

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
Very important	14%	6%	11%	18%	20%	8%	10%
Somewhat important	25%	14%	25%	20%	36%	17%	18%
Not very important	26%	22%	31%	32%	27%	25%	26%
No important at all	30%	49%	29%	27%	16%	43%	40%
Don't know	5%	9%	4%	3%	2%	7%	6%

Cell Contents (Column Percentages)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Work industry (select all that apply)						
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	138	97	119	143	87	54	127
Base	1000	138	97	118	150	85	54	128
Very important	14%	13%	11%	14%	21%	6%	40%	19%
Somewhat important	25%	25%	25%	16%	33%	13%	26%	39%
Not very important	26%	29%	22%	31%	28%	31%	17%	19%
No important at all	30%	31%	40%	35%	18%	48%	11%	17%
Don't know	5%	2%	3%	3%	1%	2%	7%	7%

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	What apply)					
	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	104	40	43	43	43	151
Base	1000	101	42	44	45	42	149
Very important	14%	18%	18%	17%	15%	13%	12%
Somewhat important	25%	29%	34%	33%	21%	23%	19%
Not very important	26%	27%	25%	32%	31%	32%	25%
No important at all	30%	23%	19%	16%	31%	27%	35%
Don't know	5%	3%	5%	2%	2%	4%	9%

Cell Contents (C

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Work industry (MAIN)								
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	124	83	96	132	63	42	98	83	33
Base	1000	124	82	95	139	61	41	99	79	34
Very important	14%	10%	10%	10%	21%	1%	42%	15%	13%	19%
Somewhat important	25%	27%	25%	15%	30%	11%	21%	42%	28%	34%
Not very important	26%	29%	21%	30%	29%	30%	17%	16%	29%	24%
No important at all	30%	31%	40%	41%	19%	58%	11%	20%	26%	20%
Don't know	5%	2%	3%	5%	1%	-	9%	8%	4%	3%

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total					Company annual turnover					
	Education	Transportation & distribution	Real estate	Other	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	26	34	33	153	17	327	170	378	55	53
Base	1000	26	35	32	152	16	307	163	405	56	52
Very important	14%	19%	-	18%	12%	11%	8%	13%	20%	6%	9%
Somewhat important	25%	39%	23%	23%	17%	23%	17%	23%	35%	17%	18%
Not very important	26%	35%	34%	24%	27%	13%	21%	33%	27%	29%	32%
No important at all	30%	7%	40%	29%	34%	52%	45%	30%	16%	44%	33%
Don't know	5%	-	3%	6%	10%	-	9%	1%	2%	5%	8%

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
Very important	14%	13%	14%	12%	13%	13%	12%	15%	13%	13%	12%
Somewhat important	25%	23%	24%	21%	21%	20%	23%	24%	23%	20%	20%
Not very important	26%	23%	23%	24%	23%	21%	22%	24%	23%	23%	22%
No important at all	30%	35%	34%	37%	37%	39%	36%	33%	36%	39%	39%
Don't know	5%	6%	5%	6%	5%	7%	7%	5%	6%	6%	7%

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Company age					
	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
Very important	14%	11%	15%	16%	9%	16%	20%
Somewhat important	25%	22%	24%	22%	21%	31%	34%
Not very important	26%	21%	25%	26%	29%	28%	27%
No important at all	30%	36%	30%	32%	37%	23%	11%
Don't know	5%	9%	6%	4%	3%	3%	7%

Cell Contents (C

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



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

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	39	95	54	67	77	46
Base	1000	38	94	53	69	77	45
Very important	14%	5%	7%	4%	17%	13%	12%
Somewhat important	25%	33%	24%	10%	21%	21%	17%
Not very important	26%	20%	28%	35%	28%	33%	24%
No important at all	30%	40%	36%	43%	32%	25%	38%
Don't know	5%	3%	4%	7%	3%	7%	8%

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	by work (GOR)					
	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	248	143	108	46	65	12
Base	1000	255	142	105	44	64	13
Very important	14%	27%	7%	7%	11%	14%	-
Somewhat important	25%	35%	25%	24%	13%	19%	35%
Not very important	26%	18%	33%	29%	26%	23%	42%
No important at all	30%	17%	29%	37%	46%	36%	23%
Don't know	5%	2%	7%	3%	4%	7%	-

Cell Contents (C

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Region mainly work							
	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	188	144	46	248	251	46	65	12
Base	1000	186	145	45	255	247	44	64	13
Very important	14%	6%	15%	12%	27%	7%	11%	14%	-
Somewhat important	25%	22%	21%	17%	35%	25%	13%	19%	35%
Not very important	26%	28%	30%	24%	18%	31%	26%	23%	42%
No important at all	30%	39%	28%	38%	17%	32%	46%	36%	23%
Don't know	5%	5%	5%	8%	2%	5%	4%	7%	-

Cell Contents (C)

YouGov Results - Degrees

Sample: 1,000 business decision makers in GB

Fieldwork: 6th - 9th October 2020



Total	Are you...?		Age			
	Male	Female	Under 35	35 - 44	45 - 54	55+

Generally speaking, when your business hires a new employee, how important is it that they have a degree?

Unweighted base	1000	704	296	119	255	286	340
Base	1000	707	293	122	260	287	332
Very important	14%	14%	13%	23%	18%	13%	8%
Somewhat important	25%	27%	21%	28%	31%	23%	21%
Not very important	26%	25%	29%	27%	24%	29%	26%
No important at all	30%	29%	32%	20%	21%	32%	39%
Don't know	5%	4%	5%	2%	6%	4%	5%

Cell Contents (C