

YouGov Survey Results

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

Total	Started University					Started University (2)	Covid affected	£9,000+ but not Covid
	Since 2017/18 academic year (£9,250pa)	Between 2012/13 to 2016/17 (£9,000pa)	Between 2006/07 and 2011/12 academic year (£3,000pa)	Between 1998/99 to 2005/06 (£1,000pa)	Before 1998/99 academic year (free)	Since 2012/13 academic year (£9,000+pa)	Affected by Covid (started between 2017/18 and 2021/22)	Between 2012/13 to 2016/17
Weighted Sample 3817	498	516	706	692	1378	1014	463	516
Unweighted Sample 3991	430	497	737	714	1589	927	400	497
%	%	%	%	%	%	%	%	%

And do you think you received a good or bad quality of education for your undergraduate degree?

If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good quality of education	34	27	30	28	31	43	28	28	30
Fairly good quality of education	54	54	58	57	58	50	56	54	58
TOTAL GOOD QUALITY	88	81	88	85	89	93	84	82	88
Fairly bad quality of education	9	14	9	12	9	5	11	14	9
Very bad quality of education	2	4	2	2	2	1	3	3	2
TOTAL BAD QUALITY	11	18	11	14	11	6	14	17	11
Don't know	1	1	2	2	1	1	1	1	2

Thinking about how much your university charged you in tuition fees for your undergraduate degree, do you think this was good value for money or bad value for money?

If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good value for money	28	9	10	17	22	50	9	8	10
Fairly good value for money	34	34	32	44	46	23	33	35	32
TOTAL GOOD VALUE	62	43	42	61	68	73	42	43	42
Fairly bad value for money	19	35	38	26	15	3	37	34	38
Very bad value for money	8	18	15	9	7	2	16	18	15
TOTAL BAD VALUE	27	53	53	35	22	5	53	52	53
Don't know	12	5	5	5	9	22	5	5	5

YouGov Survey Results

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Subject studied				Full/ Part-time study		Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade			
	STEM	Health and Medicine	Humanities and Social Sciences	Creative Arts	Full-time	Part-time	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE		
Weighted Sample	3817	996	195	1977	207	3289	517	608	1380	508	239	2078	971	1775	2041	258	2135	866	556	2866	951	
Unweighted Sample	3991	1006	216	2101	216	3423	556	536	1597	603	289	2389	952	1765	2226	203	2129	908	750	3085	906	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think you received a good or bad quality of education for your undergraduate degree?
If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good quality of education	34	39	36	32	28	34	37	42	33	35	31	36	36	35	34	29	29	40	47	35	32
Fairly good quality of education	54	52	53	56	53	54	54	50	56	56	51	55	53	52	56	53	57	53	48	54	55
TOTAL GOOD QUALITY	88	91	89	88	81	88	91	92	89	91	82	91	89	87	90	82	86	93	95	89	87
Fairly bad quality of education	9	7	9	9	15	9	6	5	9	8	13	8	7	9	8	13	11	5	5	9	9
Very bad quality of education	2	2	1	1	4	2	1	2	1	1	4	1	2	2	1	4	2	1	0	1	2
TOTAL BAD QUALITY	11	9	10	10	19	11	7	7	10	9	17	9	9	11	9	17	13	6	5	10	11
Don't know	1	1	1	1	0	1	2	1	1	0	1	1	2	1	1	2	1	1	1	1	2

Thinking about how much your university charged you in tuition fees for your undergraduate degree, do you think this was good value for money or bad value for money?
If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good value for money	28	35	29	25	20	28	28	39	26	32	27	31	31	31	25	7	19	45	46	29	24
Fairly good value for money	34	33	32	34	35	33	40	35	36	33	28	35	33	34	34	31	39	27	27	34	34
TOTAL GOOD VALUE	62	68	61	59	55	61	68	74	62	65	55	66	64	65	59	38	58	72	73	63	58
Fairly bad value for money	19	16	17	20	19	19	14	9	19	19	20	17	13	18	19	38	25	6	2	18	19
Very bad value for money	8	6	7	8	15	9	4	5	7	6	11	6	8	8	8	19	10	3	1	7	10
TOTAL BAD VALUE	27	22	24	28	34	28	18	14	26	25	31	23	21	26	27	57	35	9	3	25	29
Don't know	12	10	15	12	11	11	14	12	12	10	14	12	15	10	13	5	7	19	22	11	14

YouGov Survey Results

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Country			Region in England				
Total	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	3817	3647	89	80	970	643	656	1378
Unweighted Sample	3991	3800	109	82	1095	714	514	1477
	%	%	%	%	%	%	%	%

And do you think you received a good or bad quality of education for your undergraduate degree?
If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good quality of education	34	34	40	43	30	32	35	37
Fairly good quality of education	54	54	55	51	57	56	49	54
TOTAL GOOD QUALITY	88	88	95	94	87	88	84	91
Fairly bad quality of education	9	9	5	3	9	9	13	7
Very bad quality of education	2	2	0	1	2	1	1	2
TOTAL BAD QUALITY	11	11	5	4	11	10	14	9
Don't know	1	1	1	1	1	1	1	1

Thinking about how much your university charged you in tuition fees for your undergraduate degree, do you think this was good value for money or bad value for money?
If you have done more than one undergraduate degree, please answer based on the most recent one.

Very good value for money	28	28	26	31	24	26	26	32
Fairly good value for money	34	34	37	36	32	35	36	34
TOTAL GOOD VALUE	62	62	63	67	56	61	62	66
Fairly bad value for money	19	19	13	16	22	19	19	16
Very bad value for money	8	8	5	1	9	8	9	7
TOTAL BAD VALUE	27	27	18	17	31	27	28	23
Don't know	12	11	18	17	12	13	11	11

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Started University					Started University (2)	Covid affected	£9,000+ but not Covid	
	Since 2017/18 academic year (£9,250pa)	Between 2012/13 to 2016/17 (£9,000pa)	Between 2006/07 and 2011/12 academic year (£3,000pa)	Between 1998/99 to 2005/06 (£1,000pa)	Before 1998/99 academic year (free)	Since 2012/13 academic year (£9,000+pa)	Affected by Covid (started between 2017/18 and 2021/22)	Between 2012/13 to 2016/17	
Weighted Sample	3817	498	516	706	692	1378	1014	463	516
Unweighted Sample	3991	430	497	737	714	1589	927	400	497
	%	%	%	%	%	%	%	%	%

Thinking about your current level of income, do you think you are currently earning more or less money than you would have been if you had not gone to university, or is it about the same?

Significantly more	19	9	18	19	18	24	14	10	18
Slightly more	20	20	21	19	23	19	20	19	21
TOTAL MORE	39	29	39	38	41	43	34	29	39
About the same	35	36	39	40	35	31	37	35	39
Slightly less	6	9	6	7	6	5	8	9	6
Significantly less	6	11	7	5	7	5	9	11	7
TOTAL LESS	12	20	13	12	13	10	17	20	13
Don't know	13	15	9	10	11	17	12	16	9

And do you think you are likely to earn more or less money over the course of your lifetime as a result of having gone to university, or do you think it will have been about the same?

Significantly more	22	21	22	18	19	27	21	21	22
Slightly more	30	39	30	29	29	27	34	39	30
TOTAL MORE	52	60	52	47	48	54	55	60	52
About the same	31	26	35	33	33	29	31	25	35
Slightly less	4	4	3	6	4	3	4	5	3
Significantly less	3	2	2	3	5	2	2	2	2
TOTAL LESS	7	6	5	9	9	5	6	7	5
Don't know	11	8	8	11	10	13	8	8	8

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Subject studied				Full/ Part-time study		Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade			
	Total	STEM	Health and Medicine	Humanities and Social Sciences	Creative Arts	Full-time	Part-time	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	3817	996	195	1977	207	3289	517	608	1380	508	239	2078	971	1775	2041	258	2135	866	556	2866	951	
Unweighted Sample	3991	1006	216	2101	216	3423	556	536	1597	603	289	2389	952	1765	2226	203	2129	908	750	3085	906	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your current level of income, do you think you are currently earning more or less money than you would have been if you had not gone to university, or is it about the same?

Significantly more	19	27	28	16	7	20	12	25	20	22	15	22	17	23	15	9	19	20	24	22	9
Slightly more	20	23	23	19	14	21	16	19	22	22	17	22	17	19	21	20	20	19	19	21	16
TOTAL MORE	39	50	51	35	21	41	28	44	42	44	32	44	34	42	36	29	39	39	43	43	25
About the same	35	28	29	38	43	33	47	32	35	31	45	32	40	33	37	33	37	37	27	33	40
Slightly less	6	5	6	7	10	7	4	5	6	6	6	6	6	7	6	8	7	5	3	6	8
Significantly less	6	5	6	7	7	6	7	6	6	7	8	5	8	6	7	9	7	7	4	5	10
TOTAL LESS	12	10	12	14	17	13	11	11	12	13	14	11	14	13	13	17	14	12	7	11	18
Don't know	13	11	8	14	19	13	13	13	12	11	10	13	12	12	14	21	10	12	22	12	18

And do you think you are likely to earn more or less money over the course of your lifetime as a result of having gone to university, or do you think it will have been about the same?

Significantly more	22	31	30	19	10	23	14	29	23	26	15	24	20	27	18	23	21	23	26	25	14
Slightly more	30	32	28	31	24	30	26	26	31	34	25	31	25	29	30	44	30	26	27	31	27
TOTAL MORE	52	63	58	50	34	53	40	55	54	60	40	55	45	56	48	67	51	49	53	56	41
About the same	31	24	28	32	44	29	41	27	30	27	42	29	35	28	33	19	32	35	24	29	35
Slightly less	4	3	3	4	4	4	3	2	4	4	5	4	4	4	4	2	5	3	2	3	5
Significantly less	3	2	3	3	4	3	3	3	3	2	5	2	5	3	3	1	3	4	2	2	6
TOTAL MORE	7	5	6	7	8	7	6	5	7	6	10	6	9	7	7	3	8	7	4	5	11
Don't know	11	8	8	11	14	10	14	13	9	7	8	10	12	9	12	11	9	10	19	9	15

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree

Fieldwork: 22nd October - 10th November 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	3817	3647	89	80	970	643	656	1378
Unweighted Sample	3991	3800	109	82	1095	714	514	1477
	%	%	%	%	%	%	%	%

Thinking about your current level of income, do you think you are currently earning more or less money than you would have been if you had not gone to university, or is it about the same?

Significantly more	19	19	16	16	18	17	22	19
Slightly more	20	20	20	18	20	21	19	20
TOTAL MORE	39	39	36	34	38	38	41	39
About the same	35	35	30	39	37	36	30	36
Slightly less	6	6	5	2	6	6	8	6
Significantly less	6	6	7	5	8	6	6	6
TOTAL LESS	12	12	12	7	14	12	14	12
Don't know	13	13	22	20	12	14	14	12

And do you think you are likely to earn more or less money over the course of your lifetime as a result of having gone to university, or do you think it will have been about the same?

Significantly more	22	22	28	22	21	20	25	23
Slightly more	30	30	28	18	27	30	32	31
TOTAL MORE	52	52	56	40	48	50	57	54
About the same	31	31	30	38	34	30	28	30
Slightly less	4	4	1	2	4	4	3	4
Significantly less	3	3	3	4	4	4	1	2
TOTAL LESS	7	7	4	6	8	8	4	6
Don't know	11	11	11	16	10	12	10	10

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree

Fieldwork: 22nd October - 10th November 2024

	Started University					Started University (2)	Covid affected	£9,000+ but not Covid	
	Since 2017/18 academic year (£9,250pa)	Between 2012/13 to 2016/17 (£9,000pa)	Between 2006/07 and 2011/12 academic year (£3,000pa)	Between 1998/99 to 2005/06 (£1,000pa)	Before 1998/99 academic year (free)	Since 2012/13 academic year (£9,000+pa)	Affected by Covid (started between 2017/18 and 2021/22)	Between 2012/13 to 2016/17	
Weighted Sample Total	3817	498	516	706	692	1378	1014	463	516
Unweighted Sample	3991	430	497	737	714	1589	927	400	497
	%	%	%	%	%	%	%	%	%

How helpful, if at all, do you think your university degree has been for your...

Career so far

Very helpful	32	25	27	26	30	40	26	26	27
Fairly helpful	38	37	37	38	38	39	37	38	37
TOTAL HELPFUL	70	62	64	64	68	79	63	64	64
Fairly unhelpful	16	19	19	20	17	12	19	19	19
Very unhelpful	9	12	13	13	11	5	12	11	13
TOTAL UNHELPFUL	25	31	32	33	28	17	31	30	32
Don't know	5	7	4	4	4	4	5	6	4

REBASED

Unweighted Sample

2796	349	451	616	578	787	800	322	451
2829	305	431	643	590	846	736	283	431
	%	%	%	%	%	%	%	%

Getting your current job

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	29	33	33	28	30	28	33	34	33
Fairly helpful	32	33	29	32	31	33	31	33	29
TOTAL HELPFUL	61	66	62	60	61	61	64	67	62
Fairly unhelpful	17	14	17	20	17	16	15	14	17
Very unhelpful	16	16	18	16	17	14	17	15	18
TOTAL UNHELPFUL	33	30	35	36	34	30	32	29	35
Don't know	6	5	3	4	6	8	4	5	3

Being able to do your current job well

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	20	22	19	17	21	23	20	23	19
Fairly helpful	36	36	33	36	35	39	35	37	33
TOTAL HELPFUL	56	58	52	53	56	62	55	60	52
Fairly unhelpful	22	23	24	24	20	21	24	23	24
Very unhelpful	16	16	18	18	18	12	17	14	18
TOTAL UNHELPFUL	38	39	42	42	38	33	41	37	42
Don't know	5	3	5	4	6	6	4	3	5

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Subject studied				Full/ Part-time study		Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		
	Total	STEM	Health and Medicine	Humanities and Social Sciences	Creative Arts	Full-time	Part-time	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	3817	996	195	1977	207	3289	517	608	1380	508	239	2078	971	1775	2041	258	2135	866	556	2866	951
Unweighted Sample	3991	1006	216	2101	216	3423	556	536	1597	603	289	2389	952	1765	2226	203	2129	908	750	3085	906
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How helpful, if at all, do you think your university degree has been for your...
Career so far

Very helpful	32	36	57	29	19	33	28	39	33	35	24	34	29	32	32	27	28	34	45	35	22
Fairly helpful	38	39	27	39	38	38	41	40	37	42	36	40	36	39	38	34	38	41	37	39	37
TOTAL HELPFUL	70	75	84	68	57	71	69	79	70	77	60	74	65	71	70	61	66	75	82	74	59
Fairly unhelpful	16	13	11	18	22	16	16	12	16	13	22	13	19	16	17	21	18	16	8	15	19
Very unhelpful	9	8	2	9	17	10	7	7	9	6	14	8	11	10	9	11	13	5	3	8	15
TOTAL UNHELPFUL	25	21	13	27	39	26	23	19	25	19	36	21	30	26	26	32	31	21	11	23	34
Don't know	5	3	2	5	4	4	7	3	4	4	5	4	4	4	5	8	4	4	8	4	6

REBASED
Unweighted Sample

2796	738	145	1436	148	2495	296	397	1087	357	160	1617	633	1343	1453	161	1896	636	103	2217	579
2829	714	149	1491	147	2528	296	324	1224	406	183	1784	578	1286	1543	126	1901	667	135	2296	533
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Getting your current job

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	29	33	60	26	18	31	20	28	32	35	20	32	22	29	30	35	29	28	32	32	20
Fairly helpful	32	36	22	31	29	31	34	34	31	33	28	33	29	34	30	31	31	33	33	32	30
TOTAL HELPFUL	61	69	82	57	47	62	54	62	63	68	48	65	51	63	60	66	60	61	65	64	50
Fairly unhelpful	17	13	10	19	20	17	20	16	17	15	16	17	20	16	19	13	18	17	12	17	17
Very unhelpful	16	13	6	17	26	16	18	15	16	11	30	13	24	16	16	18	17	14	13	13	29
TOTAL UNHELPFUL	33	26	16	36	46	33	38	31	33	26	46	30	44	32	35	31	35	31	25	30	46
Don't know	6	4	3	6	7	5	8	7	5	6	6	6	6	6	5	3	5	9	10	6	5

Being able to do your current job well

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	20	21	46	18	13	21	16	23	22	21	15	21	18	19	22	27	18	23	30	22	14
Fairly helpful	36	37	29	37	34	36	40	38	35	42	33	38	33	37	35	29	36	38	39	37	35
TOTAL HELPFUL	56	58	75	55	47	57	56	61	57	63	48	59	51	56	57	56	54	61	69	59	49
Fairly unhelpful	22	23	13	23	24	22	23	20	23	19	19	22	22	21	23	24	23	20	13	22	21
Very unhelpful	16	13	9	17	25	16	14	14	15	12	26	13	23	17	16	18	18	12	10	14	25
TOTAL UNHELPFUL	38	36	22	40	49	38	37	34	38	31	45	35	45	38	39	42	41	32	23	36	46
Don't know	5	5	3	5	5	5	5	5	5	6	7	5	5	6	4	2	5	6	8	5	4

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	3817	3647	89	80	970	643	656	1378
Unweighted Sample	3991	3800	109	82	1095	714	514	1477
	%	%	%	%	%	%	%	%

How helpful, if at all, do you think your university degree has been for your...
Career so far

Very helpful	32	32	34	29	32	31	29	33
Fairly helpful	38	38	41	40	32	41	43	39
TOTAL HELPFUL	70	70	75	69	64	72	72	72
Fairly unhelpful	16	16	14	8	19	15	14	16
Very unhelpful	9	9	5	10	12	9	9	8
TOTAL UNHELPFUL	25	25	19	18	31	24	23	24
Don't know	5	4	5	13	5	4	4	4

REBASED
Unweighted Sample

2796	2695	54	47	725	461	502	1007
2829	2717	66	46	791	494	386	1046
%	%	%	%	%	%	%	%

Getting your current job

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	29	29	36	27	30	28	28	30
Fairly helpful	32	32	22	35	28	32	37	32
TOTAL HELPFUL	61	61	58	62	58	60	65	62
Fairly unhelpful	17	17	16	9	19	16	15	18
Very unhelpful	16	16	17	16	18	19	14	15
TOTAL UNHELPFUL	33	33	33	25	37	35	29	33
Don't know	6	5	8	14	5	6	5	5

Being able to do your current job well

[Asked ONLY to those in full or part-time work; n=2829]

Very helpful	20	20	29	25	19	19	21	21
Fairly helpful	36	36	36	23	33	36	37	39
TOTAL HELPFUL	56	56	65	48	52	55	58	60
Fairly unhelpful	22	22	12	22	23	20	23	23
Very unhelpful	16	16	16	20	20	18	15	13
TOTAL UNHELPFUL	38	38	28	42	43	38	38	36
Don't know	5	5	6	10	5	7	4	5

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree

Fieldwork: 22nd October - 10th November 2024

	Started University					Started University (2)	Covid affected	£9,000+ but not Covid	
	Since 2017/18 academic year (£9,250pa)	Between 2012/13 to 2016/17 (£9,000pa)	Between 2006/07 and 2011/12 academic year (£3,000pa)	Between 1998/99 to 2005/06 (£1,000pa)	Before 1998/99 academic year (free)	Since 2012/13 academic year (£9,000+pa)	Affected by Covid (started between 2017/18 and 2021/22)	Between 2012/13 to 2016/17	
Weighted Sample	3817	498	516	706	692	1378	1014	463	516
Unweighted Sample	3991	430	497	737	714	1589	927	400	497
	%	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

3817	498	516	706	692	1378	1014	463	516
3991	430	497	737	714	1589	927	400	497
	%	%	%	%	%	%	%	%

Future career prospects

Very helpful	21	31	25	18	18	19	28	32	25
Fairly helpful	36	40	39	40	37	30	40	40	39
TOTAL HELPFUL	57	71	64	58	55	49	68	72	64
Fairly unhelpful	16	12	18	18	18	14	15	12	18
Very unhelpful	10	9	10	12	12	7	9	9	10
TOTAL UNHELPFUL	26	21	28	30	30	21	24	21	28
Don't know	18	8	8	11	15	30	8	7	8

Do you think it is more important to study something that you enjoy, something that will be useful for your future career or are these factors equally important?

It is more important to study something that you enjoy	32	37	28	30	35	32	32	36	28
It is more important to study something that will be useful for your future career	18	19	19	19	21	16	19	17	19
These are equally important	48	43	50	50	44	51	47	45	50
Don't know	1	1	2	1	1	1	2	2	2

Generally speaking, if you were 18 again and had the option to attend university to study the same course you took for your undergraduate degree, would you or would you not attend university?

Yes I would	62	67	64	56	56	65	65	66	64
No I would not	29	25	27	34	35	25	26	25	27
Don't know	9	8	9	10	9	9	9	9	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree

Fieldwork: 22nd October - 10th November 2024

	Subject studied				Full/ Part-time study		Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade			
	Total	STEM	Health and Medicine	Humanities and Social Sciences	Creative Arts	Full-time	Part-time	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	3817	996	195	1977	207	3289	517	608	1380	508	239	2078	971	1775	2041	258	2135	866	556	2866	951	
Unweighted Sample	3991	1006	216	2101	216	3423	556	536	1597	603	289	2389	952	1765	2226	203	2129	908	750	3085	906	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

3817	996	195	1977	207	3289	517	608	1380	508	239	2078	971	1775	2041	258	2135	866	556	2866	951		
3991	1006	216	2101	216	3423	556	536	1597	603	289	2389	952	1765	2226	203	2129	908	750	3085	906		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Future career prospects

Very helpful	21	23	44	18	10	22	18	21	23	22	14	21	17	20	22	35	21	18	19	23	15
Fairly helpful	36	38	29	37	30	36	33	35	35	40	29	37	31	38	34	40	40	35	20	37	32
TOTAL HELPFUL	57	61	73	55	40	58	51	56	58	62	43	58	48	58	56	75	61	53	39	60	47
Fairly unhelpful	16	14	10	17	21	16	15	13	16	16	21	15	17	15	17	11	18	18	8	15	19
Very unhelpful	10	8	3	10	17	10	8	7	9	6	14	8	12	10	9	6	11	9	5	8	14
TOTAL UNHELPFUL	26	22	13	27	38	26	23	20	25	22	35	23	29	25	26	17	29	27	13	23	33
Don't know	18	17	14	18	22	16	27	24	16	16	21	17	23	18	18	8	10	20	48	17	21

Do you think it is more important to study something that you enjoy, something that will be useful for your future career or are these factors equally important?

It is more important to study something that you enjoy	32	31	28	33	35	31	35	27	34	33	23	32	29	33	31	35	31	36	28	31	35
It is more important to study something that will be useful for your future career	18	22	16	17	12	19	17	23	18	14	28	17	24	21	16	12	21	14	19	19	17
These are equally important	48	46	55	48	52	49	47	49	47	54	47	50	47	45	52	51	47	49	52	49	47
Don't know	1	1	0	1	2	1	1	1	1	0	2	1	1	1	1	2	1	0	1	1	2

Generally speaking, if you were 18 again and had the option to attend university to study the same course you took for your undergraduate degree, would you or would you not attend university?

Yes I would	62	67	67	60	52	62	60	64	64	67	49	65	55	62	62	69	59	63	67	64	56
No I would not	29	25	26	30	39	29	28	27	27	24	44	26	35	30	28	22	32	27	22	27	35
Don't know	9	7	7	10	10	9	12	9	9	10	7	10	10	8	10	9	9	10	11	9	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 3991 graduates who attended a university in England for their undergraduate degree
Fieldwork: 22nd October - 10th November 2024

	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	3817	3647	89	80	970	643	656	1378
Unweighted Sample	3991	3800	109	82	1095	714	514	1477
	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

3817	3647	89	80	970	643	656	1378
3991	3800	109	82	1095	714	514	1477
%	%	%	%	%	%	%	%

Future career prospects

Very helpful	21	21	22	15	20	20	23	21
Fairly helpful	36	36	29	25	33	36	38	37
TOTAL HELPFUL	57	57	51	40	53	56	61	58
Fairly unhelpful	16	16	10	23	17	16	15	15
Very unhelpful	10	10	7	13	11	8	11	9
TOTAL UNHELPFUL	26	26	17	36	28	24	26	24
Don't know	18	17	32	24	18	21	13	18

Do you think it is more important to study something that you enjoy, something that will be useful for your future career or are these factors equally important?

It is more important to study something that you enjoy	32	32	37	27	30	33	36	31
It is more important to study something that will be useful for your future career	18	18	13	20	21	20	18	17
These are equally important	48	48	50	52	48	47	46	50
Don't know	1	1	0	0	1	1	1	2

Generally speaking, if you were 18 again and had the option to attend university to study the same course you took for your undergraduate degree, would you or would you not attend university?

Yes I would	62	62	67	65	56	60	66	64
No I would not	29	29	21	29	34	31	23	27
Don't know	9	9	12	6	10	9	10	8

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*