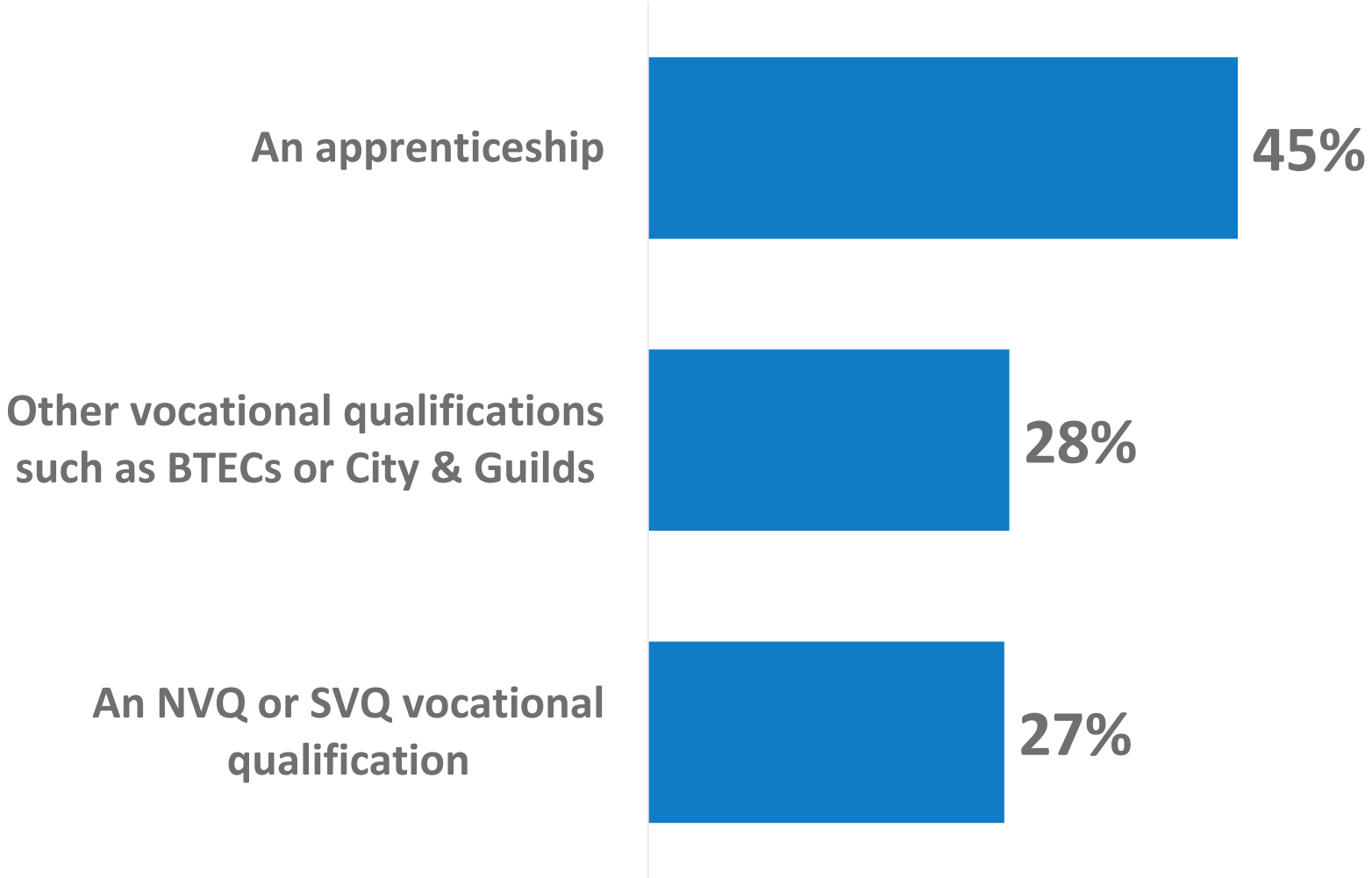
Three out of ten think university is over-rated, a third that children would benefit more from going to work



Please indicate whether you agree or disagree with the these statements. (Base: 1,006 – April 2012).

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Nearly half feel apprenticeships are a good route for their children



Which, if any, of the following would you consider to be a good route for your child for them to obtain their desired career? (Please tick all that apply) (Base: 1,113 – Feb 2014)

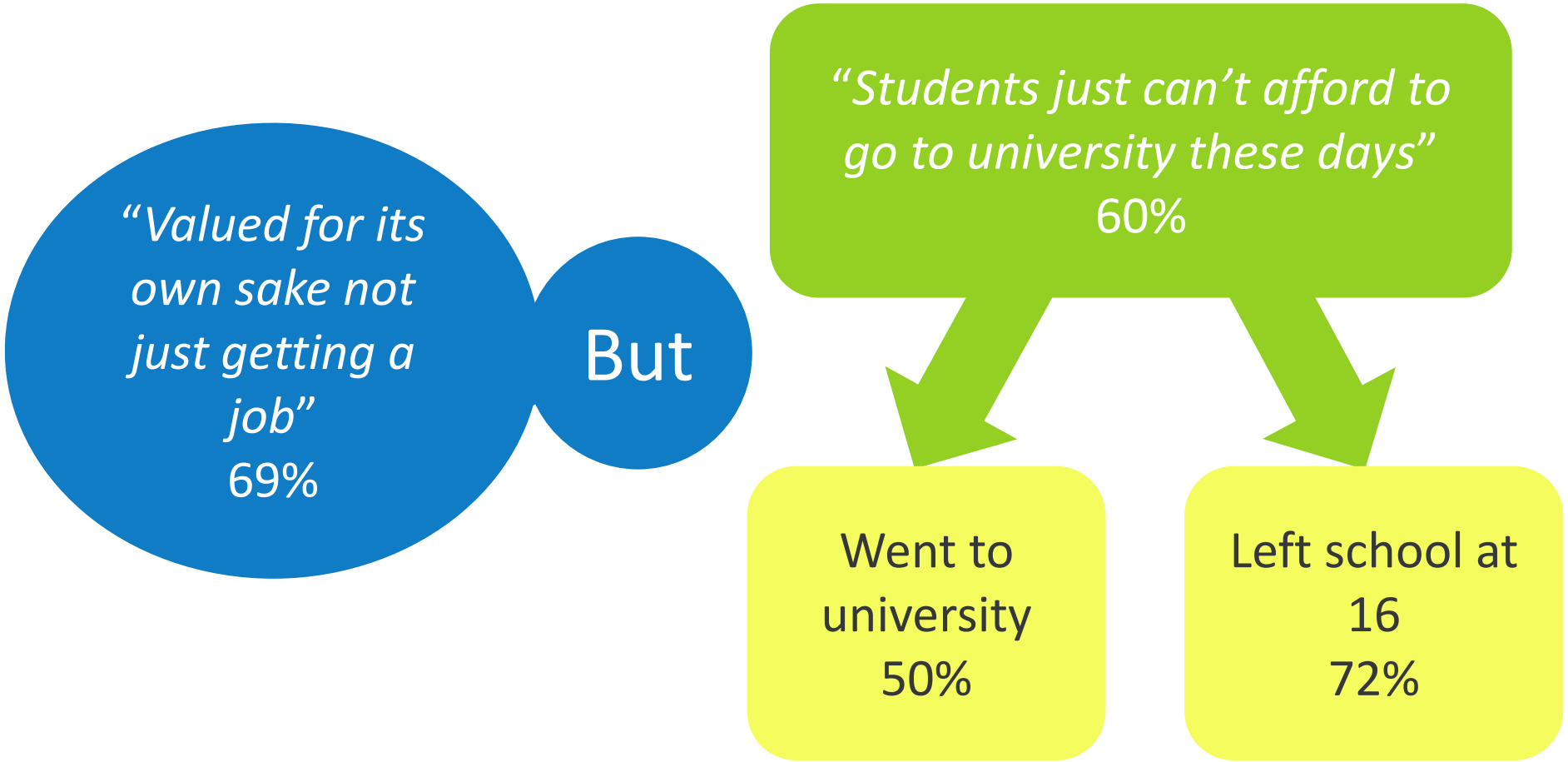
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Affordability



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A majority of parents believe that a degree has its own value and is not just for getting a job



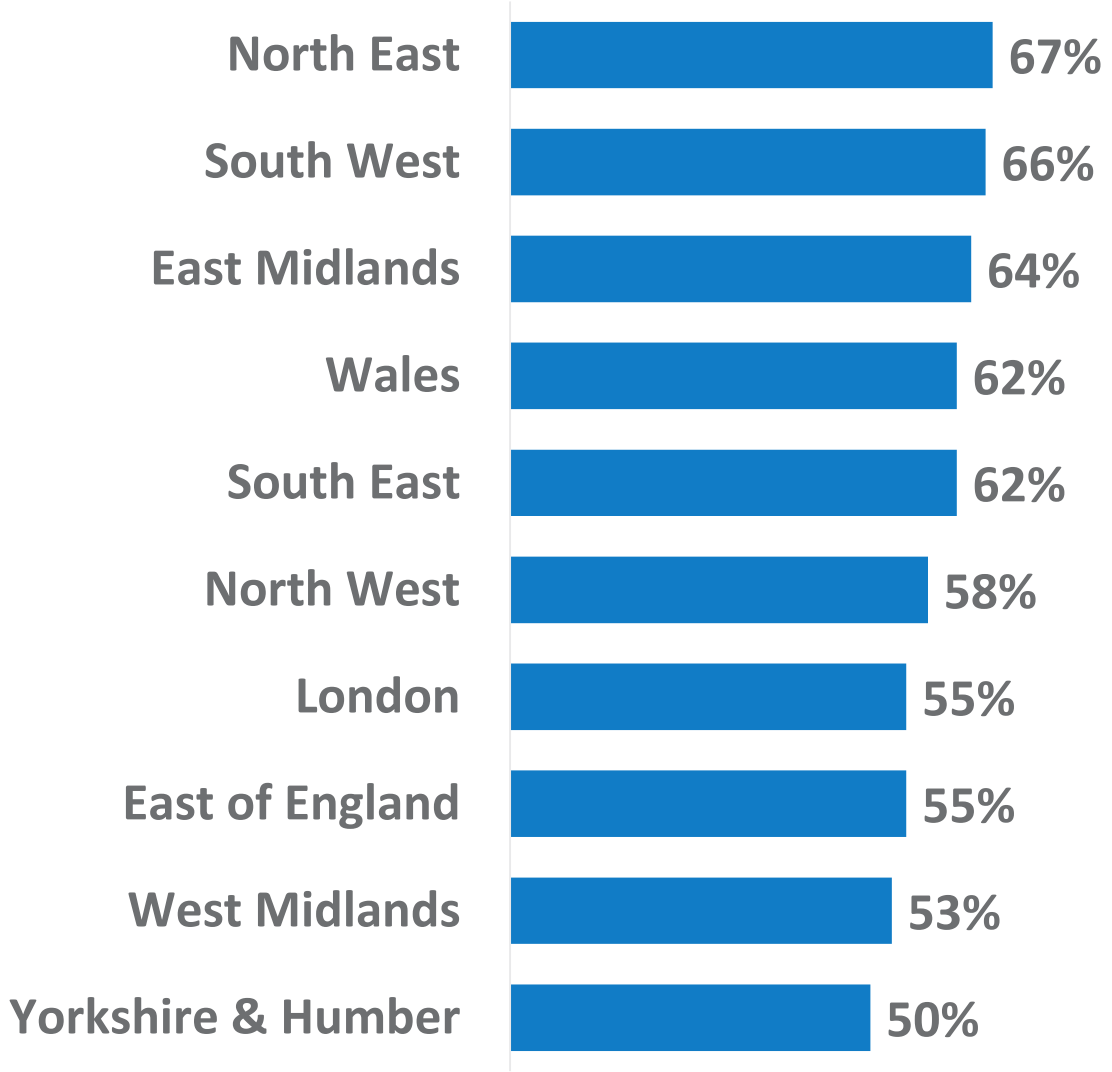
Please indicate whether you agree or disagree with the following statements….(Base: 1,006 – April 2012)

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Six out of ten parents do not consider current fees to be "value for money."



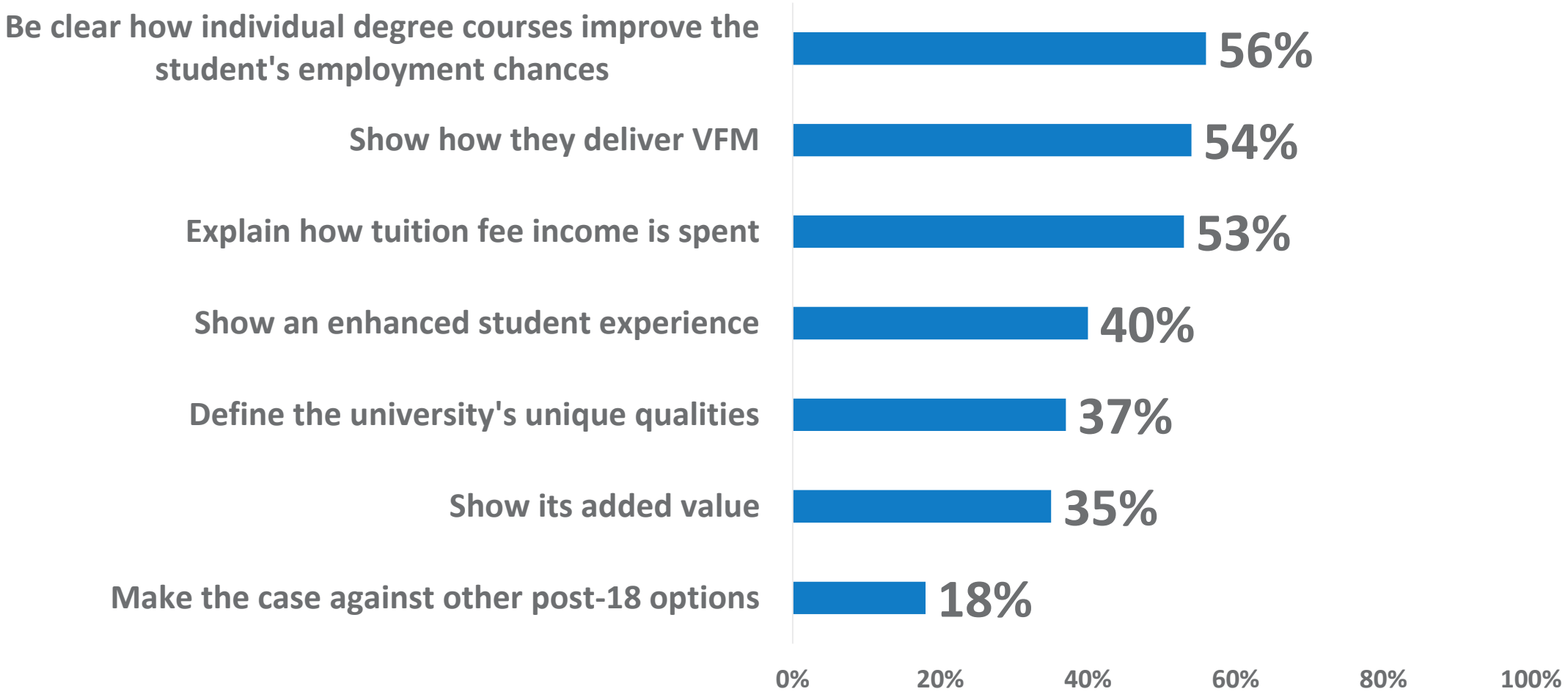
No difference in terms of the parents means



To what extent, if at all, do you agree or disagree with each of the following statements? I do not consider current university fees to be value for money (Base: 1,113 – Feb 2014).

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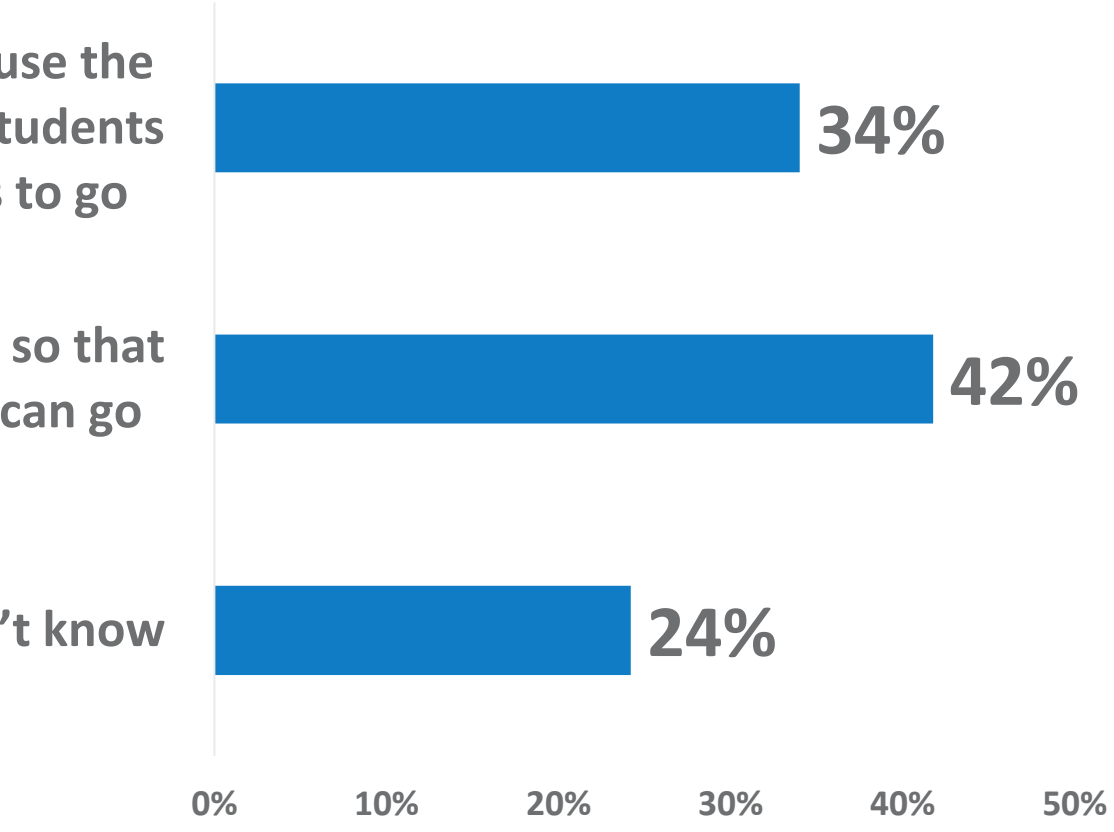
Making the case: What should Universities do?



Q. Which if any, of the following do you think universities should be doing to make them more attractive to potential students (Base: 642 – Jun 2011)

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Funding remains a complex issue





Q. A Student Living Grant, (which is means tested based on parents' salary), is provided by the government to help students with their living costs. Grants do not have to be paid back to the government but can reduce the loan amount a student receives. If you had to choose, which ONE of the following would you prefer? (Base: 1,113 – Feb 2014)

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And split again on significance of debt



Benefits of higher paid job make up for debts

36%



Benefits of higher paid job don't make up for debts

38%

Q. Students leave university with large debts but the benefits in getting a higher paid job make up for this (Base: 1,006 – April 2012)

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Modes of delivery



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Two-thirds prefer the traditional delivery on site, but a quarter are open to part online at home. Most think doing something online is a good idea

A university degree course delivered fully on site at the university

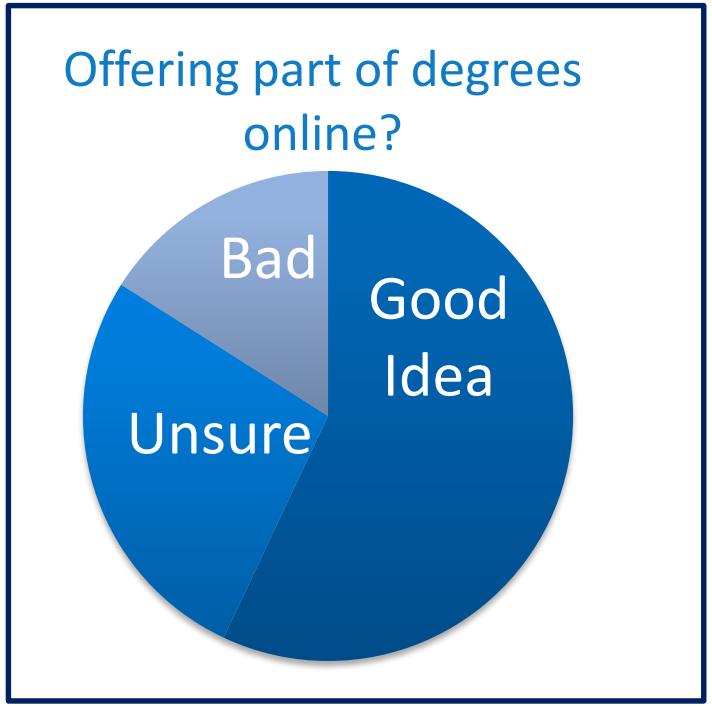


66%

A university degree delivered partly online with studying mainly at home rather than on site



24%



Q. Which, if any, of the following would you consider to be a good route for your child for them to obtain their desired career? Q. Some universities may be able to offer an alternative to the traditional full-time and part-time learning courses and instead offer part of the degree online (e.g. online seminars/ lectures rather than face to face) To what extent, if at all, do you think that this is a good or a bad idea? (Base: 1,113 – Feb 2014)

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Summary



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Challenges checklist

- ✓ Questions of VFM
- ✓ Importance of parental funding
- ✓ Increasingly attractive, coherent and understood alternatives
- ✓ By an openness to alternative methods of delivery
- ✓ To make the case

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