

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university

Fieldwork: 7th - 14th August 2013

Total	Gender		Age	Region							
Base	Male	Female	16-24	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
The university you attended	16%	19%	15%	16%	17%	13%	11%	27%	18%	5%	11%	17%
The course you studied	40%	38%	41%	40%	42%	39%	51%	30%	37%	32%	46%	67%
The grade you achieved	32%	32%	32%	32%	27%	39%	29%	31%	36%	41%	28%	17%
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	7%	8%	7%	10%	8%	4%	6%	5%	14%	9%	-
Don't know	4%	5%	4%	4%	4%	1%	5%	5%	4%	9%	6%	-

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Student satisfaction ratings	5%	5%	5%	5%	3%	6%	5%	3%	6%	14%	4%	-
Graduate prospects and employability	20%	21%	19%	20%	23%	28%	15%	29%	15%	14%	13%	-
Overall rating in university guide(s)	20%	23%	18%	20%	23%	21%	16%	25%	16%	18%	17%	17%
Extra-curricular activities (e.g. clubs and associations)	1%	2%	1%	1%	-	-	-	1%	5%	-	-	-
Best campus/ open day experience	9%	7%	10%	9%	10%	10%	4%	5%	13%	14%	7%	-
Where my friends are going	1%	1%	1%	1%	2%	-	-	1%	-	-	2%	-
It's close to home	6%	6%	6%	6%	8%	1%	7%	4%	7%	5%	7%	33%
Degree courses on offer	29%	25%	31%	29%	23%	28%	45%	22%	31%	27%	30%	33%
Value for money based on tuition fees	2%	1%	3%	2%	2%	1%	-	3%	1%	-	7%	-
Other	5%	6%	4%	5%	3%	3%	4%	5%	3%	5%	13%	17%
Don't know	3%	4%	3%	3%	3%	3%	4%	3%	4%	5%	-	-

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university

Fieldwork: 7th - 14th August 2013

Total	Student Status				Undergraduate Year of Study							
Base	I am currently studying towards/ have just taken my A-levels	I am currently at university studying for an undergraduate degree	I am currently at university studying for a masters degree	I am currently at university studying for another type of degree (e.g. Phd etc.)	First year	Second year	Third year	Fourth year	Fifth year	Sixth year	Other	

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
The university you attended	16%	14%	17%	14%	23%	14%	22%	10%	17%	17%	-	33%
The course you studied	40%	42%	40%	37%	40%	36%	41%	36%	50%	67%	100%	33%
The grade you achieved	32%	38%	31%	27%	29%	37%	25%	38%	25%	-	-	-
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	4%	8%	18%	6%	4%	9%	14%	8%	-	-	33%
Don't know	4%	2%	6%	4%	3%	10%	3%	2%	-	17%	-	-

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Student satisfaction ratings	5%	2%	6%	6%	3%	4%	8%	5%	8%	17%	-	-
Graduate prospects and employability	20%	27%	19%	8%	17%	20%	17%	19%	33%	17%	-	33%
Overall rating in university guide(s)	20%	20%	18%	29%	20%	18%	23%	10%	17%	-	33%	33%
Extra-curricular activities (e.g. clubs and associations)	1%	1%	1%	4%	-	1%	1%	2%	-	-	-	-
Best campus/ open day experience	9%	8%	10%	6%	3%	11%	11%	5%	17%	17%	-	33%
Where my friends are going	1%	-	0%	4%	3%	-	-	-	8%	-	-	-
It's close to home	6%	5%	7%	2%	9%	11%	4%	12%	-	-	-	-
Degree courses on offer	29%	30%	27%	33%	31%	24%	29%	40%	17%	-	33%	-
Value for money based on tuition fees	2%	2%	1%	4%	3%	-	1%	5%	-	17%	-	-
Other	5%	2%	6%	4%	6%	8%	5%	-	-	17%	33%	-
Don't know	3%	4%	3%	-	6%	4%	2%	2%	-	17%	-	-

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university
Fieldwork: 7th - 14th August 2013

Total	Which ONE of the following do you use MOST often to read news and opinion?						Newspaper readership - The Sun				Newspaper readership - Sun on Sunday				Newspaper readership - The Times				Newspaper readership - Sunday Times							
	Smartphone (e.g. iPhone, Blackberry etc.)	Tablet PC (e.g. iPad, Google Nexus etc.)	PC/ laptop	In print (i.e. newspapers, magazines etc.)	Other	Not applicable - I don't read news and opinion	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
The university you attended	16%	14%	18%	17%	23%	14%	9%	27%	25%	9%	###	58%	29%	19%	###	11%	8%	21%	###	64%	21%	15%	###
The course you studied	40%	37%	41%	42%	38%	43%	30%	20%	31%	41%	###	17%	23%	43%	###	44%	31%	32%	###	27%	33%	41%	###
The grade you achieved	32%	38%	36%	29%	30%	43%	39%	27%	31%	36%	###	25%	39%	26%	###	22%	38%	29%	###	9%	38%	30%	###
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	8%	5%	8%	8%	-	4%	20%	13%	9%	###	-	10%	7%	7%	22%	23%	7%	###	-	4%	10%	7%
Don't know	4%	3%	-	4%	2%	-	17%	7%	-	5%	4%	-	-	5%	4%	-	-	11%	6%	-	4%	4%	4%

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Student satisfaction ratings	5%	5%	-	6%	4%	-	-	-	19%	9%	9%	-	6%	4%	4%	-	23%	4%	8%	-	4%	4%	4%
Graduate prospects and employability	20%	22%	23%	18%	26%	-	17%	47%	25%	23%	###	25%	35%	19%	###	56%	38%	21%	###	27%	21%	25%	###
Overall rating in university guide(s)	20%	12%	27%	23%	23%	14%	13%	-	-	9%	5%	33%	6%	22%	###	-	-	14%	8%	27%	25%	18%	###
Extra-curricular activities (e.g. clubs and associations)	1%	2%	5%	1%	-	-	-	-	13%	-	3%	8%	3%	2%	3%	11%	-	4%	4%	-	4%	4%	4%
Best campus/ open day experience	9%	9%	14%	10%	4%	-	9%	7%	-	11%	8%	8%	13%	8%	9%	-	-	-	-	18%	8%	7%	8%
Where my friends are going	1%	1%	-	0%	2%	-	4%	-	-	2%	1%	-	-	1%	1%	-	-	4%	2%	-	-	1%	1%
It's close to home	6%	7%	-	5%	11%	14%	9%	13%	25%	2%	9%	-	-	3%	2%	22%	8%	4%	8%	-	4%	4%	4%
Degree courses on offer	29%	33%	23%	29%	23%	43%	26%	33%	13%	32%	###	17%	32%	32%	###	11%	15%	36%	###	27%	21%	29%	###
Value for money based on tuition fees	2%	3%	5%	2%	2%	-	-	-	6%	5%	4%	-	3%	-	1%	-	15%	4%	6%	-	4%	-	1%
Other	5%	5%	5%	4%	4%	14%	-	-	-	2%	1%	-	-	5%	4%	-	-	4%	2%	-	4%	5%	5%
Don't know	3%	2%	-	2%	2%	14%	22%	-	-	5%	3%	8%	-	3%	3%	-	-	7%	4%	-	4%	3%	3%

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thesun.co.uk?						How often, if at all, do you visit thetimes.co.uk?						How often, if at all, do you visit sundaytimes.co.uk?					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
The university you attended	16%	20%	14%	10%	-	17%	17%	33%	50%	8%	14%	16%	17%	20%	50%	14%	14%	14%	17%
The course you studied	40%	40%	14%	30%	56%	46%	39%	17%	-	23%	39%	41%	40%	20%	-	29%	21%	42%	40%
The grade you achieved	32%	40%	43%	50%	33%	23%	33%	33%	17%	46%	36%	29%	33%	40%	33%	43%	43%	33%	32%
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	-	29%	-	11%	15%	6%	17%	33%	15%	4%	11%	5%	20%	17%	14%	14%	8%	6%
Don't know	4%	-	-	10%	-	-	5%	-	-	8%	7%	2%	4%	-	-	-	7%	3%	4%

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Student satisfaction ratings	5%	20%	14%	-	22%	4%	5%	33%	17%	8%	-	4%	5%	20%	17%	14%	-	2%	5%
Graduate prospects and employability	20%	40%	14%	30%	22%	29%	19%	17%	17%	23%	18%	23%	21%	40%	-	29%	21%	22%	21%
Overall rating in university guide(s)	20%	-	14%	10%	11%	19%	21%	-	33%	23%	32%	14%	21%	-	17%	-	43%	14%	21%
Extra-curricular activities (e.g. clubs and associations)	1%	-	29%	-	-	-	1%	17%	-	-	4%	2%	1%	-	17%	14%	-	3%	1%
Best campus/ open day experience	9%	-	14%	10%	-	13%	9%	-	17%	-	14%	13%	8%	-	17%	-	7%	11%	9%
Where my friends are going	1%	40%	-	-	-	2%	-	33%	-	-	-	-	0%	40%	-	-	-	2%	-
It's close to home	6%	-	-	10%	-	2%	7%	-	-	8%	-	3%	8%	-	-	-	-	3%	7%
Degree courses on offer	29%	-	-	40%	44%	25%	29%	-	17%	31%	25%	36%	28%	-	33%	29%	29%	39%	27%
Value for money based on tuition fees	2%	-	-	-	-	4%	1%	-	-	-	4%	-	2%	-	-	-	-	2%	1%
Other	5%	-	-	-	-	2%	4%	-	-	-	4%	2%	4%	-	-	-	-	2%	4%
Don't know	3%	-	14%	-	-	-	4%	-	-	8%	-	2%	4%	-	-	14%	-	2%	4%

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thescottishsun.co.uk?						How often, if at all, do you visit thetimes.co.uk? (Scotland)						How often, if at all, do you visit sundaytimes.co.uk? (Scotland)					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
The university you attended	16%	-	100%	50%	-	-	9%	-	100%	50%	-	-	10%	-	-	100%	-	-	9%
The course you studied	40%	-	-	50%	67%	20%	49%	-	-	-	100%	43%	48%	-	-	-	-	60%	47%
The grade you achieved	32%	-	-	-	-	60%	28%	-	-	-	-	43%	29%	-	-	-	-	40%	28%
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	-	-	-	-	-	12%	-	-	-	-	14%	10%	-	-	-	-	-	11%
Don't know	4%	-	-	-	33%	20%	2%	-	-	50%	-	-	5%	-	-	-	-	-	6%

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Student satisfaction ratings	5%	-	-	-	-	-	5%	-	-	-	-	-	5%	-	-	-	-	-	4%
Graduate prospects and employability	20%	-	-	50%	-	20%	12%	-	-	50%	-	29%	10%	-	-	50%	-	40%	9%
Overall rating in university guide(s)	20%	-	-	-	-	20%	19%	-	-	-	-	29%	17%	-	-	-	-	20%	17%
Extra-curricular activities (e.g. clubs and associations)	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Best campus/ open day experience	9%	-	-	-	33%	-	7%	-	-	-	50%	-	7%	-	-	-	-	-	9%
Where my friends are going	1%	-	-	-	33%	-	-	-	-	50%	-	-	-	-	-	-	-	-	2%
It's close to home	6%	-	-	50%	-	20%	5%	-	-	-	50%	-	7%	-	-	-	-	20%	6%
Degree courses on offer	29%	-	100%	-	-	-	35%	-	100%	-	-	14%	33%	-	-	50%	-	-	32%
Value for money based on tuition fees	2%	-	-	-	33%	20%	5%	-	-	-	-	29%	5%	-	-	-	-	20%	6%
Other	5%	-	-	-	-	20%	14%	-	-	-	-	-	17%	-	-	-	-	-	15%
Don't know	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / News UK Survey Results Good University Guide

Sample size: 505 students who are either currently studying towards/ have just taken A-Levels or are at university

Fieldwork: 7th - 14th August 2013

Total	Subscription package				
Base	The Digital Pack	The Classic Pack	The Ultimate Pack	I have a different Times subscription not shown above	I do not subscribe

Please imagine that you were applying for a graduate job...

If you had to choose, which ONE of the following aspects of university do you think is MOST important to your job prospects?

Base: All A-Level/ University Students	511	8	14	8	2	479
The university you attended	16%	-	50%	75%	-	15%
The course you studied	40%	50%	21%	-	50%	41%
The grade you achieved	32%	25%	7%	25%	50%	33%
Your involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	25%	21%	-	-	7%
Don't know	4%	-	-	-	-	5%

Which ONE, if any, of the following do you think would be/ was the MOST important factor to you in choosing which university to attend?

Base: All A-Level/ University Students	511	8	14	8	2	479
Student satisfaction ratings	5%	13%	21%	-	-	4%
Graduate prospects and employability	20%	25%	-	13%	-	21%
Overall rating in university guide(s)	20%	38%	7%	25%	50%	20%
Extra-curricular activities (e.g. clubs and associations)	1%	13%	7%	-	-	1%
Best campus/ open day experience	9%	-	7%	25%	-	9%
Where my friends are going	1%	-	7%	13%	-	0%
It's close to home	6%	-	7%	-	-	6%
Degree courses on offer	29%	-	36%	25%	50%	29%
Value for money based on tuition fees	2%	-	7%	-	-	2%
Other	5%	-	-	-	-	5%
Don't know	3%	13%	-	-	-	3%

Fieldwork: 7th - 14th August 2013

Total	Gender		Age	Region								
Base	Male	Female	16-24	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Coping academically	25%	23%	27%	25%	21%	26%	29%	27%	28%	14%	26%	17%
Coping financially	24%	24%	25%	24%	26%	25%	20%	25%	29%	23%	17%	-
Employment opportunities once you graduate	26%	29%	25%	26%	27%	29%	20%	26%	23%	32%	31%	50%
Making friends/ having a good social life	14%	14%	14%	14%	17%	11%	16%	12%	13%	23%	11%	33%
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	2%	1%	1%	-	-	-	2%	5%	2%	-
Personal safety/ fear of crime	1%	1%	1%	1%	1%	-	-	1%	-	-	4%	-
Homesickness	3%	3%	3%	3%	3%	1%	7%	4%	3%	-	4%	-
Other	1%	2%	1%	1%	-	3%	4%	1%	1%	-	-	-
Don't know	4%	5%	3%	4%	3%	4%	4%	4%	2%	5%	6%	-

Please indicate if you think you would use/ are using each of the following means to fund your university education?
(Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Yes	11%	11%	10%	11%	12%	6%	11%	6%	12%	18%	15%	17%
No	80%	79%	81%	80%	78%	89%	69%	83%	80%	77%	81%	67%
Don't know	9%	10%	9%	9%	10%	6%	20%	10%	8%	5%	4%	17%

Savings :

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Yes	59%	55%	60%	59%	56%	57%	56%	52%	62%	68%	70%	33%
No	35%	38%	33%	35%	38%	36%	35%	42%	32%	27%	26%	50%
Don't know	6%	6%	7%	6%	6%	7%	9%	6%	6%	5%	4%	17%

Fieldwork: 7th - 14th August 2013

Total	Student Status				Undergraduate Year of Study						
Base	I am currently studying towards/ have just taken my A-levels	I am currently at university studying for an undergraduate degree	I am currently at university studying for a masters degree	I am currently at university studying for another type of degree (e.g. Phd etc.)	First year	Second year	Third year	Fourth year	Fifth year	Sixth year	Other

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

	Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Coping academically	25%	24%	25%	24%	34%	30%	24%	14%	33%	-	-	67%	
Coping financially	24%	29%	23%	22%	20%	21%	25%	21%	17%	17%	67%	-	
Employment opportunities once you graduate	26%	19%	29%	35%	23%	24%	31%	40%	33%	17%	-	33%	
Making friends/ having a good social life	14%	20%	13%	8%	11%	15%	12%	7%	17%	33%	-	-	
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	2%	-	-	2%	1%	2%	-	-	33%	-	
Personal safety/ fear of crime	1%	-	1%	4%	-	-	1%	2%	-	-	-	-	
Homesickness	3%	4%	3%	2%	3%	3%	5%	2%	-	-	-	-	
Other	1%	2%	1%	-	-	2%	1%	-	-	-	-	-	
Don't know	4%	2%	3%	4%	9%	3%	1%	10%	-	33%	-	-	

Please indicate if you think you would use/ are using each of the following means to fund your university education? (Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

	Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Yes	11%	6%	11%	29%	3%	8%	9%	14%	42%	-	33%	-	
No	80%	69%	85%	71%	91%	88%	87%	83%	58%	83%	67%	67%	
Don't know	9%	24%	4%	-	6%	4%	4%	2%	-	17%	-	33%	

Savings :

	Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Yes	59%	53%	60%	76%	46%	57%	65%	52%	67%	67%	100%	33%	
No	35%	35%	36%	20%	49%	39%	31%	45%	33%	17%	-	33%	
Don't know	6%	12%	4%	4%	6%	4%	5%	2%	-	17%	-	33%	

Fieldwork: 7th - 14th August 2013

Total	Which ONE of the following do you use MOST often to read news and opinion?						Newspaper readership - The Sun				Newspaper readership - Sun on Sunday				Newspaper readership - The Times				Newspaper readership - Sunday Times			
	Smartphone (e.g. iPhone, Blackberry etc.)	Tablet PC (e.g. iPad, Google Nexus etc.)	PC/ laptop	In print (i.e. newspapers, magazines etc.)	Other	Not applicable - I don't read news and opinion	AA	QO	OO	AA QO OO	AA	QO	OO	AA QO OO	AA	QO	OO	AA QO OO	AA	QO	OO	AA QO OO

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Coping academically	25%	22%	14%	27%	28%	29%	26%	13%	25%	27%	###	8%	19%	32%	###	11%	23%	25%	###	9%	25%	30%	###
Coping financially	24%	30%	27%	23%	21%	14%	13%	40%	6%	23%	###	17%	35%	23%	###	44%	15%	21%	###	18%	29%	19%	###
Employment opportunities once you graduate	26%	28%	27%	28%	25%	-	13%	27%	31%	25%	###	50%	26%	22%	###	22%	31%	36%	###	55%	21%	29%	###
Making friends/ having a good social life	14%	13%	18%	14%	19%	14%	9%	13%	31%	18%	###	17%	13%	15%	###	22%	23%	7%	###	9%	25%	14%	###
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	-	1%	-	29%	-	-	6%	2%	3%	-	-	1%	1%	-	8%	4%	4%	-	-	3%	2%
Personal safety/ fear of crime	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Homesickness	3%	4%	9%	1%	8%	-	9%	7%	-	2%	3%	-	6%	2%	3%	-	-	4%	2%	9%	-	1%	2%
Other	1%	2%	5%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	1%	-	3%	-	14%	30%	-	-	2%	1%	8%	-	4%	4%	-	-	4%	2%	-	-	4%	3%

Please indicate if you think you would use/ are using each of the following means to fund your university education? (Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Yes	11%	9%	23%	9%	19%	-	13%	20%	19%	14%	###	-	16%	11%	###	22%	31%	18%	###	-	21%	12%	###
No	80%	84%	68%	83%	77%	71%	43%	73%	69%	77%	###	92%	84%	76%	###	67%	69%	64%	###	100%	79%	77%	###
Don't know	9%	8%	9%	8%	4%	29%	43%	7%	13%	9%	9%	8%	-	13%	###	11%	-	18%	###	-	-	11%	7%

Savings :

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Yes	59%	61%	68%	59%	58%	57%	30%	47%	75%	52%	###	50%	71%	64%	###	44%	92%	46%	###	64%	58%	67%	###
No	35%	35%	32%	36%	34%	14%	35%	47%	13%	41%	###	50%	29%	31%	###	44%	8%	39%	###	36%	42%	26%	###
Don't know	6%	3%	-	5%	8%	29%	35%	7%	13%	7%	8%	-	-	5%	4%	11%	-	14%	###	-	-	7%	5%

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thesun.co.uk?						How often, if at all, do you visit thetimes.co.uk?						How often, if at all, do you visit sundaytimes.co.uk?					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Coping academically	25%	-	-	10%	22%	25%	26%	-	-	15%	18%	29%	26%	-	-	-	14%	27%	27%
Coping financially	24%	20%	-	40%	22%	29%	25%	17%	-	38%	36%	28%	23%	20%	-	29%	36%	30%	24%
Employment opportunities once you graduate	26%	40%	43%	30%	22%	25%	25%	50%	50%	23%	25%	23%	26%	40%	33%	14%	36%	22%	26%
Making friends/ having a good social life	14%	20%	43%	-	33%	15%	14%	17%	33%	15%	18%	15%	14%	20%	33%	43%	14%	19%	13%
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	14%	-	-	-	1%	-	17%	-	-	-	1%	-	17%	-	-	-	1%
Personal safety/ fear of crime	1%	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	1%
Homesickness	3%	20%	-	10%	-	4%	3%	17%	-	-	-	2%	4%	20%	17%	-	-	2%	3%
Other	1%	-	-	-	-	2%	1%	-	-	-	-	1%	2%	-	-	-	-	2%	1%
Don't know	4%	-	-	10%	-	-	4%	-	-	8%	4%	1%	4%	-	-	14%	-	-	4%

Please indicate if you think you would use/ are using each of the following means to fund your university education? (Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Yes	11%	60%	57%	10%	11%	13%	8%	67%	50%	23%	18%	8%	8%	80%	50%	-	21%	13%	8%
No	80%	40%	43%	80%	78%	77%	81%	33%	50%	77%	68%	85%	81%	20%	50%	86%	64%	84%	81%
Don't know	9%	-	-	10%	11%	10%	10%	-	-	-	14%	8%	11%	-	-	14%	14%	3%	11%

Savings :

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Yes	59%	100%	71%	60%	44%	65%	56%	83%	83%	69%	50%	62%	55%	100%	67%	14%	79%	64%	55%
No	35%	-	29%	40%	33%	33%	37%	17%	17%	31%	43%	35%	37%	-	33%	71%	14%	36%	37%
Don't know	6%	-	-	-	22%	2%	7%	-	-	-	7%	3%	8%	-	-	14%	7%	-	8%

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thescottishsun.co.uk?						How often, if at all, do you visit thetimes.co.uk? (Scotland)						How often, if at all, do you visit sundaytimes.co.uk? (Scotland)					
	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

	Total	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never
Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Coping academically	25%	-	-	-	-	20%	30%	-	-	-	-	43%	26%	-	-	-	-	60%	23%
Coping financially	24%	-	-	-	-	20%	19%	-	-	-	-	-	21%	-	-	-	-	-	19%
Employment opportunities once you graduate	26%	-	100%	50%	33%	20%	30%	-	100%	100%	-	43%	26%	-	-	100%	-	-	32%
Making friends/ having a good social life	14%	-	-	-	33%	20%	9%	-	-	-	-	14%	12%	-	-	-	-	20%	11%
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	-	50%	-	-	-	-	-	-	50%	-	-	-	-	-	-	20%	-
Personal safety/ fear of crime	1%	-	-	-	-	-	5%	-	-	-	-	-	5%	-	-	-	-	-	4%
Homesickness	3%	-	-	-	-	-	5%	-	-	-	-	-	5%	-	-	-	-	-	4%
Other	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	33%	20%	2%	-	-	-	50%	-	5%	-	-	-	-	-	6%

Please indicate if you think you would use/ are using each of the following means to fund your university education?
(Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

	Total	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never
Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Yes	11%	-	-	-	33%	40%	12%	-	-	50%	-	14%	14%	-	-	-	-	20%	15%
No	80%	-	100%	50%	33%	60%	88%	-	100%	50%	-	86%	86%	-	-	100%	-	60%	83%
Don't know	9%	-	-	50%	33%	-	-	-	-	-	100%	-	-	-	-	-	-	20%	2%

Savings :

	Total	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never
Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Yes	59%	-	100%	50%	33%	80%	72%	-	100%	50%	-	57%	76%	-	-	100%	-	40%	72%
No	35%	-	-	-	33%	20%	28%	-	-	50%	-	43%	24%	-	-	-	-	40%	26%
Don't know	6%	-	-	50%	33%	-	-	-	-	-	100%	-	-	-	-	-	-	20%	2%

Fieldwork: 7th - 14th August 2013

Total	Subscription package				
Base	The Digital Pack	The Classic Pack	The Ultimate Pack	I have a different Times subscription not shown above	I do not subscribe

And which ONE, if any, of the following do you think you will be/ are you MOST concerned about as a student at university?

Base: All A-Level/ University Students	511	8	14	8	2	479
Coping academically	25%	25%	29%	13%	-	25%
Coping financially	24%	25%	-	13%	100%	25%
Employment opportunities once you graduate	26%	25%	29%	25%	-	27%
Making friends/ having a good social life	14%	25%	29%	25%	-	14%
Performing well in extra-curricular activities (e.g. sports clubs, associations, etc.)	1%	-	14%	-	-	1%
Personal safety/ fear of crime	1%	-	-	-	-	1%
Homesickness	3%	-	-	25%	-	3%
Other	1%	-	-	-	-	1%
Don't know	4%	-	-	-	-	4%

Please indicate if you think you would use/ are using each of the following means to fund your university education?
(Please tick one option on each row)

Bank/ building society loan (NOT student loan) :

Base: All A-Level/ University Students	511	8	14	8	2	479
Yes	11%	25%	21%	38%	-	10%
No	80%	63%	71%	63%	100%	81%
Don't know	9%	13%	7%	-	-	9%

Savings :

Base: All A-Level/ University Students	511	8	14	8	2	479
Yes	59%	50%	64%	88%	100%	58%
No	35%	38%	29%	13%	-	36%
Don't know	6%	13%	7%	-	-	6%

Fieldwork: 7th - 14th August 2013

Total	Gender		Age	Region								
Base	Male	Female	16-24	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	

Money from parents :

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Yes	63%	59%	66%	63%	67%	56%	65%	57%	67%	73%	59%	50%
No	31%	36%	28%	31%	29%	36%	31%	36%	26%	23%	35%	50%
Don't know	6%	5%	6%	6%	4%	8%	4%	6%	6%	5%	6%	-

Money from a job whilst studying :

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Yes	56%	47%	62%	56%	54%	57%	55%	44%	62%	68%	59%	67%
No	34%	40%	30%	34%	37%	33%	33%	44%	27%	23%	35%	17%
Don't know	10%	13%	8%	10%	9%	10%	13%	12%	11%	9%	6%	17%

Student loan :

Base: All A-Level/ University Students	511	193	318	511	115	72	55	77	110	22	54	6
Yes	81%	84%	80%	81%	89%	88%	80%	73%	89%	77%	56%	83%
No	14%	12%	16%	14%	7%	8%	13%	25%	7%	14%	41%	17%
Don't know	4%	4%	4%	4%	4%	4%	7%	3%	4%	9%	4%	-

Fieldwork: 7th - 14th August 2013

Total	Student Status				Undergraduate Year of Study							
	I am currently studying towards/ have just taken my A-levels	I am currently at university studying for an undergraduate degree	I am currently at university studying for a masters degree	I am currently at university studying for another type of degree (e.g. Phd etc.)	First year	Second year	Third year	Fourth year	Fifth year	Sixth year	Other	

Money from parents :

Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Yes	63%	59%	66%	69%	46%	67%	64%	62%	100%	50%	100%	33%
No	31%	29%	31%	31%	49%	29%	33%	38%	-	33%	-	33%
Don't know	6%	12%	3%	-	6%	4%	4%	-	-	17%	-	33%

Money from a job whilst studying :

Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Yes	56%	65%	54%	53%	37%	54%	51%	62%	58%	50%	67%	33%
No	34%	14%	40%	43%	57%	38%	44%	36%	42%	33%	33%	-
Don't know	10%	21%	6%	4%	6%	7%	5%	2%	-	17%	-	67%

Student loan :

Base: All A-Level/ University Students	511	139	288	49	35	112	110	42	12	6	3	3
Yes	81%	86%	85%	61%	63%	88%	85%	86%	67%	50%	100%	67%
No	14%	7%	12%	37%	31%	10%	11%	14%	33%	33%	-	-
Don't know	4%	7%	3%	2%	6%	3%	4%	-	-	17%	-	33%

Fieldwork: 7th - 14th August 2013

Total	Which ONE of the following do you use MOST often to read news and opinion?							Newspaper readership - The Sun				Newspaper readership - Sun on Sunday				Newspaper readership - The Times				Newspaper readership - Sunday Times							
	Smartphone (e.g. iPhone, Blackberry etc.)	Tablet PC (e.g. iPad, Google Nexus etc.)	PC/ laptop	In print (i.e. newspapers, magazines etc.)	Other	Not applicable - I don't read news and opinion		AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO	OO	AA	QO

Money from parents :

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Yes	63%	64%	55%	65%	66%	57%	39%	60%	63%	55%	###	33%	71%	66%	###	67%	69%	36%	###	55%	75%	64%	###
No	31%	33%	45%	31%	30%	14%	26%	40%	31%	36%	###	67%	26%	27%	###	33%	31%	46%	###	45%	25%	26%	###
Don't know	6%	3%	-	4%	4%	29%	35%	-	6%	9%	7%	-	3%	7%	5%	-	-	18%	###	-	-	10%	6%

Money from a job whilst studying :

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Yes	56%	59%	68%	52%	70%	71%	43%	67%	56%	66%	###	25%	74%	57%	###	78%	85%	54%	###	27%	88%	51%	###
No	34%	32%	32%	39%	25%	-	17%	33%	31%	30%	###	75%	19%	34%	###	22%	15%	36%	###	73%	4%	37%	###
Don't know	10%	9%	-	9%	6%	29%	39%	-	13%	5%	5%	-	6%	9%	7%	-	-	11%	6%	-	8%	12%	###

Student loan :

Base: All A-Level/ University Students	511	116	22	290	53	7	23	15	16	44	75	12	31	91	134	9	13	28	50	11	24	73	108
Yes	81%	87%	91%	81%	79%	57%	61%	87%	69%	89%	###	58%	77%	82%	###	89%	62%	79%	###	55%	88%	77%	###
No	14%	9%	9%	17%	21%	14%	4%	13%	25%	9%	###	42%	23%	14%	###	11%	38%	11%	###	45%	13%	18%	###
Don't know	4%	3%	-	3%	-	29%	35%	-	6%	2%	3%	-	-	3%	2%	-	-	11%	6%	-	-	5%	4%

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thesun.co.uk?						How often, if at all, do you visit thetimes.co.uk?						How often, if at all, do you visit sundaytimes.co.uk?					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Money from parents :

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Yes	63%	80%	71%	50%	33%	69%	63%	50%	83%	77%	61%	65%	63%	80%	50%	57%	64%	70%	62%
No	31%	20%	29%	40%	67%	25%	31%	50%	17%	23%	36%	32%	30%	20%	50%	43%	29%	28%	31%
Don't know	6%	-	-	10%	-	6%	6%	-	-	-	4%	3%	7%	-	-	-	7%	2%	7%

Money from a job whilst studying :

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Yes	56%	80%	57%	70%	78%	54%	55%	67%	67%	69%	68%	52%	54%	100%	50%	43%	64%	48%	56%
No	34%	20%	43%	30%	11%	38%	34%	33%	33%	23%	14%	38%	35%	-	50%	43%	21%	39%	34%
Don't know	10%	-	-	-	11%	8%	11%	-	-	8%	18%	10%	11%	-	-	14%	14%	13%	10%

Student loan :

Base: All A-Level/ University Students	511	5	7	10	9	48	378	6	6	13	28	92	312	5	6	7	14	64	361
Yes	81%	80%	86%	80%	89%	85%	84%	100%	83%	77%	75%	88%	84%	100%	83%	57%	93%	86%	84%
No	14%	20%	14%	20%	-	10%	11%	-	17%	23%	14%	11%	11%	-	17%	29%	-	13%	11%
Don't know	4%	-	-	-	11%	4%	5%	-	-	-	11%	1%	5%	-	-	14%	7%	2%	5%

Fieldwork: 7th - 14th August 2013

Total	How often, if at all, do you visit thescottishsun.co.uk?						How often, if at all, do you visit thetimes.co.uk? (Scotland)						How often, if at all, do you visit sundaytimes.co.uk? (Scotland)					
	Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week

Money from parents :

Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Yes	63%	-	-	50%	67%	80%	58%	-	-	100%	-	100%	55%	-	-	50%	-	80%	57%
No	31%	-	100%	-	-	20%	40%	-	100%	-	-	-	43%	-	-	50%	-	-	38%
Don't know	6%	-	-	50%	33%	-	2%	-	-	-	100%	-	2%	-	-	-	-	20%	4%

Money from a job whilst studying :

Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Yes	56%	-	-	50%	67%	60%	60%	-	-	100%	-	43%	64%	-	-	50%	-	20%	64%
No	34%	-	100%	-	-	20%	40%	-	100%	-	-	43%	36%	-	-	50%	-	40%	34%
Don't know	10%	-	-	50%	33%	20%	-	-	-	-	100%	14%	-	-	-	-	-	40%	2%

Student loan :

Base: All A-Level/ University Students	511	-	1	2	3	5	43	-	1	2	2	7	42	-	-	2	-	5	47
Yes	81%	-	-	-	-	60%	63%	-	-	-	-	71%	60%	-	-	-	-	40%	60%
No	14%	-	100%	50%	67%	40%	37%	-	100%	100%	-	29%	40%	-	-	100%	-	40%	38%
Don't know	4%	-	-	50%	33%	-	-	-	-	-	100%	-	-	-	-	-	-	20%	2%

Fieldwork: 7th - 14th August 2013

Total	Subscription package				
Base	The Digital Pack	The Classic Pack	The Ultimate Pack	I have a different Times subscription not shown above	I do not subscribe

Money from parents :

Base: All A-Level/ University Students	511	8	14	8	2	479
Yes	63%	63%	43%	75%	100%	63%
No	31%	38%	50%	25%	-	31%
Don't know	6%	-	7%	-	-	6%

Money from a job whilst studying :

Base: All A-Level/ University Students	511	8	14	8	2	479
Yes	56%	63%	50%	50%	100%	56%
No	34%	25%	43%	50%	-	34%
Don't know	10%	13%	7%	-	-	10%

Student loan :

Base: All A-Level/ University Students	511	8	14	8	2	479
Yes	81%	100%	57%	88%	100%	81%
No	14%	-	36%	13%	-	14%
Don't know	4%	-	7%	-	-	4%