

Public First Poll for Uni Connect

Fieldwork: 14th Nov - 29th Nov 2023
Interview method: Online Survey
Population represented: 18-23 year olds in the UK
Sample size: 1017

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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(1.A) Including the university you eventually attended, how many different universities did you apply for?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
1	14%	17%	12%	12%	18%	26%	16%	14%	12%	17%	13%	16%	12%	8%	3%	15%	10%
2	14%	15%	14%	12%	17%	17%	12%	13%	22%	8%	13%	7%	22%	12%	22%	13%	17%
3	17%	16%	19%	15%	20%	17%	4%	23%	20%	27%	20%	20%	5%	18%	20%	4%	51%
4	18%	16%	19%	19%	16%	12%	17%	7%	15%	12%	23%	19%	27%	17%	35%	4%	16%
5	28%	25%	31%	36%	20%	24%	44%	26%	20%	32%	21%	30%	30%	38%	14%	48%	7%
6+	3%	4%	2%	2%	4%	2%	1%	6%	5%	4%	6%	0%	0%	0%	4%	15%	0%
Don't remember	4%	6%	2%	2%	6%	3%	4%	11%	4%	0%	4%	9%	0%	5%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	0%	1%	0%	3%	0%	0%	0%	4%	2%	2%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(1.B) Including the university you eventually attended, how many different universities did you apply for?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
1	14%	10%	12%	21%	20%	15%	11%	12%	20%	14%	*	*	13%	13%	22%	13%
2	14%	16%	13%	15%	14%	12%	14%	15%	0%	14%	*	*	14%	13%	17%	14%
3	17%	18%	18%	15%	18%	15%	18%	21%	10%	17%	*	*	17%	17%	17%	14%
4	18%	12%	19%	24%	14%	26%	18%	3%	23%	18%	*	*	22%	23%	11%	14%
5	28%	35%	29%	20%	27%	22%	36%	35%	36%	28%	*	*	23%	29%	28%	31%
6+	3%	4%	4%	1%	2%	5%	1%	5%	0%	3%	*	*	2%	2%	4%	6%
Don't remember	4%	3%	3%	4%	6%	3%	1%	10%	11%	4%	*	*	7%	0%	1%	5%
Don't know	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	*	*	1%	1%	0%	2%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(2.A) Did you get accepted into your first or second choice university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Yes, I got accepted into my first choice university	80%	78%	82%	82%	78%	82%	77%	86%	78%	84%	89%	76%	79%	78%	68%	88%	100%
Yes, I got accepted into my second choice university	12%	13%	12%	11%	14%	11%	15%	8%	15%	8%	4%	19%	17%	8%	27%	4%	0%
No, I did not get accepted into my first or second choice	6%	6%	5%	6%	5%	7%	3%	6%	3%	8%	6%	2%	4%	11%	5%	7%	0%
N/A - I applied to a University outside of the UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't remember	2%	3%	1%	1%	3%	1%	5%	0%	4%	0%	1%	3%	0%	4%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(2.B) Did you get accepted into your first or second choice university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Yes, I got accepted into my first choice university	80%	81%	83%	78%	76%	82%	81%	75%	72%	80%	*	*	76%	79%	80%	85%
Yes, I got accepted into my second choice university	12%	13%	11%	12%	16%	10%	12%	19%	28%	12%	*	*	14%	14%	12%	10%
No, I did not get accepted into my first or second choice	6%	6%	4%	8%	4%	6%	6%	6%	0%	6%	*	*	8%	5%	6%	5%
N/A - I applied to a University outside of the UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%
Don't remember	2%	1%	2%	2%	3%	2%	1%	0%	0%	2%	*	*	2%	2%	2%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(3.A) You said that you did not get accepted into your first or second choice University. Were you then accepted through clearing?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	33	11	22	22	11	7	3	1	1	5	4	1	1	8	1	1	0
Weighted	29	15	15	16	13	5	2	2	1	4	3	1	1	6	3	1	0
Yes	57%	55%	59%	57%	56%	66%	67%	0%	0%	79%	80%	0%	100%	43%	100%	0%	*
No	43%	45%	41%	43%	44%	34%	33%	100%	100%	21%	20%	100%	0%	57%	0%	100%	*
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: Did not get accepted into first or second choice university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(3.B) You said that you did not get accepted into your first or second choice University. Were you then accepted through clearing?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	33	9	10	8	5	0	17	3	1	33	0	0	12	6	5	5
Weighted	29	8	8	8	4	0	14	3	1	29	0	0	10	7	5	5
Yes	57%	65%	26%	71%	67%	62%	51%	100%	0%	57%	*	*	35%	88%	45%	79%
No	43%	35%	74%	29%	33%	38%	49%	0%	100%	43%	*	*	65%	12%	55%	21%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%

Note:

BASE: Did not get accepted into first or second choice university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(4.A) Did you have to move away from home to a different part of the country to attend university for your undergraduate degree?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Yes	61%	61%	61%	66%	56%	55%	71%	74%	68%	66%	47%	54%	58%	65%	57%	72%	44%
No	38%	39%	38%	34%	44%	45%	29%	26%	32%	34%	52%	46%	42%	35%	41%	28%	56%
Don't know	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(4.B) Did you have to move away from home to a different part of the country to attend university for your undergraduate degree?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Yes	61%	58%	71%	53%	55%	59%	66%	59%	80%	61%	*	*	63%	58%	58%	63%
No	38%	41%	29%	47%	45%	40%	34%	41%	20%	38%	*	*	37%	42%	42%	36%
Don't know	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	*	*	1%	0%	0%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(5.A) While you were applying to university for your undergraduate degree, how confident were you that you understood how the university application process worked?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
I felt very confident that I understood how the university application process worked	39%	44%	35%	39%	39%	53%	42%	30%	24%	37%	46%	44%	30%	36%	37%	30%	26%
I felt somewhat confident that I understood how the university application process worked	47%	41%	51%	47%	46%	38%	47%	55%	53%	51%	38%	48%	60%	51%	39%	40%	74%
I felt somewhat unsure how the university application process worked	11%	10%	10%	10%	11%	6%	10%	9%	14%	11%	10%	5%	5%	11%	19%	30%	0%
I felt very unsure how the university application process worked	2%	3%	2%	2%	3%	3%	2%	2%	8%	0%	2%	3%	0%	0%	2%	0%	0%
Don't know	1%	2%	1%	2%	1%	1%	0%	3%	0%	0%	4%	0%	4%	2%	2%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(5.B) While you were applying to university for your undergraduate degree, how confident were you that you understood how the university application process worked?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
I felt very confident that I understood how the university application process worked	39%	42%	36%	32%	48%	41%	39%	25%	36%	39%	*	*	34%	31%	46%	51%
I felt somewhat confident that I understood how the university application process worked	47%	52%	49%	42%	37%	39%	49%	68%	52%	47%	*	*	54%	46%	46%	44%
I felt somewhat unsure how the university application process worked	11%	5%	11%	19%	9%	14%	10%	6%	0%	11%	*	*	5%	21%	8%	4%
I felt very unsure how the university application process worked	2%	0%	2%	3%	4%	2%	1%	0%	11%	2%	*	*	4%	2%	0%	1%
Don't know	1%	1%	1%	4%	1%	3%	1%	1%	0%	1%	*	*	2%	0%	1%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(6.A) When deciding what to do after school, who did you speak and/or listen to about higher education? Please select all that apply

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Family	77%	79%	75%	77%	77%	74%	84%	80%	76%	73%	75%	77%	78%	71%	77%	91%	74%
Teacher(s)	68%	66%	70%	70%	67%	52%	66%	71%	68%	59%	79%	72%	77%	72%	76%	76%	83%
Friend(s)	56%	52%	60%	57%	56%	46%	60%	59%	59%	61%	55%	47%	70%	57%	64%	54%	58%
Career adviser(s)	40%	41%	39%	36%	44%	48%	38%	33%	37%	36%	36%	45%	24%	43%	38%	21%	88%
N/A - I did not speak or listen to anybody about higher education	3%	2%	3%	4%	2%	2%	4%	2%	6%	6%	5%	1%	3%	4%	2%	0%	0%
External speaker(s)	12%	11%	13%	11%	13%	10%	12%	11%	18%	16%	16%	10%	3%	5%	12%	19%	12%
Other (please specify)	1%	1%	1%	1%	0%	0%	0%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(6.B) When deciding what to do after school, who did you speak and/or listen to about higher education? Please select all that apply

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Family	77%	80%	76%	75%	75%	76%	78%	78%	100%	77%	*	*	65%	76%	80%	85%
Teacher(s)	68%	64%	71%	74%	64%	69%	72%	52%	82%	68%	*	*	60%	78%	70%	62%
Friend(s)	56%	52%	57%	61%	57%	57%	56%	57%	90%	56%	*	*	57%	63%	47%	55%
Career adviser(s)	40%	43%	39%	42%	34%	36%	42%	46%	9%	40%	*	*	39%	37%	41%	44%
N/A - I did not speak or listen to anybody about higher education	3%	4%	4%	3%	1%	4%	3%	0%	0%	3%	*	*	5%	1%	4%	4%
External speaker(s)	12%	9%	12%	15%	12%	11%	12%	8%	0%	12%	*	*	13%	12%	13%	11%
Other (please specify)	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	*	*	0%	2%	1%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(7.A) Were you the first person in your family to apply to university?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Yes	39%	37%	41%	34%	45%	48%	22%	45%	38%	37%	43%	48%	53%	39%	26%	49%	49%
No	59%	62%	58%	65%	53%	52%	75%	53%	62%	63%	55%	49%	47%	60%	74%	51%	51%
Don't know	1%	1%	1%	1%	1%	0%	3%	2%	0%	0%	3%	3%	0%	1%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(7.B) Were you the first person in your family to apply to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Yes	39%	25%	41%	42%	57%	37%	37%	42%	27%	39%	*	*	50%	47%	35%	27%
No	59%	74%	59%	54%	41%	62%	62%	56%	61%	59%	*	*	48%	53%	64%	72%
Don't know	1%	1%	0%	3%	2%	1%	1%	2%	11%	1%	*	*	2%	1%	1%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(8.A) Compared to your peers at school, how much time did you spend researching whether and where to apply to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Spent significantly more time researching than your peers	16%	16%	17%	15%	17%	22%	14%	15%	20%	17%	33%	14%	16%	6%	6%	12%	10%
Spent somewhat more time researching than your peers	29%	28%	30%	29%	30%	35%	22%	17%	30%	24%	24%	31%	28%	41%	34%	33%	23%
Around the same time researching as your peers	32%	30%	34%	33%	31%	27%	37%	33%	29%	32%	28%	38%	33%	36%	31%	26%	46%
Spent somewhat less time researching than your peers	13%	15%	12%	14%	13%	4%	17%	27%	14%	21%	3%	9%	16%	14%	18%	21%	12%
Spent significantly less time researching than your peers	5%	7%	4%	6%	5%	5%	9%	4%	7%	2%	6%	8%	4%	0%	8%	9%	0%
Don't know	3%	3%	3%	3%	4%	7%	0%	3%	0%	4%	5%	0%	4%	3%	3%	0%	10%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(8.B) Compared to your peers at school, how much time did you spend researching whether and where to apply to university?

	Total	Social Grade				Education			University Attendance			Grouped Income				
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Spent significantly more time researching than your peers	16%	16%	13%	13%	28%	21%	10%	12%	0%	16%	*	*	15%	16%	16%	20%
Spent somewhat more time researching than your peers	29%	37%	26%	29%	24%	27%	31%	28%	77%	29%	*	*	28%	29%	27%	37%
Around the same time researching as your peers	32%	29%	36%	33%	29%	27%	35%	52%	16%	32%	*	*	41%	32%	34%	25%
Spent somewhat less time researching than your peers	13%	8%	15%	19%	13%	16%	15%	3%	7%	13%	*	*	9%	17%	12%	11%
Spent significantly less time researching than your peers	5%	8%	5%	2%	5%	5%	6%	0%	0%	5%	*	*	5%	6%	8%	3%
Don't know	3%	2%	4%	5%	1%	3%	3%	5%	0%	3%	*	*	3%	1%	3%	4%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(9.A) At school, did you think that it was likely or unlikely that you would end up going to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very likely	45%	41%	48%	45%	45%	53%	46%	46%	41%	38%	53%	38%	41%	40%	46%	48%	19%
Somewhat likely	30%	34%	27%	30%	30%	28%	28%	28%	34%	31%	28%	31%	24%	38%	29%	21%	46%
Neither likely or unlikely	10%	14%	7%	10%	11%	7%	10%	13%	10%	12%	8%	9%	13%	16%	11%	7%	10%
Somewhat unlikely	9%	7%	11%	10%	8%	6%	9%	9%	12%	11%	6%	17%	9%	6%	12%	9%	0%
Not at all likely	5%	3%	6%	5%	5%	4%	7%	0%	4%	8%	4%	5%	13%	1%	2%	15%	16%
Don't know	1%	0%	1%	1%	1%	2%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	10%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(9.B) At school, did you think that it was likely or unlikely that you would end up going to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very likely	45%	48%	51%	31%	41%	38%	48%	57%	57%	45%	*	*	40%	38%	39%	58%
Somewhat likely	30%	33%	24%	36%	30%	39%	27%	21%	43%	30%	*	*	27%	36%	36%	25%
Neither likely or unlikely	10%	9%	7%	13%	15%	9%	9%	15%	0%	10%	*	*	11%	13%	11%	9%
Somewhat unlikely	9%	7%	9%	16%	7%	7%	11%	6%	0%	9%	*	*	13%	7%	9%	6%
Not at all likely	5%	2%	7%	3%	7%	6%	5%	2%	0%	5%	*	*	9%	6%	4%	1%
Don't know	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	*	*	0%	0%	1%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(10.A) Did you change your mind over whether to apply to university while at school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Yes	32%	32%	33%	30%	36%	25%	25%	39%	44%	40%	36%	36%	45%	31%	21%	34%	58%
No	63%	61%	63%	66%	59%	72%	71%	54%	50%	60%	63%	49%	55%	66%	71%	61%	26%
Don't remember	5%	6%	4%	4%	6%	3%	5%	6%	6%	0%	1%	16%	0%	3%	8%	4%	17%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(10.B) Did you change your mind over whether to apply to university while at school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Yes	32%	28%	30%	38%	40%	33%	29%	22%	0%	32%	*	*	35%	33%	33%	29%
No	63%	68%	64%	58%	54%	64%	65%	71%	100%	63%	*	*	57%	64%	64%	68%
Don't remember	5%	4%	5%	4%	6%	3%	5%	6%	0%	5%	*	*	8%	3%	4%	3%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(11.A) Did you change your mind over which universities to apply to while at school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Yes	56%	51%	59%	57%	55%	53%	58%	54%	62%	59%	50%	56%	74%	53%	55%	54%	49%
No	41%	44%	38%	40%	42%	47%	42%	35%	38%	30%	47%	35%	20%	41%	45%	46%	51%
Don't remember	3%	5%	2%	3%	4%	0%	0%	11%	0%	10%	2%	8%	6%	6%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(11.B) Did you change your mind over which universities to apply to while at school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Yes	56%	54%	55%	62%	54%	56%	60%	42%	53%	56%	*	*	53%	61%	52%	56%
No	41%	45%	41%	34%	41%	40%	37%	53%	47%	41%	*	*	41%	38%	44%	43%
Don't remember	3%	1%	4%	3%	5%	4%	3%	5%	0%	3%	*	*	6%	1%	5%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(12.A) Which of the following, if any, were the most important reasons you wanted to go to university? Please select up to three

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Didn't want to start working	9%	6%	10%	10%	7%	6%	6%	12%	4%	11%	12%	9%	10%	8%	12%	4%	10%
To get a well-paid job	48%	50%	48%	45%	52%	47%	56%	57%	54%	35%	48%	56%	50%	49%	32%	54%	44%
Needed a degree for the career I wanted to go into	41%	38%	43%	44%	38%	41%	44%	36%	38%	47%	44%	38%	46%	48%	26%	43%	67%
Wanted to explore a subject in more detail	33%	29%	37%	36%	31%	36%	33%	44%	47%	40%	35%	32%	30%	32%	12%	18%	40%
It's what your family expected	27%	31%	23%	23%	31%	37%	19%	18%	39%	24%	15%	31%	19%	22%	32%	42%	23%
Enjoy learning	25%	24%	26%	27%	23%	24%	34%	15%	13%	31%	31%	22%	33%	23%	19%	23%	30%
For social life at university	23%	21%	24%	25%	19%	16%	19%	22%	40%	26%	25%	12%	21%	25%	23%	24%	37%
Your teachers encouraged you to go	17%	14%	19%	12%	21%	14%	15%	10%	15%	18%	14%	13%	19%	13%	34%	23%	16%
Wanted to move away from home	17%	16%	17%	22%	12%	13%	17%	31%	15%	20%	11%	12%	19%	19%	23%	9%	7%
Didn't have any better options	13%	14%	13%	10%	17%	7%	18%	8%	13%	10%	6%	19%	13%	11%	30%	16%	0%
None of the above	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(12.B) Which of the following, if any, were the most important reasons you wanted to go to university? Please select up to three

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Didn't want to start working	9%	9%	10%	9%	5%	5%	10%	8%	12%	9%	*	*	10%	8%	8%	9%
To get a well-paid job	48%	52%	48%	45%	48%	51%	45%	54%	57%	48%	*	*	39%	55%	47%	55%
Needed a degree for the career I wanted to go into	41%	45%	44%	33%	37%	42%	42%	50%	56%	41%	*	*	36%	44%	45%	43%
Wanted to explore a subject in more detail	33%	32%	38%	36%	25%	30%	37%	26%	46%	33%	*	*	36%	33%	32%	28%
It's what your family expected	27%	31%	21%	36%	24%	28%	26%	34%	39%	27%	*	*	16%	34%	20%	28%
Enjoy learning	25%	25%	29%	18%	23%	23%	25%	27%	37%	25%	*	*	25%	22%	27%	28%
For social life at university	23%	20%	24%	25%	21%	16%	28%	17%	0%	23%	*	*	24%	15%	25%	25%
Your teachers encouraged you to go	17%	14%	17%	14%	24%	19%	15%	11%	46%	17%	*	*	15%	22%	15%	12%
Wanted to move away from home	17%	13%	22%	12%	18%	14%	20%	11%	7%	17%	*	*	17%	13%	16%	18%
Didn't have any better options	13%	9%	7%	25%	20%	19%	10%	11%	0%	13%	*	*	17%	16%	11%	8%
None of the above	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	*	*	1%	0%	0%	0%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(13.A) Which of the following, if any, were important reasons that made you consider not going to university? Please select up to three

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Didn't need to go to university for the career you wanted to pursue	8%	10%	6%	8%	8%	12%	10%	4%	15%	8%	6%	6%	10%	5%	0%	16%	7%
Didn't understand how the application process worked	6%	6%	6%	6%	6%	6%	5%	8%	12%	5%	2%	14%	9%	5%	0%	0%	0%
Family and/or teachers encouraged me not to go	3%	4%	3%	2%	4%	4%	1%	7%	9%	2%	0%	0%	14%	0%	3%	0%	0%
The cost was too much	26%	23%	28%	27%	25%	24%	26%	20%	34%	29%	35%	26%	35%	27%	15%	11%	23%
Not sure if you'd get good enough grades	25%	21%	28%	27%	23%	20%	27%	23%	22%	28%	20%	23%	24%	26%	41%	20%	16%
Considered that I could learn more in a job/apprenticeship	22%	27%	18%	22%	22%	17%	27%	18%	23%	24%	13%	31%	38%	27%	10%	39%	16%
Considered starting work and earning instead	21%	16%	24%	18%	24%	15%	18%	27%	25%	20%	23%	25%	35%	16%	15%	35%	32%
N/A - I never considered not attending university	21%	20%	22%	21%	21%	28%	27%	26%	16%	15%	18%	12%	13%	23%	23%	9%	35%
Didn't enjoy studying	17%	16%	17%	16%	18%	15%	8%	17%	21%	16%	13%	16%	15%	21%	23%	31%	26%
Considered travelling instead	12%	10%	13%	14%	10%	11%	11%	17%	17%	15%	11%	10%	14%	13%	5%	16%	7%
Didn't want to move away from home	11%	13%	9%	12%	10%	10%	7%	5%	14%	14%	18%	4%	8%	19%	9%	16%	16%
There were no specific subjects I wanted to study	11%	8%	13%	10%	12%	12%	9%	7%	16%	6%	5%	6%	8%	7%	30%	9%	0%
Don't know	1%	1%	1%	1%	2%	0%	1%	9%	0%	0%	0%	2%	0%	0%	0%	4%	0%
None of the above	3%	5%	2%	3%	3%	6%	2%	0%	0%	5%	5%	6%	0%	4%	2%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(13.B) Which of the following, if any, were important reasons that made you consider not going to university? Please select up to three

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Didn't need to go to university for the career you wanted to pursue	8%	10%	4%	6%	14%	11%	5%	5%	27%	8%	*	*	7%	4%	12%	10%
Didn't understand how the application process worked	6%	5%	5%	6%	9%	5%	4%	5%	7%	6%	*	*	7%	8%	4%	4%
Family and/or teachers encouraged me not to go	3%	4%	1%	3%	5%	3%	2%	7%	0%	3%	*	*	2%	6%	2%	3%
The cost was too much	26%	20%	28%	23%	34%	34%	21%	19%	41%	26%	*	*	32%	31%	28%	14%
Not sure if you'd get good enough grades	25%	24%	22%	30%	29%	26%	24%	19%	34%	25%	*	*	28%	33%	20%	16%
Considered that I could learn more in a job/apprenticeship	22%	19%	20%	27%	28%	19%	21%	24%	25%	22%	*	*	28%	25%	16%	21%
Considered starting work and earning instead	21%	15%	23%	25%	20%	14%	22%	18%	25%	21%	*	*	24%	24%	17%	17%
N/A - I never considered not attending university	21%	26%	24%	16%	13%	17%	25%	35%	27%	21%	*	*	22%	13%	16%	32%
Didn't enjoy studying	17%	17%	16%	21%	16%	18%	14%	18%	0%	17%	*	*	14%	18%	14%	18%
Considered travelling instead	12%	16%	13%	10%	7%	13%	13%	7%	0%	12%	*	*	7%	14%	17%	10%
Didn't want to move away from home	11%	12%	7%	14%	14%	15%	10%	6%	41%	11%	*	*	10%	14%	13%	11%
There were no specific subjects I wanted to study	11%	11%	9%	15%	9%	4%	13%	14%	10%	11%	*	*	6%	14%	11%	11%
Don't know	1%	0%	2%	1%	0%	1%	2%	0%	0%	1%	*	*	1%	0%	1%	1%
None of the above	3%	4%	3%	2%	1%	3%	4%	4%	0%	3%	*	*	2%	3%	6%	4%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(14.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Family

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	40%	42%	39%	40%	41%	49%	32%	38%	41%	33%	47%	51%	26%	42%	30%	48%	37%
Somewhat significant influence	40%	40%	40%	39%	41%	28%	48%	55%	41%	42%	35%	32%	62%	41%	43%	18%	47%
Neither significant or insignificant influence	13%	12%	14%	13%	14%	18%	16%	3%	14%	11%	10%	14%	10%	12%	9%	30%	16%
Somewhat insignificant influence	4%	3%	4%	5%	2%	1%	0%	3%	0%	9%	3%	3%	3%	5%	12%	4%	0%
Very insignificant influence	2%	2%	3%	3%	2%	4%	4%	0%	4%	4%	2%	0%	0%	0%	5%	0%	0%
Don't know	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(14.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Family

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	40%	43%	38%	33%	49%	40%	39%	49%	30%	40%	*	*	38%	36%	39%	38%
Somewhat significant influence	40%	39%	38%	50%	34%	42%	41%	30%	49%	40%	*	*	40%	43%	43%	41%
Neither significant or insignificant influence	13%	12%	15%	10%	14%	12%	13%	15%	21%	13%	*	*	15%	16%	11%	11%
Somewhat insignificant influence	4%	3%	5%	4%	2%	3%	3%	4%	0%	4%	*	*	5%	2%	2%	6%
Very insignificant influence	2%	2%	4%	3%	1%	2%	2%	2%	0%	2%	*	*	2%	2%	4%	3%
Don't know	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	*	*	0%	0%	1%	1%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(15.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Friend(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	16%	18%	15%	15%	18%	22%	10%	5%	19%	13%	24%	16%	12%	18%	20%	12%	0%
Somewhat significant influence	36%	35%	37%	36%	37%	36%	40%	27%	35%	40%	35%	41%	32%	38%	37%	36%	26%
Neither significant or insignificant influence	29%	30%	28%	27%	31%	24%	31%	47%	27%	23%	26%	30%	40%	29%	18%	34%	58%
Somewhat insignificant influence	11%	10%	13%	11%	11%	9%	17%	15%	4%	11%	9%	4%	16%	10%	17%	9%	16%
Very insignificant influence	7%	7%	7%	10%	4%	8%	3%	6%	15%	13%	5%	8%	0%	5%	9%	9%	0%
Don't know	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(15.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Friend(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	16%	18%	9%	19%	25%	18%	12%	19%	0%	16%	*	*	21%	13%	17%	17%
Somewhat significant influence	36%	32%	37%	40%	37%	39%	38%	35%	25%	36%	*	*	34%	37%	39%	31%
Neither significant or insignificant influence	29%	29%	33%	24%	24%	25%	30%	29%	75%	29%	*	*	30%	30%	27%	28%
Somewhat insignificant influence	11%	11%	10%	12%	11%	11%	12%	13%	0%	11%	*	*	9%	13%	10%	15%
Very insignificant influence	7%	9%	9%	5%	2%	6%	8%	4%	0%	7%	*	*	6%	7%	6%	9%
Don't know	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	*	*	0%	0%	1%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(16.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: If you are paying attention, select 'very significant influence'

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat significant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neither significant or insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Very insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(16.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: If you are paying attention, select 'very significant influence'

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*	100%	100%	100%	100%
Somewhat significant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%
Neither significant or insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%
Somewhat insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%
Very insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	0%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(17.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Teacher(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	22%	22%	22%	22%	21%	27%	11%	10%	31%	19%	23%	32%	23%	21%	25%	15%	16%
Somewhat significant influence	42%	41%	42%	39%	45%	42%	41%	49%	40%	38%	38%	40%	49%	44%	35%	58%	51%
Neither significant or insignificant influence	22%	23%	21%	22%	21%	12%	23%	32%	21%	25%	19%	17%	18%	24%	27%	27%	33%
Somewhat insignificant influence	8%	7%	9%	9%	7%	8%	15%	9%	3%	7%	13%	6%	9%	9%	2%	0%	0%
Very insignificant influence	6%	5%	6%	6%	5%	10%	6%	0%	5%	11%	5%	5%	3%	3%	8%	0%	0%
Don't know	1%	2%	1%	1%	1%	1%	4%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(17.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Teacher(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	22%	24%	16%	23%	27%	26%	16%	22%	15%	22%	*	*	18%	21%	22%	26%
Somewhat significant influence	42%	39%	44%	42%	42%	36%	45%	56%	67%	42%	*	*	41%	45%	47%	36%
Neither significant or insignificant influence	22%	23%	24%	20%	17%	24%	23%	11%	10%	22%	*	*	27%	24%	13%	20%
Somewhat insignificant influence	8%	9%	9%	4%	7%	8%	8%	9%	7%	8%	*	*	7%	7%	8%	11%
Very insignificant influence	6%	4%	5%	9%	7%	5%	6%	2%	0%	6%	*	*	6%	3%	6%	8%
Don't know	1%	1%	2%	2%	0%	1%	1%	0%	0%	1%	*	*	0%	0%	4%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(18.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Career adviser(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	16%	18%	15%	14%	18%	29%	8%	10%	24%	11%	23%	24%	17%	6%	11%	0%	16%
Somewhat significant influence	30%	28%	32%	29%	31%	27%	25%	29%	30%	44%	22%	31%	26%	26%	43%	16%	72%
Neither significant or insignificant influence	26%	27%	25%	26%	26%	22%	29%	23%	21%	23%	29%	27%	16%	37%	14%	51%	12%
Somewhat insignificant influence	12%	11%	13%	14%	10%	13%	24%	16%	8%	6%	8%	6%	19%	14%	8%	6%	0%
Very insignificant influence	12%	11%	13%	15%	9%	9%	13%	17%	17%	12%	10%	12%	12%	15%	8%	27%	0%
Don't know	4%	5%	3%	2%	5%	0%	0%	5%	0%	4%	8%	0%	10%	3%	16%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(18.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Career adviser(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	16%	19%	11%	15%	23%	17%	12%	24%	0%	16%	*	*	18%	13%	19%	20%
Somewhat significant influence	30%	35%	28%	28%	30%	27%	31%	38%	27%	30%	*	*	22%	34%	28%	36%
Neither significant or insignificant influence	26%	23%	28%	27%	24%	22%	28%	25%	61%	26%	*	*	26%	23%	30%	24%
Somewhat insignificant influence	12%	12%	13%	8%	14%	14%	11%	9%	12%	12%	*	*	19%	10%	11%	8%
Very insignificant influence	12%	10%	16%	11%	9%	11%	16%	4%	0%	12%	*	*	12%	12%	10%	12%
Don't know	4%	1%	3%	11%	1%	8%	2%	0%	0%	4%	*	*	3%	8%	2%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(19.A) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Internet research

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
Very significant influence	27%	27%	28%	26%	29%	35%	17%	24%	21%	21%	37%	35%	32%	27%	26%	24%	14%
Somewhat significant influence	45%	43%	47%	48%	42%	37%	47%	61%	53%	52%	39%	41%	49%	49%	34%	46%	44%
Neither significant or insignificant influence	19%	18%	19%	18%	19%	22%	28%	15%	13%	17%	13%	9%	13%	23%	16%	25%	32%
Somewhat insignificant influence	5%	7%	4%	4%	7%	3%	2%	0%	12%	0%	5%	12%	0%	0%	21%	4%	0%
Very insignificant influence	3%	4%	2%	3%	2%	3%	3%	0%	3%	10%	2%	3%	6%	0%	2%	0%	0%
Don't know	1%	2%	1%	1%	1%	1%	2%	0%	0%	0%	3%	0%	0%	1%	0%	0%	10%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(19.B) How significant, if at all, an influence did each of the following on your decision of what to do after school?: Internet research

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
Very significant influence	27%	32%	26%	20%	32%	27%	22%	48%	9%	27%	*	*	26%	23%	25%	36%
Somewhat significant influence	45%	44%	47%	50%	36%	44%	50%	30%	66%	45%	*	*	53%	39%	47%	41%
Neither significant or insignificant influence	19%	13%	20%	20%	25%	17%	20%	15%	15%	19%	*	*	20%	25%	19%	11%
Somewhat insignificant influence	5%	6%	5%	8%	3%	6%	5%	5%	10%	5%	*	*	0%	10%	4%	7%
Very insignificant influence	3%	4%	2%	2%	3%	5%	1%	2%	0%	3%	*	*	0%	3%	2%	5%
Don't know	1%	1%	1%	1%	2%	2%	1%	0%	0%	1%	*	*	1%	0%	2%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(20.A) In retrospect, do you think you spent too much or too little time considering whether to go to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
I spent significantly too much time considering whether to go to university	11%	11%	11%	11%	11%	13%	5%	8%	19%	7%	17%	19%	13%	5%	10%	4%	0%
I spent somewhat too much time considering whether to go to university	17%	15%	18%	14%	19%	18%	16%	7%	31%	15%	16%	9%	15%	20%	15%	27%	16%
I spent about the right amount of time considering whether to go to university	54%	50%	57%	57%	50%	55%	51%	62%	42%	54%	50%	55%	56%	65%	48%	49%	58%
I should have spent somewhat more time considering whether to go to university	12%	16%	9%	13%	11%	8%	15%	15%	9%	15%	12%	15%	17%	8%	9%	19%	26%
I should have spent significantly more time considering whether to go to university	5%	8%	3%	3%	7%	5%	10%	0%	0%	6%	5%	2%	0%	0%	18%	0%	0%
Don't know	2%	1%	3%	2%	2%	3%	2%	7%	0%	4%	1%	0%	0%	3%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(20.B) In retrospect, do you think you spent too much or too little time considering whether to go to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
I spent significantly too much time considering whether to go to university	11%	8%	6%	9%	27%	11%	6%	6%	0%	11%	*	*	13%	14%	8%	9%
I spent somewhat too much time considering whether to go to university	17%	20%	11%	23%	16%	18%	13%	22%	39%	17%	*	*	17%	18%	15%	18%
I spent about the right amount of time considering whether to go to university	54%	58%	65%	41%	37%	46%	64%	60%	54%	54%	*	*	55%	46%	57%	58%
I should have spent somewhat more time considering whether to go to university	12%	7%	13%	13%	16%	16%	12%	6%	7%	12%	*	*	12%	13%	12%	7%
I should have spent significantly more time considering whether to go to university	5%	6%	3%	9%	3%	7%	4%	3%	0%	5%	*	*	3%	8%	5%	4%
Don't know	2%	1%	2%	4%	1%	2%	2%	3%	0%	2%	*	*	1%	1%	2%	4%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(21.A) In retrospect, do you think you spent too much or too little time considering where to go to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	554	178	372	336	218	96	73	31	38	46	65	49	28	70	31	18	9
Weighted	508	226	278	263	245	80	65	37	38	39	53	44	19	56	52	15	9
I spent significantly too much time significantly considering where to go to university	10%	10%	11%	9%	11%	9%	4%	8%	12%	9%	17%	19%	16%	9%	6%	4%	16%
I spent somewhat too much time considering where to go to university	22%	22%	22%	22%	21%	22%	18%	14%	33%	24%	21%	16%	20%	21%	27%	33%	16%
I spent about the right amount of time considering where to go to university	49%	44%	52%	48%	49%	54%	53%	56%	42%	44%	44%	47%	35%	57%	40%	43%	42%
I should have spent somewhat more time considering where to go to university	13%	15%	11%	14%	12%	10%	19%	12%	10%	19%	16%	13%	21%	9%	9%	12%	10%
I should have spent significantly more time considering where to go to university	4%	7%	2%	4%	5%	2%	2%	2%	0%	4%	2%	2%	3%	1%	18%	7%	16%
Don't know	2%	2%	2%	3%	2%	2%	3%	7%	3%	0%	0%	3%	6%	2%	0%	0%	0%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(21.B) In retrospect, do you think you spent too much or too little time considering where to go to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	554	155	193	101	100	0	285	47	8	554	0	0	127	137	100	110
Weighted	508	140	175	98	90	0	250	48	7	508	0	0	112	130	90	102
I spent significantly too much time significantly considering where to go to university	10%	9%	8%	7%	21%	11%	6%	11%	10%	10%	*	*	13%	11%	8%	12%
I spent somewhat too much time considering where to go to university	22%	22%	20%	24%	22%	26%	19%	17%	20%	22%	*	*	21%	21%	24%	23%
I spent about the right amount of time considering where to go to university	49%	53%	56%	40%	37%	41%	56%	57%	54%	49%	*	*	46%	46%	53%	51%
I should have spent somewhat more time considering where to go to university	13%	11%	13%	12%	17%	12%	14%	12%	16%	13%	*	*	13%	13%	9%	11%
I should have spent significantly more time considering where to go to university	4%	3%	3%	12%	2%	9%	3%	0%	0%	4%	*	*	5%	8%	3%	1%
Don't know	2%	3%	1%	5%	2%	2%	2%	4%	0%	2%	*	*	1%	1%	2%	2%

Note:

BASE: Studied/studying for undergraduate degree in the UK

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(22.A) Did you apply for any universities at any point?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Yes	51%	54%	49%	48%	55%	66%	48%	46%	53%	53%	56%	47%	38%	57%	49%	39%	58%
No	47%	44%	50%	50%	44%	34%	51%	54%	46%	47%	41%	49%	62%	42%	48%	61%	42%
Don't know	1%	2%	1%	2%	1%	0%	1%	0%	1%	0%	3%	4%	0%	1%	4%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(22.B) Did you apply for any universities at any point?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Yes	51%	61%	53%	51%	45%	61%	*	*	*	92%	51%	32%	49%	48%	57%	65%
No	47%	39%	44%	48%	53%	38%	*	*	*	7%	40%	67%	48%	51%	43%	35%
Don't know	1%	0%	2%	1%	2%	1%	*	*	*	1%	8%	1%	3%	1%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(23.A) How many different universities did you apply for?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	341	137	198	199	142	48	43	18	28	25	39	30	17	48	17	13	15
Weighted	349	186	157	167	182	45	43	25	31	27	36	29	13	41	31	14	15
1	14%	11%	19%	11%	17%	15%	15%	12%	15%	10%	16%	19%	17%	4%	20%	17%	20%
2	22%	20%	25%	16%	28%	13%	16%	26%	26%	42%	29%	17%	16%	34%	14%	13%	12%
3	21%	22%	19%	21%	20%	16%	36%	27%	25%	10%	22%	18%	21%	21%	5%	23%	23%
4	18%	21%	15%	17%	19%	22%	13%	13%	9%	12%	14%	22%	21%	16%	40%	8%	32%
5	19%	19%	18%	28%	10%	27%	16%	13%	15%	15%	11%	24%	25%	22%	14%	34%	13%
6+	4%	4%	3%	4%	4%	1%	2%	5%	6%	12%	8%	0%	0%	0%	7%	5%	0%
Don't remember	2%	2%	1%	1%	2%	6%	0%	4%	5%	0%	0%	0%	0%	2%	0%	0%	0%
Don't know	0%	1%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(23.B) How many different universities did you apply for?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	341	86	77	80	93	0	0	0	0	197	19	118	78	104	61	58
Weighted	349	85	75	90	94	0	0	0	0	187	22	132	75	110	60	65
1	14%	11%	15%	15%	16%	10%	*	*	*	15%	17%	13%	15%	14%	18%	13%
2	22%	21%	26%	20%	22%	19%	*	*	*	17%	19%	29%	17%	20%	34%	24%
3	21%	19%	20%	21%	24%	23%	*	*	*	19%	46%	19%	29%	21%	16%	15%
4	18%	17%	17%	23%	16%	20%	*	*	*	23%	14%	13%	17%	24%	7%	19%
5	19%	28%	12%	17%	16%	22%	*	*	*	19%	0%	22%	14%	16%	22%	23%
6+	4%	4%	6%	2%	4%	4%	*	*	*	6%	3%	0%	2%	4%	2%	5%
Don't remember	2%	0%	3%	2%	2%	2%	*	*	*	1%	0%	3%	5%	1%	0%	0%
Don't know	0%	0%	1%	0%	0%	0%	*	*	*	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(24.A) Did you get accepted into your first or second choice university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	341	137	198	199	142	48	43	18	28	25	39	30	17	48	17	13	15
Weighted	349	186	157	167	182	45	43	25	31	27	36	29	13	41	31	14	15
Yes, I got accepted into my first choice university	67%	65%	71%	66%	68%	55%	73%	66%	63%	69%	79%	59%	69%	69%	75%	57%	62%
Yes, I got accepted into my second choice university	14%	14%	14%	17%	12%	19%	12%	4%	9%	11%	15%	19%	23%	12%	25%	22%	0%
No, I did not get accepted into my first or second choice	14%	16%	12%	12%	16%	19%	9%	27%	24%	16%	6%	22%	0%	13%	0%	21%	11%
Don't remember	5%	5%	4%	6%	4%	7%	6%	4%	5%	4%	0%	0%	7%	6%	0%	0%	27%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(24.B) Did you get accepted into your first or second choice university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	341	86	77	80	93	0	0	0	0	197	19	118	78	104	61	58
Weighted	349	85	75	90	94	0	0	0	0	187	22	132	75	110	60	65
Yes, I got accepted into my first choice university	67%	71%	71%	57%	69%	68%	*	*	*	82%	42%	49%	53%	65%	76%	74%
Yes, I got accepted into my second choice university	14%	9%	12%	26%	10%	15%	*	*	*	11%	34%	16%	23%	15%	4%	13%
No, I did not get accepted into my first or second choice	14%	14%	11%	14%	16%	12%	*	*	*	4%	16%	28%	21%	17%	15%	8%
Don't remember	5%	6%	6%	3%	4%	6%	*	*	*	3%	7%	7%	3%	3%	5%	4%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(25.A) While you were at school, how confident were you that you understood how the university application process worked?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
I felt very confident that I understood how the university application process worked	27%	28%	26%	28%	26%	24%	20%	21%	26%	26%	40%	31%	34%	38%	22%	17%	30%
I felt somewhat confident that I understood how the university application process worked	32%	32%	32%	30%	34%	41%	37%	25%	33%	40%	22%	29%	34%	29%	28%	32%	32%
I felt somewhat unsure how the university application process worked	23%	24%	21%	21%	24%	21%	29%	27%	30%	21%	22%	23%	21%	17%	21%	17%	10%
I felt very unsure how the university application process worked	13%	10%	15%	14%	11%	10%	11%	12%	8%	11%	11%	12%	7%	13%	20%	22%	16%
Don't know	6%	6%	6%	7%	5%	4%	3%	15%	4%	2%	5%	5%	4%	4%	9%	12%	12%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(25.B) While you were at school, how confident were you that you understood how the university application process worked?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
I felt very confident that I understood how the university application process worked	27%	27%	33%	23%	27%	29%	*	*	*	46%	36%	18%	24%	24%	32%	36%
I felt somewhat confident that I understood how the university application process worked	32%	39%	25%	33%	30%	36%	*	*	*	34%	42%	30%	29%	33%	38%	30%
I felt somewhat unsure how the university application process worked	23%	23%	21%	26%	21%	24%	*	*	*	14%	7%	28%	22%	27%	20%	22%
I felt very unsure how the university application process worked	13%	8%	16%	10%	16%	8%	*	*	*	5%	12%	16%	21%	10%	6%	7%
Don't know	6%	4%	5%	8%	6%	3%	*	*	*	1%	2%	8%	4%	5%	5%	3%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(26.A) When deciding what to do after school, who did you speak and/or listen to about higher education? Please select all that apply

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
N/A - I did not speak or listen to anybody about higher education	9%	8%	9%	9%	9%	5%	14%	2%	11%	5%	6%	6%	6%	11%	12%	16%	6%
Family	72%	76%	68%	72%	71%	80%	73%	76%	65%	75%	67%	75%	66%	72%	67%	66%	68%
Teacher(s)	60%	58%	62%	58%	63%	56%	60%	52%	68%	56%	63%	61%	73%	55%	64%	56%	60%
Friend(s)	50%	51%	48%	47%	53%	52%	52%	52%	55%	56%	43%	53%	35%	40%	48%	44%	63%
Career adviser(s)	39%	35%	43%	43%	34%	34%	33%	44%	53%	40%	39%	33%	42%	40%	33%	26%	61%
External speaker(s)	12%	11%	12%	12%	11%	9%	14%	19%	18%	7%	14%	12%	6%	6%	16%	2%	11%
Other (please specify)	1%	1%	1%	0%	2%	0%	2%	3%	3%	0%	0%	0%	0%	0%	0%	0%	4%
Don't know	1%	1%	1%	1%	1%	0%	1%	0%	2%	0%	2%	1%	0%	2%	0%	2%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(26.B) When deciding what to do after school, who did you speak and/or listen to about higher education? Please select all that apply

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
N/A - I did not speak or listen to anybody about higher education	9%	8%	9%	6%	11%	5%	*	*	*	5%	3%	12%	11%	10%	3%	5%
Family	72%	74%	72%	71%	69%	75%	*	*	*	76%	61%	70%	64%	71%	78%	78%
Teacher(s)	60%	57%	59%	63%	59%	66%	*	*	*	64%	44%	60%	59%	61%	56%	66%
Friend(s)	50%	55%	51%	53%	42%	55%	*	*	*	60%	43%	45%	39%	53%	57%	58%
Career adviser(s)	39%	45%	36%	35%	41%	41%	*	*	*	37%	36%	41%	38%	37%	37%	44%
External speaker(s)	12%	14%	14%	8%	12%	12%	*	*	*	18%	15%	9%	13%	10%	11%	17%
Other (please specify)	1%	1%	1%	1%	1%	1%	*	*	*	0%	8%	1%	2%	1%	0%	2%
Don't know	1%	2%	0%	2%	0%	1%	*	*	*	1%	2%	0%	1%	0%	1%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(27.A) Were you the first person in your family to apply to university?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	340	136	198	198	142	48	43	18	28	25	39	30	16	48	17	13	15
Weighted	348	185	157	167	182	45	43	25	31	27	36	29	12	41	31	14	15
Yes	41%	40%	43%	30%	51%	36%	26%	58%	39%	31%	53%	39%	61%	50%	27%	51%	43%
No	57%	57%	57%	68%	47%	58%	74%	39%	61%	69%	40%	61%	39%	50%	73%	49%	57%
Don't know	2%	3%	1%	2%	2%	6%	0%	4%	0%	0%	7%	0%	0%	0%	0%	0%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(27.B) Were you the first person in your family to apply to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	340	86	76	80	93	0	0	0	0	197	19	117	78	103	61	58
Weighted	348	85	74	90	94	0	0	0	0	187	22	131	75	110	60	65
Yes	41%	28%	45%	43%	50%	38%	*	*	*	41%	60%	35%	43%	43%	44%	38%
No	57%	71%	55%	53%	49%	60%	*	*	*	58%	33%	63%	55%	54%	56%	60%
Don't know	2%	1%	0%	4%	1%	2%	*	*	*	1%	7%	2%	1%	3%	0%	2%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(28.A) Compared to your peers at school, how much time did you spend researching whether and where to apply to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	340	136	198	198	142	48	43	18	28	25	39	30	16	48	17	13	15
Weighted	348	185	157	167	182	45	43	25	31	27	36	29	12	41	31	14	15
Spent significantly more time researching than your peers	21%	16%	29%	16%	26%	19%	12%	15%	22%	22%	47%	27%	28%	19%	20%	5%	9%
Spent somewhat more time researching than your peers	23%	19%	27%	27%	19%	22%	21%	37%	17%	20%	17%	12%	36%	32%	16%	33%	30%
Around the same time researching as your peers	34%	38%	29%	38%	31%	41%	34%	19%	31%	48%	19%	42%	19%	33%	22%	57%	61%
Spent somewhat less time researching than your peers	16%	19%	11%	14%	17%	4%	27%	25%	25%	0%	15%	13%	17%	14%	32%	5%	0%
Spent significantly less time researching than your peers	4%	5%	2%	3%	4%	8%	4%	0%	5%	5%	0%	7%	0%	0%	10%	0%	0%
Don't know	2%	2%	2%	2%	2%	6%	2%	5%	0%	5%	2%	0%	0%	2%	0%	0%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(28.B) Compared to your peers at school, how much time did you spend researching whether and where to apply to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	340	86	76	80	93	0	0	0	0	197	19	117	78	103	61	58
Weighted	348	85	74	90	94	0	0	0	0	187	22	131	75	110	60	65
Spent significantly more time researching than your peers	21%	13%	26%	17%	30%	18%	*	*	*	26%	39%	12%	30%	17%	16%	28%
Spent somewhat more time researching than your peers	23%	31%	13%	31%	16%	23%	*	*	*	22%	35%	23%	21%	26%	19%	26%
Around the same time researching as your peers	34%	36%	38%	26%	36%	37%	*	*	*	30%	20%	42%	35%	30%	40%	31%
Spent somewhat less time researching than your peers	16%	11%	16%	21%	16%	16%	*	*	*	15%	6%	17%	12%	21%	17%	13%
Spent significantly less time researching than your peers	4%	8%	5%	1%	2%	4%	*	*	*	5%	0%	4%	3%	4%	3%	3%
Don't know	2%	1%	3%	4%	1%	2%	*	*	*	2%	0%	2%	0%	1%	5%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(29.A) At school, how likely or unlikely did you think that it was that you would end up going to university?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very likely	22%	19%	24%	23%	20%	26%	15%	16%	17%	27%	27%	19%	19%	27%	30%	16%	13%
Somewhat likely	28%	30%	26%	26%	29%	32%	31%	25%	29%	27%	23%	18%	25%	30%	28%	28%	43%
Neither likely or unlikely	17%	18%	16%	16%	18%	17%	18%	19%	21%	21%	13%	25%	20%	10%	14%	5%	17%
Somewhat unlikely	14%	13%	16%	14%	14%	16%	18%	15%	22%	9%	18%	16%	2%	16%	10%	14%	0%
Not at all likely	19%	20%	17%	20%	17%	9%	14%	22%	11%	16%	20%	22%	35%	17%	18%	38%	27%
Don't know	1%	0%	1%	1%	1%	0%	3%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(29.B) At school, how likely or unlikely did you think that it was that you would end up going to university?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very likely	22%	27%	26%	17%	19%	23%	*	*	*	41%	27%	12%	21%	19%	20%	32%
Somewhat likely	28%	30%	26%	31%	25%	31%	*	*	*	33%	31%	25%	25%	27%	30%	28%
Neither likely or unlikely	17%	17%	11%	15%	21%	18%	*	*	*	11%	26%	18%	16%	16%	21%	18%
Somewhat unlikely	14%	15%	18%	15%	12%	16%	*	*	*	7%	7%	19%	19%	18%	12%	8%
Not at all likely	19%	9%	17%	22%	23%	12%	*	*	*	7%	9%	26%	19%	20%	15%	13%
Don't know	1%	1%	3%	0%	0%	1%	*	*	*	1%	0%	1%	0%	0%	2%	1%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(30.A) Did you change your mind over whether to apply to university while at school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Yes	42%	40%	43%	36%	48%	33%	50%	37%	56%	49%	44%	44%	40%	37%	32%	27%	49%
No	53%	54%	51%	59%	46%	59%	45%	54%	33%	48%	50%	51%	58%	63%	63%	65%	43%
Don't remember	6%	6%	5%	6%	6%	7%	5%	10%	11%	3%	6%	5%	2%	0%	5%	8%	8%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(30.B) Did you change your mind over whether to apply to university while at school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Yes	42%	39%	50%	36%	43%	44%	*	*	*	41%	45%	43%	41%	42%	42%	45%
No	53%	59%	45%	59%	48%	53%	*	*	*	56%	49%	51%	54%	52%	52%	50%
Don't remember	6%	2%	5%	5%	9%	3%	*	*	*	3%	6%	6%	5%	6%	6%	5%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(31.A) Did you change your mind over which universities to apply to while at school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	340	136	198	198	142	48	43	18	28	25	39	30	16	48	17	13	15
Weighted	348	185	157	167	182	45	43	25	31	27	36	29	12	41	31	14	15
Yes	53%	53%	53%	52%	54%	44%	50%	47%	47%	50%	56%	59%	71%	52%	62%	52%	74%
No	42%	42%	42%	43%	40%	47%	49%	32%	51%	40%	44%	36%	19%	45%	38%	48%	26%
Don't remember	5%	6%	5%	4%	6%	9%	2%	22%	3%	10%	0%	5%	10%	3%	0%	0%	0%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(31.B) Did you change your mind over which universities to apply to while at school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	340	86	76	80	93	0	0	0	0	197	19	117	78	103	61	58
Weighted	348	85	74	90	94	0	0	0	0	187	22	131	75	110	60	65
Yes	53%	50%	54%	52%	57%	51%	*	*	*	55%	51%	51%	62%	47%	56%	54%
No	42%	50%	44%	43%	32%	44%	*	*	*	41%	49%	42%	33%	49%	40%	43%
Don't remember	5%	1%	2%	5%	11%	5%	*	*	*	3%	0%	8%	5%	5%	3%	3%

Note:

BASE: Applied for universities

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(32.A) Which of the following, if any, were important reasons you considered going to university? Please select up to three

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Didn't want to start working	8%	8%	8%	8%	8%	9%	8%	18%	7%	5%	11%	7%	0%	13%	2%	2%	6%
To get a well-paid job	43%	44%	44%	43%	44%	43%	47%	45%	49%	44%	44%	47%	30%	41%	42%	40%	36%
Needed a degree for the career I wanted to go into	25%	21%	28%	27%	23%	25%	26%	16%	20%	37%	28%	24%	23%	29%	21%	27%	20%
Wanted to explore a subject in more detail	24%	23%	25%	27%	21%	23%	26%	28%	30%	29%	26%	19%	33%	23%	19%	16%	18%
For social life at university	20%	20%	20%	19%	21%	14%	16%	21%	26%	18%	14%	28%	10%	22%	22%	26%	21%
It's what your family expected	20%	22%	17%	18%	22%	33%	21%	4%	17%	26%	13%	21%	13%	17%	30%	16%	24%
Your teachers encouraged you to go	18%	17%	20%	16%	20%	18%	19%	15%	21%	24%	22%	14%	23%	16%	15%	14%	21%
Enjoy learning	16%	14%	19%	16%	17%	16%	14%	13%	20%	11%	23%	24%	17%	14%	10%	18%	20%
Wanted to move away from home	16%	15%	16%	18%	14%	11%	19%	10%	18%	19%	12%	15%	16%	22%	12%	16%	36%
N/A - I never considered going to University	13%	14%	12%	15%	11%	10%	13%	15%	9%	13%	8%	12%	22%	10%	16%	21%	16%
Didn't have any better options	10%	12%	8%	8%	12%	8%	6%	17%	11%	8%	6%	10%	4%	15%	14%	11%	0%
Don't know	1%	1%	2%	1%	1%	3%	2%	4%	0%	0%	0%	0%	0%	1%	0%	0%	3%
None of the above	2%	3%	2%	2%	3%	2%	0%	3%	1%	0%	3%	2%	7%	3%	3%	2%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(32.B) Which of the following, if any, were important reasons you considered going to university? Please select up to three

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Didn't want to start working	8%	10%	6%	10%	7%	9%	*	*	*	12%	6%	7%	7%	9%	12%	7%
To get a well-paid job	43%	54%	48%	35%	39%	47%	*	*	*	44%	55%	41%	33%	47%	46%	53%
Needed a degree for the career I wanted to go into	25%	31%	29%	20%	24%	30%	*	*	*	36%	14%	22%	27%	23%	24%	25%
Wanted to explore a subject in more detail	24%	28%	28%	23%	19%	27%	*	*	*	29%	8%	24%	26%	25%	25%	28%
For social life at university	20%	24%	20%	18%	19%	22%	*	*	*	22%	11%	19%	18%	20%	21%	26%
It's what your family expected	20%	21%	17%	22%	21%	22%	*	*	*	28%	25%	16%	17%	20%	20%	27%
Your teachers encouraged you to go	18%	24%	20%	16%	14%	20%	*	*	*	17%	21%	19%	19%	20%	18%	17%
Enjoy learning	16%	16%	24%	12%	16%	17%	*	*	*	18%	21%	16%	17%	14%	18%	17%
Wanted to move away from home	16%	16%	17%	12%	19%	18%	*	*	*	17%	23%	16%	21%	16%	15%	13%
N/A - I never considered going to University	13%	7%	9%	17%	16%	6%	*	*	*	1%	7%	19%	14%	10%	11%	8%
Didn't have any better options	10%	9%	8%	15%	7%	11%	*	*	*	16%	6%	8%	11%	12%	8%	7%
Don't Know	1%	0%	1%	1%	2%	1%	*	*	*	1%	0%	1%	1%	0%	2%	0%
None of the above	2%	0%	1%	2%	4%	1%	*	*	*	1%	5%	2%	2%	3%	2%	1%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(33.A) And which of the following, if any, were important reasons that made you consider not going to University? Please select up to three

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Didn't need to go to university for the career you wanted to pursue	9%	10%	9%	10%	9%	5%	7%	5%	13%	17%	6%	16%	7%	12%	8%	9%	8%
Considered travelling instead	8%	6%	9%	11%	5%	10%	14%	3%	7%	14%	4%	5%	4%	9%	6%	6%	11%
N/A - I never considered not attending university	8%	8%	8%	8%	7%	13%	7%	6%	3%	9%	4%	2%	5%	14%	4%	7%	23%
Didn't understand how the application process worked	7%	7%	8%	7%	8%	6%	6%	9%	11%	3%	11%	11%	3%	2%	8%	8%	10%
The cost was too much	36%	33%	39%	40%	32%	43%	37%	33%	39%	36%	40%	38%	53%	48%	14%	26%	24%
Family and/or teachers encouraged me not to go	3%	3%	4%	3%	4%	2%	1%	4%	3%	0%	3%	6%	0%	9%	6%	0%	0%
Considered starting work and earning instead	28%	25%	30%	27%	29%	22%	25%	36%	27%	33%	21%	26%	48%	28%	29%	27%	28%
Didn't enjoy studying	27%	33%	21%	25%	29%	26%	29%	29%	33%	21%	14%	17%	29%	25%	43%	37%	23%
Not sure if you'd get good enough grades	24%	25%	24%	25%	23%	25%	27%	18%	32%	22%	24%	25%	11%	21%	39%	18%	11%
Considered that I could learn more in a job/apprenticeship	24%	22%	26%	23%	25%	27%	27%	14%	24%	30%	17%	29%	32%	20%	25%	15%	18%
Didn't want to move away from home	15%	15%	16%	16%	14%	8%	16%	30%	18%	14%	17%	13%	14%	12%	6%	24%	18%
There were no specific subjects I wanted to study	14%	15%	13%	13%	15%	14%	13%	18%	21%	13%	14%	15%	15%	8%	13%	17%	6%
None of the above	4%	4%	5%	4%	5%	3%	6%	3%	0%	7%	11%	3%	0%	2%	4%	6%	4%
Don't Know	1%	1%	1%	2%	1%	2%	0%	2%	3%	0%	2%	0%	3%	1%	3%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(33.B) And which of the following, if any, were important reasons that made you consider not going to University? Please select up to three

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Didn't need to go to university for the career you wanted to pursue	9%	12%	9%	9%	8%	10%	*	*	*	8%	21%	9%	7%	8%	16%	12%
Considered travelling instead	8%	11%	10%	6%	7%	8%	*	*	*	14%	5%	6%	10%	7%	6%	12%
N/A - I never considered not attending university	8%	8%	6%	8%	8%	9%	*	*	*	14%	0%	5%	5%	5%	8%	11%
Didn't understand how the application process worked	7%	3%	9%	6%	10%	6%	*	*	*	8%	11%	7%	12%	7%	4%	3%
The cost was too much	36%	28%	37%	38%	42%	38%	*	*	*	30%	37%	40%	48%	37%	40%	21%
Family and/or teachers encouraged me not to go	3%	2%	3%	4%	4%	4%	*	*	*	4%	8%	2%	2%	5%	6%	3%
Considered starting work and earning instead	28%	30%	26%	26%	28%	28%	*	*	*	23%	26%	31%	21%	33%	30%	32%
Didn't enjoy studying	27%	27%	24%	25%	29%	25%	*	*	*	21%	19%	31%	22%	27%	29%	24%
Not sure if you'd get good enough grades	24%	23%	29%	21%	24%	25%	*	*	*	26%	10%	25%	29%	26%	16%	19%
Considered that I could learn more in a job/apprenticeship	24%	30%	22%	26%	18%	23%	*	*	*	23%	15%	26%	19%	28%	26%	27%
Didn't want to move away from home	15%	21%	18%	14%	12%	16%	*	*	*	12%	14%	17%	11%	14%	18%	16%
There were no specific subjects I wanted to study	14%	13%	14%	16%	14%	12%	*	*	*	10%	21%	15%	16%	12%	14%	14%
None of the above	4%	5%	4%	4%	4%	4%	*	*	*	3%	4%	4%	6%	4%	3%	3%
Don't Know	1%	4%	0%	1%	1%	1%	*	*	*	2%	0%	1%	1%	0%	2%	2%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(34.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Family

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	31%	33%	29%	29%	33%	33%	30%	27%	37%	32%	38%	40%	15%	30%	21%	22%	36%
Somewhat significant influence	40%	37%	43%	42%	38%	46%	43%	54%	32%	34%	35%	39%	39%	34%	49%	31%	36%
Neither significant or insignificant influence	18%	19%	18%	17%	19%	14%	20%	14%	19%	22%	19%	14%	28%	25%	14%	16%	18%
Somewhat insignificant influence	6%	6%	5%	7%	5%	2%	6%	4%	7%	3%	2%	7%	14%	4%	7%	18%	3%
Very insignificant influence	4%	4%	3%	4%	4%	3%	0%	0%	3%	8%	6%	0%	3%	6%	8%	13%	0%
Don't know	1%	0%	1%	0%	2%	2%	1%	0%	2%	0%	0%	0%	2%	0%	0%	0%	7%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(34.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Family

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	31%	35%	30%	24%	34%	32%	*	*	*	42%	32%	25%	29%	25%	35%	41%
Somewhat significant influence	40%	42%	42%	40%	36%	43%	*	*	*	41%	26%	42%	37%	42%	41%	41%
Neither significant or insignificant influence	18%	12%	15%	24%	20%	18%	*	*	*	11%	20%	22%	25%	20%	17%	10%
Somewhat insignificant influence	6%	7%	4%	8%	5%	5%	*	*	*	2%	4%	8%	5%	8%	5%	5%
Very insignificant influence	4%	3%	7%	2%	4%	2%	*	*	*	3%	18%	3%	5%	4%	2%	2%
Don't know	1%	2%	1%	1%	0%	0%	*	*	*	0%	0%	1%	0%	1%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(35.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Friend(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	15%	16%	15%	13%	17%	13%	11%	3%	19%	15%	24%	22%	18%	14%	19%	12%	15%
Somewhat significant influence	33%	32%	33%	33%	32%	29%	29%	34%	31%	51%	28%	34%	27%	41%	31%	21%	32%
Neither significant or insignificant influence	33%	34%	31%	30%	35%	43%	39%	38%	27%	16%	35%	29%	34%	27%	27%	44%	28%
Somewhat insignificant influence	10%	9%	11%	11%	10%	9%	15%	16%	7%	7%	4%	9%	11%	9%	12%	9%	17%
Very insignificant influence	8%	7%	8%	11%	5%	6%	5%	9%	10%	10%	8%	5%	11%	7%	10%	13%	3%
Don't know	1%	1%	2%	2%	1%	0%	0%	0%	5%	1%	2%	1%	0%	3%	0%	0%	6%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(35.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Friend(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	15%	16%	14%	15%	17%	16%	*	*	*	23%	30%	10%	16%	13%	10%	27%
Somewhat significant influence	33%	33%	31%	37%	29%	36%	*	*	*	37%	24%	31%	28%	34%	35%	37%
Neither significant or insignificant influence	33%	30%	32%	31%	36%	31%	*	*	*	26%	31%	36%	35%	34%	33%	20%
Somewhat insignificant influence	10%	12%	12%	9%	10%	11%	*	*	*	9%	5%	12%	10%	12%	12%	7%
Very insignificant influence	8%	9%	12%	6%	6%	6%	*	*	*	6%	9%	9%	9%	7%	7%	8%
Don't know	1%	1%	0%	2%	2%	0%	*	*	*	0%	0%	2%	2%	0%	2%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(36.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: If you are paying attention, select 'Very significant influence'

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat significant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neither significant or insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Very insignificant influence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(36.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: If you are paying attention, select 'Very significant influence'

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	100%	100%	100%	100%	100%	100%	*	*	*	100%	100%	100%	100%	100%	100%	100%
Somewhat significant influence	0%	0%	0%	0%	0%	0%	*	*	*	0%	0%	0%	0%	0%	0%	0%
Neither significant or insignificant influence	0%	0%	0%	0%	0%	0%	*	*	*	0%	0%	0%	0%	0%	0%	0%
Somewhat insignificant influence	0%	0%	0%	0%	0%	0%	*	*	*	0%	0%	0%	0%	0%	0%	0%
Very insignificant influence	0%	0%	0%	0%	0%	0%	*	*	*	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	*	*	*	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(37.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Teacher(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	19%	18%	20%	17%	20%	21%	11%	11%	21%	19%	34%	15%	19%	25%	18%	12%	12%
Somewhat significant influence	32%	30%	33%	34%	31%	37%	36%	33%	32%	28%	33%	39%	28%	27%	29%	29%	27%
Neither significant or insignificant influence	25%	27%	24%	26%	24%	25%	22%	33%	17%	29%	12%	25%	23%	30%	29%	29%	36%
Somewhat insignificant influence	11%	12%	10%	11%	12%	9%	18%	14%	13%	12%	10%	10%	16%	9%	5%	12%	9%
Very insignificant influence	11%	12%	9%	11%	10%	6%	10%	9%	15%	11%	11%	10%	13%	9%	11%	18%	13%
Don't know	2%	0%	4%	1%	3%	2%	3%	0%	2%	1%	0%	1%	2%	0%	8%	0%	4%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(37.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Teacher(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	19%	19%	20%	14%	22%	21%	*	*	*	30%	25%	12%	21%	18%	17%	26%
Somewhat significant influence	32%	37%	39%	32%	26%	36%	*	*	*	39%	29%	30%	28%	30%	38%	34%
Neither significant or insignificant influence	25%	26%	19%	27%	26%	22%	*	*	*	17%	25%	29%	24%	30%	26%	14%
Somewhat insignificant influence	11%	7%	12%	13%	13%	12%	*	*	*	8%	16%	12%	9%	11%	10%	18%
Very insignificant influence	11%	9%	10%	13%	10%	8%	*	*	*	6%	5%	14%	14%	10%	9%	8%
Don't know	2%	3%	0%	1%	4%	1%	*	*	*	0%	0%	3%	4%	2%	0%	0%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(38.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Career adviser(s)

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	15%	15%	17%	13%	18%	15%	5%	11%	16%	12%	26%	20%	23%	18%	20%	7%	14%
Somewhat significant influence	26%	23%	29%	27%	25%	33%	31%	28%	25%	15%	24%	30%	15%	34%	13%	18%	42%
Neither significant or insignificant influence	28%	28%	27%	29%	26%	21%	31%	21%	22%	45%	26%	33%	35%	20%	34%	24%	18%
Somewhat insignificant influence	10%	11%	10%	10%	10%	8%	12%	20%	16%	9%	3%	6%	3%	9%	7%	21%	10%
Very insignificant influence	14%	15%	11%	15%	12%	10%	14%	19%	15%	10%	11%	9%	13%	12%	14%	29%	12%
Don't know	7%	8%	6%	6%	8%	13%	7%	0%	6%	10%	10%	2%	10%	7%	11%	2%	4%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(38.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Career adviser(s)

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	15%	13%	15%	14%	19%	14%	*	*	*	22%	23%	10%	20%	13%	15%	19%
Somewhat significant influence	26%	31%	20%	27%	27%	30%	*	*	*	28%	26%	26%	19%	30%	27%	25%
Neither significant or insignificant influence	28%	25%	23%	25%	32%	26%	*	*	*	26%	31%	29%	35%	25%	26%	21%
Somewhat insignificant influence	10%	10%	12%	11%	9%	11%	*	*	*	8%	11%	12%	8%	10%	14%	16%
Very insignificant influence	14%	15%	21%	13%	9%	13%	*	*	*	10%	5%	17%	11%	14%	14%	16%
Don't know	7%	7%	8%	10%	6%	6%	*	*	*	7%	5%	6%	7%	9%	5%	4%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(39.A) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Internet research

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	251	383	385	260	75	88	39	52	49	69	60	39	80	36	33	25
Weighted	676	343	322	347	330	68	90	55	59	50	64	62	30	72	64	35	26
Very significant influence	20%	21%	20%	22%	19%	23%	17%	13%	21%	19%	32%	25%	20%	22%	16%	12%	21%
Somewhat significant influence	35%	32%	39%	36%	34%	41%	42%	24%	35%	40%	31%	35%	34%	46%	19%	37%	26%
Neither significant or insignificant influence	29%	29%	27%	28%	29%	20%	21%	47%	31%	23%	26%	32%	18%	18%	43%	44%	26%
Somewhat insignificant influence	7%	10%	4%	6%	8%	8%	5%	11%	5%	6%	3%	5%	21%	10%	9%	4%	4%
Very insignificant influence	5%	4%	7%	6%	5%	3%	9%	3%	3%	4%	7%	2%	5%	2%	10%	4%	12%
Don't know	4%	5%	3%	3%	4%	5%	7%	3%	5%	8%	2%	0%	2%	2%	3%	0%	10%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(39.B) How significant, if at all, an influence did each of the following have on your decision of what to do after school?: Internet research

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	645	138	136	161	200	0	0	0	0	214	37	374	155	206	106	89
Weighted	676	139	139	178	208	0	0	0	0	203	42	409	153	227	106	100
Very significant influence	20%	23%	28%	14%	20%	22%	*	*	*	30%	36%	14%	20%	17%	21%	27%
Somewhat significant influence	35%	44%	33%	33%	33%	39%	*	*	*	39%	18%	35%	34%	35%	36%	49%
Neither significant or insignificant influence	29%	18%	30%	33%	30%	24%	*	*	*	19%	24%	33%	31%	30%	32%	12%
Somewhat insignificant influence	7%	7%	5%	11%	5%	8%	*	*	*	6%	5%	8%	4%	11%	6%	5%
Very insignificant influence	5%	4%	2%	6%	7%	5%	*	*	*	3%	11%	6%	6%	6%	3%	5%
Don't know	4%	3%	3%	2%	6%	2%	*	*	*	2%	7%	4%	4%	2%	3%	3%

Note:

BASE: Have not attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(40.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Researching on the Internet

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	86%	86%	87%	86%	86%	88%	83%	92%	95%	89%	82%	83%	89%	89%	80%	86%	80%
I did not do this	11%	12%	10%	10%	11%	10%	14%	8%	2%	8%	13%	12%	8%	8%	19%	11%	17%
Don't remember	3%	3%	3%	3%	3%	2%	3%	0%	3%	3%	5%	5%	3%	3%	1%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(40.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Researching on the Internet

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	86%	90%	89%	86%	81%	86%	93%	93%	100%	92%	75%	81%	81%	85%	91%	92%
I did not do this	11%	8%	9%	10%	15%	11%	5%	5%	0%	6%	19%	15%	13%	13%	7%	7%
Don't remember	3%	1%	3%	4%	4%	3%	2%	2%	0%	2%	5%	3%	6%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(41.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to friends

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	83%	83%	84%	83%	84%	86%	87%	78%	80%	84%	86%	83%	85%	79%	83%	79%	97%
I did not do this	13%	13%	14%	15%	12%	10%	12%	18%	12%	14%	11%	16%	13%	15%	16%	16%	0%
Don't remember	3%	4%	3%	2%	4%	3%	2%	3%	8%	2%	2%	2%	2%	6%	1%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(41.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to friends

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	83%	87%	86%	82%	79%	87%	84%	81%	100%	87%	79%	79%	78%	85%	85%	88%
I did not do this	13%	10%	11%	15%	18%	10%	12%	11%	0%	10%	13%	18%	18%	12%	13%	9%
Don't remember	3%	3%	4%	3%	3%	3%	4%	8%	0%	3%	8%	2%	4%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(42.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to family

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	88%	89%	88%	90%	87%	92%	91%	92%	83%	87%	87%	87%	92%	89%	89%	77%	86%
I did not do this	9%	7%	10%	7%	10%	6%	8%	3%	15%	10%	6%	10%	8%	9%	10%	19%	11%
Don't remember	3%	4%	2%	3%	3%	2%	1%	5%	2%	3%	7%	4%	0%	3%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(42.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to family

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	88%	93%	86%	89%	85%	93%	88%	85%	90%	91%	82%	87%	82%	89%	90%	93%
I did not do this	9%	5%	10%	6%	14%	6%	9%	12%	10%	7%	14%	10%	14%	7%	9%	5%
Don't remember	3%	2%	3%	5%	2%	2%	3%	3%	0%	2%	4%	3%	4%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(43.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to teachers

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	78%	78%	79%	77%	79%	80%	78%	80%	80%	69%	78%	76%	78%	78%	84%	63%	89%
I did not do this	19%	20%	18%	20%	18%	18%	20%	18%	17%	23%	19%	20%	18%	20%	16%	30%	8%
Don't remember	3%	3%	3%	3%	3%	3%	2%	1%	3%	8%	3%	4%	4%	2%	0%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(43.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to teachers

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	78%	80%	80%	78%	74%	79%	82%	85%	90%	84%	71%	71%	73%	82%	79%	77%
I did not do this	19%	17%	15%	20%	24%	18%	14%	12%	10%	13%	27%	26%	25%	16%	19%	20%
Don't remember	3%	3%	4%	2%	2%	2%	3%	3%	0%	3%	2%	3%	3%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(44.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to a career advisor

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	58%	53%	62%	61%	55%	64%	53%	62%	56%	42%	56%	58%	54%	61%	68%	40%	81%
I did not do this	38%	42%	34%	34%	41%	32%	41%	37%	39%	54%	40%	33%	36%	36%	32%	52%	11%
Don't remember	5%	5%	4%	5%	5%	4%	6%	1%	4%	4%	5%	9%	10%	3%	0%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(44.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Talking to a career advisor

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	58%	63%	57%	54%	59%	59%	61%	65%	39%	61%	55%	55%	56%	55%	59%	63%
I did not do this	38%	33%	40%	40%	35%	37%	37%	30%	50%	35%	36%	40%	38%	41%	39%	32%
Don't remember	5%	4%	3%	7%	5%	5%	2%	5%	11%	4%	9%	5%	7%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(45.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a talk or workshop at your school

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	48%	46%	51%	49%	47%	51%	40%	53%	48%	48%	41%	57%	50%	54%	50%	31%	53%
I did not do this	46%	47%	45%	47%	45%	42%	54%	45%	44%	47%	50%	33%	46%	43%	49%	62%	36%
Don't remember	6%	8%	4%	4%	7%	6%	6%	1%	7%	5%	8%	10%	5%	4%	1%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(45.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a talk or workshop at your school

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	48%	48%	52%	44%	47%	48%	51%	61%	80%	53%	58%	42%	43%	52%	48%	53%
I did not do this	46%	47%	43%	49%	48%	47%	45%	29%	20%	43%	29%	53%	49%	44%	45%	43%
Don't remember	6%	5%	5%	7%	6%	5%	4%	10%	0%	4%	13%	5%	7%	4%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(46.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a university open day

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	57%	56%	59%	54%	61%	61%	57%	54%	52%	67%	69%	61%	52%	62%	42%	41%	63%
I did not do this	40%	42%	39%	44%	37%	35%	41%	46%	46%	32%	28%	36%	48%	36%	55%	58%	35%
Don't remember	2%	2%	2%	3%	2%	4%	2%	0%	2%	2%	4%	3%	0%	2%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(46.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a university open day

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	57%	63%	64%	52%	50%	57%	72%	78%	93%	76%	49%	37%	55%	58%	57%	65%
I did not do this	40%	34%	34%	45%	47%	41%	27%	19%	7%	22%	43%	62%	42%	41%	42%	33%
Don't remember	2%	3%	2%	3%	3%	2%	1%	4%	0%	2%	8%	2%	4%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(47.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a summer school

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	18%	22%	15%	14%	21%	25%	13%	8%	27%	15%	23%	21%	21%	11%	19%	15%	9%
I did not do this	78%	75%	81%	82%	75%	68%	85%	85%	70%	80%	71%	76%	75%	89%	80%	80%	83%
Don't remember	4%	4%	4%	4%	4%	7%	2%	7%	3%	4%	6%	3%	4%	0%	1%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(47.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Going to a summer school

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	18%	15%	19%	21%	17%	17%	18%	24%	16%	21%	38%	11%	18%	19%	20%	16%
I did not do this	78%	82%	78%	74%	78%	79%	80%	72%	84%	76%	57%	85%	78%	76%	75%	82%
Don't remember	4%	3%	3%	4%	5%	3%	3%	5%	0%	3%	5%	3%	4%	5%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(48.A) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Having a coach or mentor

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
I did this	24%	26%	22%	21%	27%	32%	18%	15%	25%	18%	24%	31%	22%	26%	23%	18%	32%
I did not do this	70%	68%	72%	73%	68%	63%	78%	76%	70%	74%	68%	62%	75%	69%	77%	69%	60%
Don't remember	6%	6%	6%	6%	5%	5%	4%	9%	5%	7%	8%	8%	2%	6%	0%	13%	8%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(48.B) Which, if any, of the following activities do you remember taking part in while exploring what to do after school?: Having a coach or mentor

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
I did this	24%	24%	25%	25%	22%	22%	25%	40%	9%	27%	53%	16%	26%	22%	25%	27%
I did not do this	70%	73%	68%	69%	70%	73%	70%	55%	81%	69%	39%	78%	67%	74%	70%	70%
Don't remember	6%	3%	6%	6%	8%	4%	5%	5%	10%	4%	7%	6%	7%	4%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(49.A) You said that you at school you used the internet to research what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	885	305	567	518	367	137	115	59	72	72	86	77	49	113	43	39	23
Weighted	878	412	453	438	440	118	109	78	79	70	76	73	36	100	74	40	24
Very helpful	32%	27%	36%	31%	32%	44%	23%	28%	35%	33%	37%	32%	40%	35%	18%	25%	29%
Somewhat helpful	52%	54%	51%	53%	51%	45%	56%	57%	49%	48%	53%	47%	46%	54%	61%	56%	58%
Neither helpful or unhelpful	12%	15%	9%	11%	12%	10%	16%	13%	11%	14%	6%	14%	11%	6%	14%	15%	11%
Somewhat unhelpful	3%	4%	3%	3%	3%	1%	4%	1%	4%	4%	2%	5%	3%	4%	7%	4%	3%
Very unhelpful	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%	2%	0%	0%	0%
Don't know	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(49.B) You said that you at school you used the internet to research what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	885	218	263	188	205	0	283	53	8	510	44	315	201	252	156	151
Weighted	878	210	257	199	201	0	253	56	7	468	51	341	189	258	154	154
Very helpful	32%	34%	36%	28%	30%	31%	36%	43%	12%	39%	52%	18%	34%	30%	31%	39%
Somewhat helpful	52%	52%	54%	49%	52%	50%	53%	55%	81%	50%	27%	59%	49%	53%	53%	48%
Neither helpful or unhelpful	12%	8%	7%	17%	16%	14%	8%	0%	7%	7%	16%	16%	13%	13%	12%	7%
Somewhat unhelpful	3%	6%	1%	5%	2%	4%	2%	0%	0%	2%	2%	5%	3%	4%	4%	4%
Very unhelpful	1%	0%	1%	2%	1%	1%	0%	3%	0%	0%	3%	1%	0%	1%	0%	1%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(50.A) In retrospect, do you think taking researching on the internet had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	885	305	567	518	367	137	115	59	72	72	86	77	49	113	43	39	23
Weighted	878	412	453	438	440	118	109	78	79	70	76	73	36	100	74	40	24
I changed my mind because of doing this	13%	13%	13%	11%	15%	15%	9%	12%	5%	19%	14%	16%	17%	10%	15%	13%	16%
It was very helpful, but didn't change my decision	49%	47%	50%	52%	45%	56%	59%	35%	44%	53%	53%	45%	33%	60%	35%	40%	49%
It was somewhat helpful, but didn't change my decision	29%	31%	27%	27%	30%	21%	22%	36%	39%	17%	25%	25%	35%	27%	43%	38%	35%
I didn't learn anything useful from this	6%	6%	6%	6%	7%	5%	7%	7%	7%	9%	4%	11%	15%	2%	7%	5%	0%
Don't remember	3%	3%	3%	3%	3%	3%	3%	9%	5%	1%	5%	4%	0%	1%	0%	5%	0%

Note:

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(50.B) In retrospect, do you think taking researching on the internet had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	885	218	263	188	205	0	283	53	8	510	44	315	201	252	156	151
Weighted	878	210	257	199	201	0	253	56	7	468	51	341	189	258	154	154
I changed my mind because of doing this	13%	12%	14%	9%	15%	11%	15%	11%	10%	15%	9%	10%	12%	13%	14%	16%
It was very helpful, but didn't change my decision	49%	52%	53%	49%	42%	53%	52%	59%	52%	53%	45%	45%	48%	48%	54%	51%
It was somewhat helpful, but didn't change my decision	29%	28%	23%	32%	31%	27%	25%	28%	23%	25%	31%	32%	30%	31%	26%	24%
I didn't learn anything useful from this	6%	5%	6%	8%	7%	6%	4%	0%	15%	3%	12%	11%	6%	7%	4%	7%
Don't remember	3%	3%	4%	1%	5%	3%	4%	2%	0%	4%	3%	2%	4%	2%	2%	2%

Note:

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(51.A) In retrospect, do you think researching on the internet had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	650	218	423	371	279	117	79	42	50	52	65	53	30	90	30	24	18
Weighted	628	294	326	297	331	102	72	54	53	51	56	47	20	78	52	23	18
I changed my mind because of doing this	28%	25%	29%	31%	25%	23%	30%	25%	29%	28%	24%	20%	55%	30%	29%	39%	28%
It was very helpful, but didn't change my decision	45%	45%	45%	44%	46%	58%	46%	30%	47%	43%	39%	46%	30%	46%	45%	35%	43%
It was somewhat helpful, but didn't change my decision	22%	22%	21%	20%	23%	14%	23%	36%	21%	16%	29%	26%	15%	17%	21%	23%	28%
I didn't learn anything useful from this	3%	5%	2%	3%	3%	3%	0%	4%	0%	6%	3%	8%	0%	5%	5%	3%	0%
Don't remember	2%	3%	2%	1%	3%	2%	1%	5%	3%	6%	5%	0%	0%	3%	0%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(51.B) In retrospect, do you think researching on the internet had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	650	176	218	123	126	0	283	53	8	497	34	111	143	171	122	125
Weighted	628	167	208	129	118	0	253	56	7	456	39	123	133	167	119	125
I changed my mind because of doing this	28%	27%	30%	23%	31%	27%	27%	27%	36%	30%	27%	21%	32%	24%	23%	32%
It was very helpful, but didn't change my decision	45%	47%	43%	51%	39%	40%	50%	53%	49%	47%	49%	35%	44%	41%	46%	46%
It was somewhat helpful, but didn't change my decision	22%	24%	21%	19%	21%	27%	17%	18%	15%	19%	16%	33%	16%	30%	28%	15%
I didn't learn anything useful from this	3%	1%	3%	6%	5%	3%	3%	0%	0%	2%	3%	9%	4%	4%	3%	1%
Don't remember	2%	1%	3%	1%	4%	3%	2%	2%	0%	2%	5%	2%	3%	1%	0%	5%

Note:

BASE: Applied for university or at university

BASE: Researched on the internet

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(52.A) You said that you at school you talked to friends about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	854	296	546	499	355	132	117	51	62	69	90	75	46	103	45	36	28
Weighted	849	401	437	421	428	116	113	67	67	66	80	73	35	90	76	37	29
Very helpful	24%	27%	21%	22%	26%	37%	16%	12%	28%	21%	24%	31%	29%	31%	11%	26%	11%
Somewhat helpful	45%	44%	47%	47%	43%	40%	44%	42%	40%	43%	48%	48%	40%	50%	52%	41%	58%
Neither helpful or unhelpful	24%	24%	24%	25%	23%	19%	31%	39%	25%	28%	20%	20%	27%	13%	27%	24%	22%
Somewhat unhelpful	4%	3%	6%	4%	5%	3%	5%	4%	5%	2%	5%	0%	0%	3%	9%	9%	9%
Very unhelpful	2%	2%	2%	1%	2%	0%	2%	0%	2%	3%	1%	1%	4%	3%	2%	0%	0%
Don't know	1%	1%	1%	0%	1%	1%	1%	2%	0%	2%	2%	0%	0%	1%	0%	0%	0%

Note:

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(52.B) You said that you at school you talked to friends about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	854	209	254	179	201	0	260	49	8	484	48	305	194	245	147	147
Weighted	849	201	248	189	197	0	230	49	7	443	54	332	182	258	143	148
Very helpful	24%	28%	24%	21%	24%	25%	22%	34%	0%	26%	33%	18%	22%	27%	26%	27%
Somewhat helpful	45%	45%	44%	45%	45%	45%	47%	40%	35%	47%	45%	45%	46%	45%	50%	42%
Neither helpful or unhelpful	24%	22%	27%	26%	23%	22%	27%	19%	65%	23%	16%	27%	24%	23%	19%	23%
Somewhat unhelpful	4%	4%	4%	5%	4%	5%	3%	7%	0%	3%	5%	6%	6%	4%	2%	5%
Very unhelpful	2%	0%	2%	2%	2%	1%	1%	0%	0%	1%	2%	3%	2%	2%	3%	1%
Don't know	1%	1%	1%	0%	2%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	2%

Note:

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(53.A) In retrospect, do you think talking to friends had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	854	296	546	499	355	132	117	51	62	69	90	75	46	103	45	36	28
Weighted	849	401	437	421	428	116	113	67	67	66	80	73	35	90	76	37	29
I changed my mind because of doing this	13%	16%	11%	11%	15%	18%	9%	0%	12%	19%	20%	15%	12%	13%	12%	16%	7%
It was very helpful, but didn't change my decision	39%	41%	38%	40%	38%	51%	40%	29%	45%	37%	35%	44%	33%	43%	31%	36%	21%
It was somewhat helpful, but didn't change my decision	33%	30%	36%	33%	33%	16%	33%	52%	30%	31%	32%	27%	36%	34%	41%	33%	63%
I didn't learn anything useful from this	12%	11%	13%	13%	12%	12%	14%	12%	13%	10%	12%	13%	15%	9%	16%	12%	8%
Don't remember	2%	3%	2%	3%	2%	3%	4%	8%	0%	2%	1%	1%	4%	2%	0%	3%	0%

Note:

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(53.B) In retrospect, do you think talking to friends had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	854	209	254	179	201	0	260	49	8	484	48	305	194	245	147	147
Weighted	849	201	248	189	197	0	230	49	7	443	54	332	182	258	143	148
I changed my mind because of doing this	13%	16%	11%	10%	17%	14%	11%	14%	10%	13%	20%	11%	12%	11%	17%	15%
It was very helpful, but didn't change my decision	39%	44%	38%	44%	32%	38%	39%	44%	29%	41%	52%	35%	37%	41%	44%	40%
It was somewhat helpful, but didn't change my decision	33%	29%	36%	32%	34%	33%	36%	37%	39%	33%	17%	35%	38%	32%	29%	30%
I didn't learn anything useful from this	12%	9%	12%	14%	14%	13%	12%	6%	15%	10%	11%	16%	11%	14%	8%	13%
Don't remember	2%	2%	3%	1%	4%	2%	2%	0%	7%	2%	0%	3%	2%	2%	1%	2%

Note:

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(54.A) In retrospect, do you think talking to friends had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	612	208	396	351	261	110	82	34	44	49	65	50	27	80	29	23	19
Weighted	590	279	304	281	308	97	78	43	46	47	56	46	19	68	49	22	19
I changed my mind because of doing this	18%	19%	18%	18%	18%	22%	10%	15%	26%	20%	23%	16%	18%	22%	16%	18%	10%
It was very helpful, but didn't change my decision	36%	38%	33%	36%	35%	36%	41%	35%	28%	31%	36%	46%	20%	32%	32%	51%	38%
It was somewhat helpful, but didn't change my decision	31%	31%	32%	30%	32%	31%	28%	38%	37%	23%	23%	28%	43%	35%	33%	24%	39%
I didn't learn anything useful from this	13%	11%	14%	14%	12%	8%	19%	6%	8%	26%	13%	8%	19%	11%	19%	8%	13%
Don't remember	2%	2%	2%	2%	3%	4%	2%	6%	2%	0%	6%	2%	0%	0%	0%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(54.B) In retrospect, do you think talking to friends had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	612	168	202	113	122	0	260	49	8	471	33	102	137	165	109	120
Weighted	590	158	193	118	114	0	230	49	7	431	37	113	126	165	106	117
I changed my mind because of doing this	18%	21%	19%	9%	24%	17%	18%	21%	19%	20%	20%	13%	15%	14%	19%	26%
It was very helpful, but didn't change my decision	36%	34%	33%	44%	33%	36%	35%	38%	0%	33%	47%	43%	34%	33%	45%	35%
It was somewhat helpful, but didn't change my decision	31%	31%	33%	32%	26%	31%	30%	40%	50%	33%	18%	27%	33%	38%	23%	27%
I didn't learn anything useful from this	13%	12%	12%	14%	15%	14%	14%	2%	31%	12%	16%	15%	15%	15%	9%	10%
Don't remember	2%	2%	3%	1%	2%	2%	3%	0%	0%	2%	0%	2%	3%	0%	4%	1%

Note:

BASE: Applied for university or at university

BASE: Spoke to friends

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(55.A) You said that you at school you talked to family about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	901	316	572	534	367	140	123	59	65	72	92	79	50	114	47	36	24
Weighted	898	428	457	455	443	124	119	78	69	69	80	76	38	100	82	36	26
Very helpful	33%	36%	31%	32%	34%	42%	32%	24%	27%	32%	31%	38%	26%	40%	32%	31%	26%
Somewhat helpful	40%	38%	42%	41%	39%	39%	40%	48%	43%	33%	43%	38%	47%	35%	45%	22%	45%
Neither helpful or unhelpful	19%	18%	19%	20%	17%	16%	17%	20%	15%	22%	23%	17%	20%	15%	18%	33%	21%
Somewhat unhelpful	5%	6%	4%	5%	6%	2%	5%	7%	6%	11%	2%	6%	7%	5%	5%	12%	0%
Very unhelpful	2%	1%	2%	1%	2%	0%	4%	0%	7%	2%	1%	0%	0%	3%	0%	2%	7%
Don't know	1%	1%	1%	1%	1%	1%	3%	2%	1%	0%	0%	1%	0%	2%	0%	0%	0%

Note:

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(55.B) You said that you at school you talked to family about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	901	226	255	194	213	0	269	51	7	502	49	334	204	259	155	153
Weighted	898	217	250	205	211	0	240	51	7	460	56	364	192	271	152	155
Very helpful	33%	35%	33%	32%	29%	34%	35%	34%	22%	34%	37%	31%	30%	30%	36%	39%
Somewhat helpful	40%	44%	40%	41%	37%	39%	40%	45%	48%	44%	29%	38%	39%	40%	41%	46%
Neither helpful or unhelpful	19%	14%	16%	20%	27%	18%	18%	16%	30%	16%	26%	20%	23%	23%	14%	9%
Somewhat unhelpful	5%	4%	6%	7%	5%	5%	5%	1%	0%	4%	0%	7%	5%	6%	7%	4%
Very unhelpful	2%	1%	4%	0%	1%	2%	1%	2%	0%	1%	5%	3%	2%	1%	1%	2%
Don't know	1%	2%	1%	1%	1%	1%	1%	2%	0%	1%	2%	1%	1%	0%	1%	0%

Note:

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(56.A) In retrospect, do you think talking to family had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	901	316	572	534	367	140	123	59	65	72	92	79	50	114	47	36	24
Weighted	898	428	457	455	443	124	119	78	69	69	80	76	38	100	82	36	26
I changed my mind because of doing this	21%	22%	20%	20%	22%	30%	15%	13%	29%	26%	21%	22%	9%	16%	25%	11%	15%
It was very helpful, but didn't change my decision	44%	46%	44%	44%	45%	42%	45%	38%	37%	42%	46%	48%	55%	50%	44%	34%	67%
It was somewhat helpful, but didn't change my decision	22%	22%	22%	22%	22%	22%	24%	40%	23%	20%	26%	19%	12%	22%	11%	23%	16%
I didn't learn anything useful from this	10%	9%	11%	11%	10%	6%	10%	3%	10%	12%	5%	11%	23%	10%	18%	33%	3%
Don't remember	2%	1%	3%	3%	1%	1%	6%	6%	1%	1%	2%	0%	1%	2%	2%	0%	0%

Note:

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(56.B) In retrospect, do you think talking to family had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	901	226	255	194	213	0	269	51	7	502	49	334	204	259	155	153
Weighted	898	217	250	205	211	0	240	51	7	460	56	364	192	271	152	155
I changed my mind because of doing this	21%	24%	19%	17%	20%	23%	19%	26%	22%	23%	20%	18%	18%	20%	20%	25%
It was very helpful, but didn't change my decision	44%	41%	48%	50%	38%	40%	54%	40%	21%	48%	47%	40%	45%	46%	47%	45%
It was somewhat helpful, but didn't change my decision	22%	24%	21%	19%	26%	21%	21%	28%	22%	22%	25%	22%	22%	24%	20%	21%
I didn't learn anything useful from this	10%	10%	8%	13%	13%	13%	4%	3%	34%	5%	7%	18%	14%	9%	10%	6%
Don't remember	2%	2%	4%	1%	2%	2%	2%	2%	0%	2%	0%	3%	1%	1%	3%	3%

Note:

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(57.A) In retrospect, do you think talking to family had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	215	418	370	271	115	85	40	43	52	66	54	29	88	32	20	17
Weighted	618	288	323	298	320	102	79	52	44	49	56	49	20	75	55	19	17
I changed my mind because of doing this	26%	28%	24%	23%	28%	24%	24%	15%	31%	39%	20%	30%	22%	28%	23%	31%	29%
It was very helpful, but didn't change my decision	38%	36%	40%	39%	38%	42%	39%	28%	20%	31%	57%	38%	24%	43%	47%	23%	36%
It was somewhat helpful, but didn't change my decision	25%	28%	23%	27%	23%	23%	25%	45%	29%	17%	19%	21%	34%	18%	22%	39%	31%
I didn't learn anything useful from this	9%	8%	11%	10%	9%	6%	11%	8%	17%	11%	4%	9%	20%	11%	9%	7%	4%
Don't remember	2%	1%	3%	2%	2%	5%	1%	4%	2%	1%	0%	2%	0%	1%	0%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(57.B) In retrospect, do you think talking to family had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	641	179	207	121	126	0	269	51	7	489	36	111	144	170	114	124
Weighted	618	168	197	126	119	0	240	51	7	448	40	123	133	168	109	123
I changed my mind because of doing this	26%	33%	21%	23%	28%	27%	22%	30%	22%	25%	25%	30%	25%	26%	22%	28%
It was very helpful, but didn't change my decision	38%	31%	42%	42%	37%	34%	45%	32%	21%	40%	37%	30%	45%	38%	43%	37%
It was somewhat helpful, but didn't change my decision	25%	26%	23%	25%	26%	24%	24%	34%	10%	26%	26%	21%	19%	26%	23%	26%
I didn't learn anything useful from this	9%	8%	12%	9%	7%	12%	7%	2%	47%	8%	10%	16%	10%	9%	9%	8%
Don't remember	2%	2%	2%	1%	2%	2%	2%	2%	0%	2%	2%	2%	1%	1%	3%	1%

Note:

BASE: Applied for university or at university

BASE: Spoke to family

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(58.A) You said that you at school you talked to teachers about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	797	274	514	466	331	122	107	52	61	60	84	70	42	100	44	30	25
Weighted	794	373	411	393	401	108	102	68	67	55	72	67	32	88	77	30	27
Very helpful	28%	28%	28%	28%	27%	38%	18%	12%	32%	35%	28%	31%	26%	35%	24%	26%	11%
Somewhat helpful	43%	44%	41%	40%	46%	38%	46%	44%	46%	29%	49%	43%	45%	39%	39%	56%	60%
Neither helpful or unhelpful	20%	17%	22%	23%	17%	16%	27%	28%	12%	26%	17%	17%	21%	13%	24%	18%	22%
Somewhat unhelpful	5%	6%	5%	4%	6%	4%	2%	11%	6%	10%	4%	7%	4%	7%	2%	0%	7%
Very unhelpful	4%	4%	4%	4%	4%	3%	6%	4%	3%	0%	2%	1%	4%	4%	11%	0%	0%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	0%	2%	0%	0%	0%

Note:

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(58.B) You said that you at school you talked to teachers about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	797	193	237	168	187	0	251	49	7	463	41	275	180	237	139	127
Weighted	794	185	232	180	183	0	224	52	7	428	48	298	170	249	133	130
Very helpful	28%	31%	29%	29%	22%	28%	30%	45%	13%	31%	42%	20%	25%	28%	33%	32%
Somewhat helpful	43%	46%	41%	39%	45%	45%	41%	40%	57%	44%	45%	42%	45%	42%	37%	47%
Neither helpful or unhelpful	20%	15%	23%	20%	21%	16%	22%	10%	30%	18%	8%	24%	23%	20%	18%	13%
Somewhat unhelpful	5%	6%	3%	7%	7%	6%	3%	3%	0%	4%	2%	8%	3%	5%	7%	4%
Very unhelpful	4%	2%	4%	5%	4%	4%	3%	2%	0%	2%	2%	6%	4%	3%	3%	4%
Don't know	1%	1%	0%	1%	2%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%

Note:

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(59.A) In retrospect, do you think talking to teachers had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	797	274	514	466	331	122	107	52	61	60	84	70	42	100	44	30	25
Weighted	794	373	411	393	401	108	102	68	67	55	72	67	32	88	77	30	27
I changed my mind because of doing this	13%	14%	12%	10%	16%	24%	9%	3%	18%	13%	16%	10%	17%	14%	9%	2%	10%
It was very helpful, but didn't change my decision	42%	40%	43%	42%	42%	44%	38%	34%	40%	45%	45%	46%	32%	51%	43%	47%	30%
It was somewhat helpful, but didn't change my decision	28%	29%	28%	31%	26%	21%	31%	39%	24%	24%	27%	26%	34%	20%	33%	45%	36%
I didn't learn anything useful from this	14%	15%	13%	13%	14%	8%	19%	21%	15%	18%	9%	16%	11%	11%	13%	6%	21%
Don't remember	3%	2%	3%	4%	1%	2%	3%	3%	3%	0%	3%	2%	7%	3%	2%	0%	3%

Note:

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(59.B) In retrospect, do you think talking to teachers had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	797	193	237	168	187	0	251	49	7	463	41	275	180	237	139	127
Weighted	794	185	232	180	183	0	224	52	7	428	48	298	170	249	133	130
I changed my mind because of doing this	13%	12%	10%	13%	18%	13%	12%	19%	0%	14%	22%	10%	17%	15%	10%	14%
It was very helpful, but didn't change my decision	42%	44%	47%	36%	42%	42%	44%	49%	48%	45%	42%	39%	41%	38%	48%	47%
It was somewhat helpful, but didn't change my decision	28%	31%	26%	32%	23%	29%	29%	25%	36%	28%	26%	29%	27%	32%	27%	24%
I didn't learn anything useful from this	14%	11%	16%	17%	12%	14%	14%	7%	17%	13%	11%	17%	13%	14%	12%	15%
Don't remember	3%	1%	1%	3%	5%	3%	1%	0%	0%	1%	0%	5%	2%	1%	3%	1%

Note:

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(60.A) In retrospect, do you think talking to teachers had any impact on where you applied to?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	586	198	382	333	253	104	79	36	42	45	63	49	25	78	30	17	18
Weighted	568	267	295	269	299	92	74	46	45	42	53	44	18	68	52	16	18
I changed my mind because of doing this	15%	14%	16%	14%	16%	24%	5%	8%	27%	14%	12%	22%	12%	13%	13%	13%	15%
It was very helpful, but didn't change my decision	39%	41%	37%	40%	38%	36%	44%	23%	35%	38%	49%	39%	34%	45%	43%	46%	31%
It was somewhat helpful, but didn't change my decision	29%	30%	28%	30%	28%	30%	30%	43%	31%	23%	25%	32%	33%	21%	27%	28%	28%
I didn't learn anything useful from this	14%	11%	18%	14%	15%	6%	18%	24%	5%	25%	10%	5%	16%	22%	17%	13%	26%
Don't remember	2%	3%	2%	2%	2%	4%	4%	2%	2%	0%	5%	2%	5%	0%	0%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(60.B) In retrospect, do you think talking to teachers had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	586	159	189	112	118	0	251	49	7	452	30	97	129	163	108	107
Weighted	568	151	180	117	111	0	224	52	7	418	34	106	121	162	102	108
I changed my mind because of doing this	15%	16%	13%	17%	17%	14%	15%	18%	13%	16%	31%	9%	20%	12%	14%	15%
It was very helpful, but didn't change my decision	39%	38%	41%	40%	38%	39%	40%	32%	47%	38%	39%	43%	38%	33%	44%	51%
It was somewhat helpful, but didn't change my decision	29%	33%	28%	27%	26%	26%	29%	40%	39%	30%	19%	26%	27%	40%	24%	21%
I didn't learn anything useful from this	14%	11%	17%	15%	13%	16%	14%	8%	0%	15%	5%	18%	12%	13%	17%	12%
Don't remember	2%	2%	1%	1%	6%	4%	1%	2%	0%	1%	5%	5%	2%	2%	1%	1%

Note:

BASE: Applied for university or at university

BASE: Spoke to teachers

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(61.A) You said that you at school you talked to a career advisor about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	601	193	402	365	236	100	75	40	44	37	63	53	31	79	38	18	23
Weighted	587	257	324	309	278	86	69	53	47	34	51	51	22	69	63	19	24
Very helpful	30%	30%	30%	29%	32%	42%	23%	10%	42%	29%	30%	36%	39%	36%	27%	27%	9%
Somewhat helpful	36%	34%	39%	37%	35%	36%	35%	48%	37%	36%	41%	24%	41%	33%	29%	48%	45%
Neither helpful or unhelpful	20%	22%	19%	19%	21%	15%	26%	18%	13%	30%	11%	31%	20%	15%	23%	11%	36%
Somewhat unhelpful	8%	10%	6%	9%	7%	6%	11%	15%	7%	5%	12%	5%	0%	6%	8%	11%	3%
Very unhelpful	4%	3%	5%	5%	4%	1%	4%	4%	2%	0%	2%	3%	0%	8%	12%	4%	7%
Don't know	1%	0%	2%	1%	1%	0%	1%	4%	0%	0%	3%	1%	0%	2%	0%	0%	0%

Note:

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(61.B) You said that you at school you talked to a career advisor about what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	601	152	168	119	156	0	188	38	3	342	36	214	142	164	104	104
Weighted	587	146	164	124	148	0	167	39	3	311	37	231	130	168	99	105
Very helpful	30%	35%	27%	35%	27%	31%	28%	37%	0%	30%	42%	29%	28%	33%	31%	33%
Somewhat helpful	36%	30%	40%	35%	39%	32%	37%	38%	100%	38%	34%	35%	38%	37%	39%	32%
Neither helpful or unhelpful	20%	21%	19%	13%	27%	20%	21%	17%	0%	20%	12%	20%	20%	22%	16%	17%
Somewhat unhelpful	8%	11%	7%	9%	4%	11%	7%	2%	0%	6%	10%	10%	8%	5%	8%	11%
Very unhelpful	4%	3%	5%	8%	1%	5%	5%	5%	0%	5%	2%	4%	3%	3%	4%	6%
Don't know	1%	1%	2%	0%	1%	2%	1%	0%	0%	1%	0%	1%	2%	0%	2%	0%

Note:

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(62.A) In retrospect, do you think talking to a career advisor had any impact on your decision on whether to go to university or not?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	601	193	402	365	236	100	75	40	44	37	63	53	31	79	38	18	23
Weighted	587	257	324	309	278	86	69	53	47	34	51	51	22	69	63	19	24
I changed my mind because of doing this	16%	20%	13%	12%	21%	28%	9%	6%	29%	22%	10%	10%	18%	22%	10%	23%	6%
It was very helpful, but didn't change my decision	37%	35%	38%	37%	36%	34%	36%	40%	34%	36%	46%	48%	34%	31%	32%	41%	33%
It was somewhat helpful, but didn't change my decision	29%	30%	29%	29%	29%	25%	37%	38%	27%	27%	32%	29%	29%	25%	30%	10%	26%
I didn't learn anything useful from this	15%	13%	16%	18%	11%	7%	15%	12%	8%	10%	11%	10%	15%	17%	28%	26%	33%
Don't remember	3%	3%	4%	3%	3%	5%	3%	4%	2%	5%	2%	3%	5%	4%	0%	0%	3%

Note:

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(62.B) In retrospect, do you think talking to a career advisor had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	601	152	168	119	156	0	188	38	3	342	36	214	142	164	104	104
Weighted	587	146	164	124	148	0	167	39	3	311	37	231	130	168	99	105
I changed my mind because of doing this	16%	19%	11%	25%	13%	20%	16%	12%	26%	17%	17%	15%	10%	20%	22%	14%
It was very helpful, but didn't change my decision	37%	39%	38%	36%	34%	34%	41%	40%	23%	39%	35%	34%	42%	29%	41%	40%
It was somewhat helpful, but didn't change my decision	29%	21%	36%	19%	37%	25%	29%	34%	51%	29%	36%	28%	30%	35%	26%	22%
I didn't learn anything useful from this	15%	17%	12%	19%	13%	19%	12%	9%	0%	12%	7%	19%	14%	14%	10%	21%
Don't remember	3%	4%	4%	1%	4%	3%	3%	4%	0%	3%	5%	3%	4%	1%	2%	3%

Note:

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(63.A) In retrospect, do you think talking to a career advisor had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	432	135	293	253	179	84	55	26	31	26	45	38	17	59	23	11	17
Weighted	409	178	227	205	204	74	49	34	32	24	36	34	12	49	38	11	17
I changed my mind because of doing this	16%	16%	16%	14%	19%	31%	7%	0%	20%	20%	21%	18%	13%	14%	9%	22%	8%
It was very helpful, but didn't change my decision	37%	41%	34%	35%	40%	38%	39%	27%	39%	38%	42%	32%	36%	35%	41%	61%	27%
It was somewhat helpful, but didn't change my decision	27%	27%	27%	29%	25%	19%	35%	46%	26%	21%	24%	32%	30%	21%	23%	11%	38%
I didn't learn anything useful from this	18%	15%	20%	21%	14%	11%	19%	24%	12%	21%	13%	15%	12%	24%	27%	6%	23%
Don't remember	2%	1%	3%	2%	2%	1%	0%	4%	3%	0%	0%	3%	8%	5%	0%	0%	4%

Note:

BASE: Applied for university or at university

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(63.B) In retrospect, do you think talking to a career advisor had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	432	126	131	78	93	0	188	38	3	329	26	73	100	107	75	91
Weighted	409	121	124	78	82	0	167	39	3	299	26	79	90	102	71	90
I changed my mind because of doing this	16%	16%	15%	15%	20%	16%	13%	15%	0%	16%	24%	17%	15%	16%	13%	21%
It was very helpful, but didn't change my decision	37%	33%	42%	37%	35%	34%	41%	43%	74%	39%	24%	35%	34%	38%	43%	35%
It was somewhat helpful, but didn't change my decision	27%	28%	22%	28%	32%	27%	25%	27%	26%	26%	29%	26%	25%	30%	33%	23%
I didn't learn anything useful from this	18%	20%	19%	19%	12%	21%	17%	13%	0%	17%	12%	21%	23%	15%	11%	20%
Don't remember	2%	3%	2%	1%	1%	0%	3%	2%	0%	1%	12%	2%	4%	2%	0%	2%

Note:

BASE: Applied for university or at university

BASE: Spoke to a career advisor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(64.A) You said that you at school you took part in going to a talk or workshop on what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	504	163	335	302	202	81	57	36	37	40	49	49	28	70	27	15	15
Weighted	491	220	266	251	240	69	52	45	41	38	38	50	20	60	46	15	16
Very helpful	28%	28%	27%	24%	32%	37%	17%	12%	45%	28%	37%	25%	28%	36%	13%	29%	28%
Somewhat helpful	39%	38%	41%	42%	36%	43%	51%	46%	37%	32%	37%	35%	24%	36%	37%	44%	35%
Neither helpful or unhelpful	22%	23%	20%	23%	21%	17%	17%	27%	13%	29%	16%	29%	23%	17%	33%	17%	27%
Somewhat unhelpful	6%	5%	8%	6%	6%	1%	9%	7%	5%	5%	2%	10%	7%	4%	14%	10%	4%
Very unhelpful	3%	3%	3%	4%	3%	3%	1%	6%	0%	2%	2%	0%	18%	6%	3%	0%	6%
Don't know	2%	2%	1%	2%	2%	0%	5%	3%	0%	4%	7%	0%	0%	1%	0%	0%	0%

Note:

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(64.B) You said that you at school you took part in going to a talk or workshop on what to do after school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	504	112	158	101	125	0	157	36	7	296	34	168	115	147	88	90
Weighted	491	112	151	102	116	0	139	37	6	268	39	177	102	156	82	89
Very helpful	28%	27%	24%	32%	33%	28%	27%	41%	14%	30%	41%	22%	30%	25%	31%	36%
Somewhat helpful	39%	39%	42%	38%	37%	41%	43%	25%	67%	39%	47%	38%	46%	40%	44%	30%
Neither helpful or unhelpful	22%	22%	20%	22%	19%	20%	18%	22%	0%	20%	6%	27%	15%	25%	15%	22%
Somewhat unhelpful	6%	7%	8%	2%	8%	6%	9%	8%	0%	7%	5%	5%	4%	4%	7%	11%
Very unhelpful	3%	3%	3%	5%	3%	3%	3%	3%	0%	2%	0%	6%	2%	6%	2%	1%
Don't know	2%	2%	3%	1%	1%	2%	0%	0%	19%	1%	0%	2%	3%	0%	1%	1%

Note:

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(65.A) In retrospect, do you think going to a talk or workshop at your school had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	504	163	335	302	202	81	57	36	37	40	49	49	28	70	27	15	15
Weighted	491	220	266	251	240	69	52	45	41	38	38	50	20	60	46	15	16
I changed my mind because of doing this	13%	14%	12%	10%	17%	13%	15%	0%	19%	22%	11%	17%	5%	9%	15%	27%	9%
It was very helpful, but didn't change my decision	39%	40%	38%	39%	39%	51%	34%	25%	45%	33%	46%	29%	34%	46%	32%	41%	44%
It was somewhat helpful, but didn't change my decision	31%	31%	33%	31%	32%	25%	33%	44%	32%	30%	27%	33%	24%	33%	27%	27%	36%
I didn't learn anything useful from this	13%	11%	14%	16%	10%	11%	14%	20%	0%	8%	9%	20%	37%	6%	22%	5%	10%
Don't remember	4%	4%	3%	5%	3%	0%	5%	11%	3%	6%	7%	1%	0%	5%	4%	0%	0%

Note:

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(65.B) In retrospect, do you think going to a talk or workshop at your school had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	504	112	158	101	125	0	157	36	7	296	34	168	115	147	88	90
Weighted	491	112	151	102	116	0	139	37	6	268	39	177	102	156	82	89
I changed my mind because of doing this	13%	11%	16%	12%	13%	16%	8%	14%	13%	13%	25%	12%	11%	13%	16%	13%
It was very helpful, but didn't change my decision	39%	39%	36%	39%	43%	37%	45%	36%	15%	39%	41%	38%	38%	39%	39%	45%
It was somewhat helpful, but didn't change my decision	31%	30%	29%	29%	34%	31%	30%	44%	54%	32%	24%	30%	32%	33%	33%	26%
I didn't learn anything useful from this	13%	17%	14%	16%	6%	12%	14%	6%	0%	12%	10%	16%	12%	14%	10%	13%
Don't remember	4%	3%	5%	4%	3%	4%	2%	0%	19%	4%	0%	5%	7%	2%	2%	3%

Note:

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(66.A) In retrospect, do you think going to a talk or workshop at school had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	384	123	256	228	156	72	38	24	28	31	41	33	20	56	21	10	10
Weighted	364	162	198	184	180	63	34	30	30	29	31	32	14	47	35	9	11
I changed my mind because of doing this	16%	17%	15%	13%	20%	18%	9%	8%	20%	27%	19%	19%	21%	13%	13%	7%	23%
It was very helpful, but didn't change my decision	37%	40%	35%	40%	35%	44%	55%	12%	42%	29%	51%	28%	23%	35%	37%	52%	23%
It was somewhat helpful, but didn't change my decision	29%	31%	28%	27%	31%	29%	19%	40%	39%	15%	21%	40%	19%	35%	22%	33%	41%
I didn't learn anything useful from this	15%	10%	18%	16%	13%	8%	14%	28%	0%	27%	8%	13%	27%	14%	23%	7%	13%
Don't remember	3%	2%	4%	5%	1%	1%	3%	12%	0%	2%	2%	0%	10%	3%	5%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(66.B) In retrospect, do you think going to a talk or workshop at school had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	384	95	131	67	88	0	157	36	7	289	27	66	91	99	66	82
Weighted	364	95	122	65	79	0	139	37	6	262	30	69	81	101	59	80
I changed my mind because of doing this	16%	14%	11%	18%	26%	14%	13%	21%	0%	18%	19%	10%	21%	17%	11%	13%
It was very helpful, but didn't change my decision	37%	42%	37%	40%	29%	43%	37%	29%	35%	36%	37%	40%	33%	37%	48%	43%
It was somewhat helpful, but didn't change my decision	29%	23%	33%	30%	27%	28%	29%	36%	46%	28%	37%	28%	33%	28%	23%	29%
I didn't learn anything useful from this	15%	19%	16%	8%	13%	12%	18%	14%	0%	16%	4%	15%	9%	16%	14%	12%
Don't remember	3%	2%	3%	4%	4%	3%	3%	0%	19%	2%	3%	6%	5%	2%	3%	3%

Note:

BASE: Applied for university or at university

BASE: Went to a talk or workshop at their school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(67.A) You said that you at school you went to a university open day.How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	608	199	401	344	264	97	78	36	40	57	74	55	30	80	22	21	18
Weighted	584	268	308	273	311	82	75	46	44	53	63	53	21	70	38	19	19
Very helpful	44%	44%	45%	41%	47%	49%	47%	31%	45%	53%	35%	34%	53%	47%	60%	41%	28%
Somewhat helpful	35%	37%	33%	34%	36%	35%	36%	41%	32%	22%	38%	45%	18%	38%	25%	37%	53%
Neither helpful or unhelpful	13%	12%	15%	18%	9%	10%	12%	20%	14%	14%	15%	17%	17%	11%	10%	17%	8%
Somewhat unhelpful	4%	4%	5%	3%	6%	3%	2%	6%	6%	9%	6%	2%	4%	3%	4%	6%	9%
Very unhelpful	1%	1%	1%	2%	1%	1%	1%	0%	3%	1%	2%	3%	4%	0%	0%	0%	4%
Don't know	1%	2%	1%	2%	1%	1%	1%	3%	0%	0%	4%	0%	4%	1%	0%	0%	0%

Note:

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(67.B) You said that you at school you went to a university open day. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	608	160	198	115	128	0	228	46	7	426	30	143	141	172	104	110
Weighted	584	147	185	121	125	0	197	47	7	387	33	153	128	175	96	109
Very helpful	44%	48%	43%	45%	41%	41%	50%	49%	41%	50%	33%	31%	43%	40%	47%	52%
Somewhat helpful	35%	34%	35%	36%	37%	35%	34%	35%	43%	34%	40%	38%	37%	37%	34%	31%
Neither helpful or unhelpful	13%	13%	15%	10%	15%	16%	10%	14%	0%	11%	15%	18%	11%	16%	12%	14%
Somewhat unhelpful	4%	2%	5%	7%	5%	3%	4%	2%	0%	3%	9%	7%	5%	5%	3%	2%
Very unhelpful	1%	2%	1%	1%	2%	2%	1%	0%	0%	1%	0%	4%	2%	2%	1%	0%
Don't know	1%	1%	2%	2%	0%	2%	1%	0%	16%	1%	3%	1%	2%	1%	3%	1%

Note:

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(68.A) In retrospect, do you think going to a university open day had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	608	199	401	344	264	97	78	36	40	57	74	55	30	80	22	21	18
Weighted	584	268	308	273	311	82	75	46	44	53	63	53	21	70	38	19	19
I changed my mind because of doing this	24%	23%	24%	24%	24%	27%	24%	17%	24%	30%	16%	23%	30%	30%	16%	23%	19%
It was very helpful, but didn't change my decision	43%	41%	44%	42%	43%	46%	43%	31%	53%	43%	49%	41%	27%	42%	56%	19%	39%
It was somewhat helpful, but didn't change my decision	22%	22%	22%	20%	23%	20%	21%	37%	14%	16%	22%	18%	18%	22%	20%	39%	26%
I didn't learn anything useful from this	10%	11%	8%	11%	8%	6%	10%	9%	8%	11%	7%	16%	22%	7%	9%	18%	16%
Don't remember	2%	3%	1%	2%	2%	2%	2%	5%	2%	0%	6%	1%	4%	0%	0%	0%	0%

Note:

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(68.B) In retrospect, do you think going to a university open day had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	608	160	198	115	128	0	228	46	7	426	30	143	141	172	104	110
Weighted	584	147	185	121	125	0	197	47	7	387	33	153	128	175	96	109
I changed my mind because of doing this	24%	23%	25%	22%	23%	21%	28%	31%	10%	27%	17%	18%	24%	19%	29%	28%
It was very helpful, but didn't change my decision	43%	44%	39%	56%	37%	43%	41%	39%	62%	43%	59%	41%	45%	41%	45%	46%
It was somewhat helpful, but didn't change my decision	22%	19%	23%	16%	28%	20%	24%	18%	12%	21%	12%	22%	18%	30%	16%	14%
I didn't learn anything useful from this	10%	12%	10%	5%	10%	13%	6%	12%	0%	7%	9%	17%	12%	8%	6%	9%
Don't remember	2%	1%	3%	1%	2%	3%	2%	0%	16%	2%	3%	2%	1%	1%	4%	2%

Note:

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(69.A) In retrospect, do you think going to a university open day had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	531	171	354	295	236	86	68	33	34	49	62	46	27	73	20	19	14
Weighted	506	231	270	229	277	73	65	41	37	45	53	43	19	63	35	17	13
I changed my mind because of doing this	34%	31%	36%	35%	33%	30%	43%	29%	32%	30%	27%	26%	43%	38%	43%	33%	29%
It was very helpful, but didn't change my decision	41%	44%	40%	40%	42%	49%	35%	46%	31%	51%	40%	39%	25%	48%	33%	32%	36%
It was somewhat helpful, but didn't change my decision	18%	19%	17%	19%	18%	16%	18%	13%	33%	13%	23%	28%	17%	12%	15%	14%	30%
I didn't learn anything useful from this	4%	4%	4%	4%	5%	1%	0%	3%	3%	5%	7%	6%	15%	2%	4%	17%	5%
Don't remember	2%	2%	3%	2%	3%	3%	4%	8%	2%	0%	3%	0%	0%	0%	5%	4%	0%

Note:

BASE: Applied for university or at university

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(69.B) In retrospect, do you think going to a university open day had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	531	143	178	99	106	0	228	46	7	418	22	85	118	138	98	103
Weighted	506	131	167	102	102	0	197	47	7	380	25	92	110	136	91	101
I changed my mind because of doing this	34%	40%	36%	28%	27%	29%	42%	32%	13%	36%	20%	31%	30%	31%	31%	31%
It was very helpful, but didn't change my decision	41%	40%	39%	50%	37%	45%	37%	44%	42%	44%	41%	31%	40%	36%	47%	52%
It was somewhat helpful, but didn't change my decision	18%	15%	17%	18%	27%	16%	18%	18%	29%	17%	29%	22%	24%	26%	14%	10%
I didn't learn anything useful from this	4%	3%	4%	4%	6%	8%	2%	6%	0%	1%	11%	12%	4%	6%	3%	3%
Don't remember	2%	2%	4%	0%	3%	3%	2%	0%	16%	2%	0%	4%	1%	2%	6%	3%

Note:

BASE: Applied for university or at university

BASE: Went to a university open day

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(70.A) You said that you at school you took part in going to a summer school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	173	77	96	88	85	37	17	5	18	12	23	17	12	13	9	7	3
Weighted	181	105	76	72	109	34	18	7	23	12	21	18	8	12	17	7	3
Very helpful	48%	50%	44%	40%	53%	57%	22%	46%	55%	44%	53%	48%	65%	36%	51%	37%	25%
Somewhat helpful	28%	28%	28%	29%	27%	18%	32%	19%	25%	21%	24%	37%	10%	36%	38%	43%	75%
Neither helpful or unhelpful	14%	13%	14%	21%	8%	11%	22%	35%	3%	30%	15%	9%	6%	28%	0%	20%	0%
Somewhat unhelpful	7%	5%	10%	6%	8%	7%	16%	0%	17%	0%	3%	3%	10%	0%	11%	0%	0%
Very unhelpful	1%	0%	3%	1%	1%	4%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%
Don't know	3%	4%	2%	3%	3%	4%	9%	0%	0%	6%	5%	3%	0%	0%	0%	0%	0%

Note:

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(70.B) You said that you at school you took part in going to a summer school. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	173	36	54	39	42	0	51	14	2	106	21	45	41	52	34	28
Weighted	181	35	54	49	42	0	48	14	1	107	26	48	43	59	34	27
Very helpful	48%	36%	46%	49%	59%	47%	40%	63%	0%	56%	44%	32%	45%	54%	30%	75%
Somewhat helpful	28%	38%	18%	28%	31%	26%	24%	26%	55%	29%	20%	29%	38%	20%	32%	15%
Neither helpful or unhelpful	14%	6%	22%	14%	8%	18%	14%	11%	45%	7%	25%	21%	6%	16%	18%	5%
Somewhat unhelpful	7%	16%	9%	4%	1%	6%	15%	0%	0%	3%	11%	12%	6%	8%	10%	6%
Very unhelpful	1%	2%	1%	2%	0%	0%	3%	0%	0%	1%	0%	2%	2%	0%	2%	0%
Don't know	3%	3%	4%	4%	0%	3%	4%	0%	0%	3%	0%	4%	3%	2%	7%	0%

Note:

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(71.A) In retrospect, do you think going to a summer school had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	173	77	96	88	85	37	17	5	18	12	23	17	12	13	9	7	3
Weighted	181	105	76	72	109	34	18	7	23	12	21	18	8	12	17	7	3
I changed my mind because of doing this	24%	24%	24%	22%	25%	22%	0%	0%	27%	42%	36%	33%	44%	24%	17%	19%	0%
It was very helpful, but didn't change my decision	37%	40%	33%	36%	38%	39%	51%	51%	45%	22%	26%	3%	31%	53%	39%	54%	100%
It was somewhat helpful, but didn't change my decision	25%	22%	29%	23%	26%	29%	23%	35%	17%	5%	18%	53%	19%	14%	34%	27%	0%
I didn't learn anything useful from this	9%	8%	11%	16%	5%	10%	18%	14%	11%	25%	8%	3%	0%	9%	0%	0%	0%
Don't remember	5%	5%	4%	3%	6%	0%	9%	0%	0%	6%	12%	8%	6%	0%	10%	0%	0%

Note:

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(71.B) In retrospect, do you think going to a summer school had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	173	36	54	39	42	0	51	14	2	106	21	45	41	52	34	28
Weighted	181	35	54	49	42	0	48	14	1	107	26	48	43	59	34	27
I changed my mind because of doing this	24%	21%	13%	31%	34%	18%	16%	33%	0%	27%	26%	15%	25%	25%	19%	35%
It was very helpful, but didn't change my decision	37%	56%	35%	42%	20%	43%	33%	43%	55%	41%	27%	34%	36%	34%	37%	41%
It was somewhat helpful, but didn't change my decision	25%	17%	31%	18%	34%	21%	38%	24%	45%	21%	33%	28%	31%	28%	23%	15%
I didn't learn anything useful from this	9%	4%	16%	5%	6%	11%	13%	0%	0%	5%	13%	15%	3%	10%	14%	9%
Don't remember	5%	3%	6%	5%	5%	6%	0%	0%	0%	4%	0%	8%	5%	4%	7%	0%

Note:

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(72.A) In retrospect, do you think going to a summer school had any impact on where you applied to?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	135	59	76	66	69	32	12	4	13	10	19	11	9	9	8	6	2
Weighted	140	82	59	52	89	29	12	5	17	11	17	11	6	8	16	6	2
I changed my mind because of doing this	32%	37%	26%	24%	37%	28%	19%	0%	45%	30%	37%	0%	37%	19%	65%	55%	0%
It was very helpful, but didn't change my decision	45%	45%	44%	45%	45%	49%	42%	82%	46%	64%	36%	34%	55%	72%	17%	12%	100%
It was somewhat helpful, but didn't change my decision	12%	10%	14%	15%	9%	14%	10%	0%	9%	6%	14%	34%	0%	0%	8%	22%	0%
I didn't learn anything useful from this	7%	4%	12%	12%	4%	8%	0%	18%	0%	0%	7%	32%	8%	8%	0%	12%	0%
Don't remember	4%	4%	4%	4%	5%	0%	28%	0%	0%	0%	6%	0%	0%	0%	11%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(72.B) In retrospect, do you think going to a summer school had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	135	29	45	28	32	0	51	14	2	102	15	17	36	35	28	24
Weighted	140	28	44	38	31	0	48	14	1	101	19	19	38	40	29	22
I changed my mind because of doing this	32%	29%	16%	48%	39%	38%	22%	33%	55%	38%	26%	9%	25%	44%	22%	46%
It was very helpful, but didn't change my decision	45%	60%	50%	39%	29%	44%	50%	43%	0%	40%	56%	61%	43%	37%	55%	42%
It was somewhat helpful, but didn't change my decision	12%	9%	15%	7%	14%	4%	12%	24%	45%	11%	18%	7%	18%	7%	14%	9%
I didn't learn anything useful from this	7%	2%	11%	6%	9%	10%	11%	0%	0%	6%	0%	23%	12%	7%	0%	2%
Don't remember	4%	0%	8%	0%	9%	5%	4%	0%	0%	6%	0%	0%	3%	4%	9%	0%

Note:

BASE: Applied for university or at university

BASE: Went to a summer school

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(73.A) You said that you at school you had a coach or mentor. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	238	95	141	123	115	47	25	11	17	13	23	27	12	33	12	8	10
Weighted	243	126	115	104	138	43	24	13	21	15	22	27	9	29	22	8	10
Very helpful	40%	46%	34%	40%	40%	44%	31%	34%	67%	53%	46%	18%	61%	47%	18%	0%	63%
Somewhat helpful	37%	35%	39%	31%	42%	35%	30%	47%	18%	39%	38%	51%	21%	33%	45%	64%	37%
Neither helpful or unhelpful	16%	14%	17%	17%	15%	17%	27%	0%	11%	8%	12%	22%	18%	8%	28%	21%	0%
Somewhat unhelpful	3%	2%	4%	5%	2%	0%	6%	19%	0%	0%	0%	6%	0%	6%	0%	0%	0%
Very unhelpful	2%	1%	4%	3%	1%	1%	6%	0%	0%	0%	0%	0%	0%	0%	9%	15%	0%
Don't know	2%	2%	2%	4%	0%	1%	0%	0%	3%	0%	5%	2%	0%	6%	0%	0%	0%

Note:

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(73.B) You said that you at school you had a coach or mentor. How helpful, if at all, did you find this while you were exploring what to do after school?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	238	52	76	53	56	0	72	21	1	140	32	62	63	63	43	42
Weighted	243	55	74	58	55	0	68	24	1	135	36	68	61	67	42	45
Very helpful	40%	40%	43%	35%	42%	43%	44%	35%	0%	46%	33%	33%	45%	40%	36%	53%
Somewhat helpful	37%	38%	34%	46%	33%	34%	39%	39%	100%	32%	45%	44%	30%	39%	47%	31%
Neither helpful or unhelpful	16%	15%	14%	16%	16%	17%	12%	19%	0%	15%	18%	14%	17%	18%	7%	13%
Somewhat unhelpful	3%	3%	4%	0%	4%	3%	4%	6%	0%	5%	0%	1%	2%	2%	3%	3%
Very unhelpful	2%	1%	3%	1%	3%	1%	0%	0%	0%	0%	4%	6%	5%	1%	1%	0%
Don't know	2%	3%	1%	2%	2%	2%	1%	0%	0%	2%	0%	1%	1%	0%	5%	0%

Note:

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(74.A) In retrospect, do you think having a coach or mentor had any impact on your decision on whether to go to university or not?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	238	95	141	123	115	47	25	11	17	13	23	27	12	33	12	8	10
Weighted	243	126	115	104	138	43	24	13	21	15	22	27	9	29	22	8	10
Option 1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I changed my mind because of doing this	23%	30%	16%	23%	24%	24%	20%	19%	29%	48%	30%	25%	6%	13%	18%	21%	22%
It was very helpful, but didn't change my decision	44%	42%	46%	42%	45%	46%	44%	47%	51%	39%	24%	46%	41%	45%	46%	57%	52%
It was somewhat helpful, but didn't change my decision	23%	21%	25%	21%	24%	23%	22%	27%	11%	13%	32%	25%	48%	24%	19%	9%	26%
I didn't learn anything useful from this	7%	5%	9%	10%	5%	4%	14%	7%	9%	0%	9%	3%	5%	13%	9%	13%	0%
Don't remember	2%	2%	3%	3%	1%	1%	0%	0%	0%	0%	5%	0%	0%	6%	8%	0%	0%

Note:

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(74.B) In retrospect, do you think having a coach or mentor had any impact on your decision on whether to go to university or not?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	238	52	76	53	56	0	72	21	1	140	32	62	63	63	43	42
Weighted	243	55	74	58	55	0	68	24	1	135	36	68	61	67	42	45
Option 1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I changed my mind because of doing this	23%	19%	28%	25%	19%	25%	26%	24%	0%	26%	22%	21%	24%	28%	28%	24%
It was very helpful, but didn't change my decision	44%	47%	38%	46%	48%	43%	48%	35%	100%	46%	37%	44%	48%	41%	45%	43%
It was somewhat helpful, but didn't change my decision	23%	26%	23%	21%	21%	24%	19%	41%	0%	21%	37%	21%	17%	26%	19%	24%
I didn't learn anything useful from this	7%	5%	11%	6%	7%	8%	7%	0%	0%	5%	5%	14%	10%	2%	3%	9%
Don't remember	2%	3%	0%	2%	4%	1%	1%	0%	0%	2%	0%	0%	1%	3%	4%	0%

Note:

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(75.A) In retrospect, do you think having a coach or mentor had any impact on where you applied to?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	183	75	107	90	93	41	19	8	14	9	18	19	8	25	8	6	8
Weighted	184	99	84	74	110	40	18	9	17	10	17	19	6	21	15	6	8
I changed my mind because of doing this	24%	26%	22%	31%	19%	25%	7%	49%	35%	7%	32%	24%	34%	18%	15%	34%	27%
It was very helpful, but didn't change my decision	44%	46%	41%	35%	50%	46%	35%	14%	49%	83%	40%	48%	9%	47%	36%	55%	44%
It was somewhat helpful, but didn't change my decision	28%	27%	30%	30%	27%	25%	51%	27%	16%	10%	18%	28%	49%	32%	38%	11%	29%
I didn't learn anything useful from this	3%	1%	6%	5%	2%	4%	6%	10%	0%	0%	9%	0%	9%	3%	0%	0%	0%
Don't remember	1%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(75.B) In retrospect, do you think having a coach or mentor had any impact on where you applied to?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	183	46	64	36	36	0	72	21	1	135	24	23	47	44	35	38
Weighted	184	49	61	39	34	0	68	24	1	131	27	25	44	45	34	40
I changed my mind because of doing this	24%	19%	32%	18%	25%	19%	21%	27%	0%	21%	36%	28%	40%	24%	17%	17%
It was very helpful, but didn't change my decision	44%	43%	40%	57%	39%	48%	42%	42%	100%	44%	38%	47%	31%	49%	62%	49%
It was somewhat helpful, but didn't change my decision	28%	37%	22%	23%	30%	31%	30%	31%	0%	30%	22%	25%	24%	23%	19%	29%
I didn't learn anything useful from this	3%	2%	6%	2%	1%	2%	7%	0%	0%	4%	3%	0%	5%	0%	2%	5%
Don't remember	1%	0%	0%	0%	5%	0%	0%	0%	0%	1%	0%	0%	0%	4%	0%	0%

Note:

BASE: Applied for university or at university

BASE: Had a coach or mentor

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(76.A) If you had the chance to go through the university application process again, would you do any of the following differently? Select any that apply

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	712	241	462	408	304	127	90	43	53	58	74	60	32	95	35	26	19
Weighted	689	323	358	328	361	112	84	55	56	56	64	55	22	82	59	26	19
Attend more university open days	36%	33%	39%	38%	35%	33%	41%	40%	40%	40%	28%	32%	31%	41%	28%	62%	28%
Spend more time exploring alternatives to higher education (e.g. apprenticeships, gap year, getting a job etc.)	34%	33%	36%	34%	34%	39%	29%	37%	42%	39%	32%	35%	31%	26%	41%	24%	19%
Spend more time researching my course	32%	35%	30%	29%	36%	35%	29%	21%	35%	34%	34%	33%	32%	31%	48%	17%	28%
Spend more time considering alternative courses	32%	31%	33%	30%	35%	28%	39%	38%	31%	47%	26%	17%	41%	26%	48%	24%	24%
Spend more time researching whether and where to go to university	23%	25%	22%	21%	24%	19%	29%	24%	28%	22%	14%	27%	33%	21%	29%	18%	8%
Put more effort into writing your personal statement	20%	20%	19%	17%	22%	22%	20%	22%	17%	27%	24%	12%	15%	18%	12%	15%	32%
Spend more time discussing whether and where to go to university with family	16%	18%	15%	13%	20%	15%	17%	17%	18%	16%	12%	22%	22%	11%	26%	0%	26%
N/A - I wouldn't do anything differently	15%	16%	14%	16%	14%	17%	15%	16%	8%	12%	14%	14%	19%	18%	13%	24%	22%
Speak to a coach or mentor	14%	13%	14%	11%	16%	20%	8%	9%	9%	9%	17%	18%	8%	17%	18%	5%	5%
Spend more time discussing whether and where to go to university with teachers	13%	14%	11%	9%	16%	13%	10%	11%	10%	17%	14%	22%	11%	13%	12%	3%	5%
Spend more time discussing whether and where to go to university with friends	12%	12%	12%	10%	14%	10%	17%	11%	19%	7%	8%	12%	15%	7%	18%	0%	14%
Don't know	1%	2%	1%	1%	2%	2%	1%	5%	0%	3%	0%	1%	0%	0%	3%	0%	0%
Other (Please specify)	1%	1%	1%	2%	0%	2%	1%	0%	0%	0%	2%	0%	0%	2%	3%	0%	0%

Note:

BASE: Applied for universities or attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(76.B) If you had the chance to go through the university application process again, would you do any of the following differently? Select any that apply

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	712	189	235	137	143	0	306	58	8	537	42	125	165	188	126	135
Weighted	689	178	225	143	135	0	273	61	7	492	48	139	156	186	123	132
Attend more university open days	36%	38%	33%	37%	36%	36%	38%	40%	44%	38%	33%	35%	38%	35%	33%	38%
Spend more time exploring alternatives to higher education (e.g. apprenticeships, gap year, getting a job etc.)	34%	37%	29%	43%	30%	38%	34%	24%	38%	35%	28%	34%	27%	41%	30%	31%
Spend more time researching my course	32%	41%	26%	36%	25%	30%	30%	44%	42%	32%	34%	35%	27%	34%	36%	31%
Spend more time considering alternative courses	32%	31%	32%	35%	33%	34%	33%	32%	69%	32%	31%	34%	31%	35%	29%	28%
Spend more time researching whether and where to go to university	23%	23%	19%	28%	22%	29%	20%	12%	37%	22%	18%	29%	25%	21%	22%	21%
Put more effort into writing your personal statement	20%	19%	17%	22%	22%	21%	17%	21%	31%	18%	29%	22%	17%	22%	23%	18%
Spend more time discussing whether and where to go to university with family	16%	16%	9%	20%	24%	20%	10%	18%	9%	16%	27%	17%	15%	18%	12%	17%
N/A - I wouldn't do anything differently	15%	15%	20%	14%	7%	13%	19%	19%	15%	17%	3%	14%	15%	10%	15%	20%
Speak to a coach or mentor	14%	13%	12%	14%	16%	12%	13%	19%	36%	13%	20%	15%	13%	17%	11%	15%
Spend more time discussing whether and where to go to university with teachers	13%	12%	11%	13%	15%	16%	10%	5%	0%	11%	17%	17%	13%	14%	12%	11%
Spend more time discussing whether and where to go to university with friends	12%	12%	9%	14%	12%	16%	8%	12%	7%	10%	18%	14%	11%	12%	14%	10%
Don't know	1%	0%	3%	2%	0%	2%	1%	0%	0%	2%	0%	0%	1%	1%	2%	1%
Other (Please specify)	1%	0%	1%	2%	1%	1%	1%	0%	0%	1%	0%	0%	2%	1%	1%	0%

Note:

BASE: Applied for universities or attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(77.A) To what extent do you agree or disagree with the following? I think my teachers could have done more to support me during the university application process.

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	712	241	462	408	304	127	90	43	53	58	74	60	32	95	35	26	19
Weighted	689	323	358	328	361	112	84	55	56	56	64	55	22	82	59	26	19
Strongly agree	25%	28%	22%	21%	28%	30%	18%	20%	32%	29%	31%	22%	34%	19%	19%	36%	16%
Somewhat agree	28%	28%	28%	26%	30%	29%	36%	38%	19%	29%	23%	21%	23%	27%	33%	25%	34%
Neither agree nor disagree	21%	20%	22%	23%	19%	20%	21%	15%	23%	19%	20%	26%	16%	34%	8%	28%	20%
Somewhat disagree	15%	14%	16%	19%	13%	13%	15%	19%	19%	13%	15%	16%	15%	12%	23%	8%	20%
Strongly disagree	9%	7%	10%	10%	8%	6%	11%	5%	7%	8%	9%	11%	13%	8%	17%	3%	11%
Don't know	1%	1%	1%	1%	2%	2%	0%	2%	0%	3%	2%	2%	0%	1%	0%	0%	0%
Total Agree:	53%	57%	50%	48%	59%	59%	54%	58%	51%	58%	54%	44%	56%	46%	52%	61%	50%
Total Disagree:	24%	22%	27%	29%	20%	19%	25%	24%	26%	21%	24%	28%	28%	20%	40%	11%	31%
Net:	29%	35%	24%	19%	38%	40%	28%	34%	24%	37%	30%	16%	29%	26%	11%	50%	19%

Note:

BASE: Applied for universities or attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(77.B) To what extent do you agree or disagree with the following? I think my teachers could have done more to support me during the university application process.

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	712	189	235	137	143	0	306	58	8	537	42	125	165	188	126	135
Weighted	689	178	225	143	135	0	273	61	7	492	48	139	156	186	123	132
Strongly agree	25%	22%	22%	24%	35%	25%	20%	33%	0%	23%	36%	28%	27%	25%	22%	32%
Somewhat agree	28%	28%	27%	33%	25%	28%	29%	29%	16%	27%	41%	28%	26%	29%	33%	22%
Neither agree nor disagree	21%	21%	21%	21%	21%	20%	21%	15%	26%	21%	11%	24%	27%	17%	20%	19%
Somewhat disagree	15%	16%	20%	12%	13%	15%	19%	12%	58%	17%	9%	12%	14%	19%	14%	14%
Strongly disagree	9%	12%	9%	8%	4%	11%	9%	10%	0%	10%	3%	7%	5%	10%	8%	14%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	0%	2%	0%	1%	1%	0%	2%	1%
Total Agree:	53%	50%	50%	57%	60%	52%	49%	62%	16%	50%	77%	56%	53%	54%	56%	53%
Total Disagree:	24%	28%	28%	20%	17%	26%	28%	22%	58%	27%	12%	19%	19%	28%	22%	28%
Net:	29%	22%	21%	37%	43%	27%	21%	40%	-42%	23%	64%	36%	35%	26%	34%	26%

Note:

BASE: Applied for universities or attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(78.A) During your time at school did you receive any additional tutoring on top of your usual lessons? Select any that apply

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1017	356	647	595	422	154	135	64	77	82	104	90	55	127	54	46	29
Weighted	1017	481	522	508	509	135	131	85	84	79	92	88	41	113	92	47	30
Yes, tutoring that my parents paid for	18%	19%	17%	14%	22%	29%	10%	12%	31%	13%	16%	19%	6%	22%	18%	7%	10%
Yes, tutoring provided by the school	18%	18%	18%	18%	18%	19%	19%	15%	18%	17%	23%	20%	18%	17%	16%	15%	8%
Yes, tutoring provided by a charitable organisation	5%	6%	5%	6%	5%	5%	6%	2%	5%	4%	8%	6%	6%	5%	3%	8%	3%
No	58%	56%	59%	61%	54%	45%	65%	70%	44%	62%	51%	53%	70%	56%	60%	70%	78%
I don't know	1%	1%	1%	1%	1%	1%	0%	1%	2%	4%	2%	2%	0%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(78.B) During your time at school did you receive any additional tutoring on top of your usual lessons? Select any that apply

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	1017	241	295	218	250	419	306	58	8	554	60	382	242	291	171	166
Weighted	1017	232	290	231	249	431	273	61	7	508	68	418	234	303	169	168
Yes, tutoring that my parents paid for	18%	22%	18%	16%	16%	15%	21%	37%	27%	23%	23%	11%	16%	13%	21%	28%
Yes, tutoring provided by the school	18%	16%	15%	19%	23%	16%	18%	19%	24%	18%	27%	16%	20%	20%	14%	17%
Yes, tutoring provided by a charitable organisation	5%	2%	5%	8%	6%	5%	6%	7%	0%	4%	16%	5%	8%	4%	7%	3%
No	58%	59%	62%	54%	55%	63%	56%	37%	38%	54%	32%	67%	56%	61%	56%	51%
I don't know	1%	1%	1%	2%	1%	1%	1%	0%	11%	1%	2%	1%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(79.A) Which subject was this tutoring provided in? Select any that apply

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	238	87	150	140	98	40	33	10	18	17	33	22	14	27	11	9	4
Weighted	236	118	116	120	116	35	33	15	19	17	29	23	10	25	18	11	4
Maths	66%	74%	58%	62%	70%	73%	59%	66%	57%	59%	65%	72%	39%	73%	70%	93%	53%
English	48%	53%	43%	46%	51%	45%	35%	75%	57%	25%	37%	53%	66%	60%	43%	63%	80%
Other (please specify)	13%	11%	15%	17%	10%	13%	28%	6%	15%	32%	13%	0%	10%	16%	0%	0%	0%
Don't know	6%	4%	7%	6%	5%	2%	2%	0%	9%	4%	12%	11%	8%	0%	16%	0%	0%

Note:

BASE: Recieved additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(79.B) Which subject was this tutoring provided in? Select any that apply

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	238	44	57	61	75	0	67	14	2	124	26	83	69	71	36	33
Weighted	236	42	58	64	71	0	65	16	2	114	30	87	64	74	36	34
Maths	66%	67%	65%	76%	59%	75%	55%	56%	37%	62%	69%	69%	57%	70%	79%	65%
English	48%	40%	45%	46%	59%	45%	37%	66%	0%	44%	48%	54%	55%	54%	34%	37%
Other (please specify)	13%	13%	18%	13%	10%	9%	23%	0%	63%	15%	8%	14%	15%	7%	11%	16%
Don't know	6%	5%	2%	7%	8%	2%	8%	7%	0%	4%	12%	6%	5%	5%	6%	2%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(80.A) How many other students were typically in your sessions?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	237	86	150	140	97	39	33	10	18	17	33	22	14	27	11	9	4
Weighted	234	117	116	120	114	33	33	15	19	17	29	23	10	25	18	11	4
It was one to one sessions	23%	27%	19%	29%	16%	8%	36%	16%	26%	36%	19%	12%	37%	29%	30%	12%	0%
2 - 5 students	40%	38%	41%	37%	42%	36%	41%	49%	30%	25%	44%	50%	38%	33%	43%	36%	80%
More than 5	34%	31%	35%	29%	38%	57%	20%	35%	41%	39%	35%	27%	18%	38%	11%	35%	20%
Don't know	4%	4%	5%	5%	3%	0%	2%	0%	4%	0%	2%	11%	8%	0%	16%	17%	0%

Note:

BASE: Recieved additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(80.B) How many other students were typically in your sessions?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	237	43	57	61	75	0	66	14	2	123	26	83	69	70	36	33
Weighted	234	41	58	64	71	0	63	16	2	113	30	87	64	73	36	34
It was one to one sessions	23%	24%	25%	20%	23%	26%	26%	0%	0%	27%	15%	20%	19%	21%	31%	28%
2 - 5 students	40%	50%	38%	34%	40%	34%	39%	58%	37%	41%	46%	34%	41%	44%	36%	38%
More than 5	34%	26%	33%	42%	29%	39%	33%	31%	63%	30%	29%	41%	32%	32%	33%	32%
Don't know	4%	0%	4%	4%	7%	1%	2%	11%	0%	2%	11%	5%	7%	3%	0%	2%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(81.A) How long did you receive these sessions for?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	237	86	150	140	97	39	33	10	18	17	33	22	14	27	11	9	4
Weighted	234	117	116	120	114	33	33	15	19	17	29	23	10	25	18	11	4
Not more than a few sessions during my time at school	25%	26%	25%	25%	25%	22%	9%	28%	23%	33%	32%	24%	37%	30%	26%	28%	47%
Regular sessions over a few months	55%	52%	59%	58%	53%	61%	72%	51%	57%	44%	63%	41%	47%	53%	45%	55%	33%
I received additional sessions consistently during my time at school	15%	18%	13%	14%	17%	11%	15%	21%	19%	22%	5%	29%	16%	17%	13%	0%	20%
Don't know	4%	5%	3%	3%	5%	7%	4%	0%	0%	0%	0%	6%	0%	0%	16%	17%	0%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(81.B) How long did you receive these sessions for?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Undergraduate degree in the UK	Studied abroad	Have not studied for undergraduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	237	43	57	61	75	0	66	14	2	123	26	83	69	70	36	33
Weighted	234	41	58	64	71	0	63	16	2	113	30	87	64	73	36	34
Not more than a few sessions during my time at school	25%	34%	20%	23%	26%	31%	15%	33%	0%	26%	32%	23%	27%	22%	22%	35%
Regular sessions over a few months	55%	56%	63%	60%	45%	61%	61%	44%	37%	62%	45%	50%	46%	68%	57%	53%
I received additional sessions consistently during my time at school	15%	6%	15%	10%	26%	6%	18%	12%	63%	10%	12%	22%	19%	9%	22%	8%
Don't know	4%	3%	3%	7%	3%	1%	6%	11%	0%	2%	11%	5%	7%	1%	0%	4%

Note:

BASE: Recieved additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(82.A) How did these sessions affect your grades, do you think?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	237	86	150	140	97	39	33	10	18	17	33	22	14	27	11	9	4
Weighted	234	117	116	120	114	33	33	15	19	17	29	23	10	25	18	11	4
Significant improvement	27%	26%	28%	26%	27%	36%	24%	40%	13%	40%	30%	4%	37%	19%	34%	26%	40%
Slight improvement	45%	46%	44%	43%	47%	45%	58%	32%	41%	43%	37%	56%	47%	61%	22%	39%	33%
No change	22%	22%	23%	24%	21%	15%	12%	19%	37%	17%	27%	35%	8%	20%	28%	36%	27%
Made my grades worse	4%	6%	3%	3%	5%	4%	4%	10%	10%	0%	6%	4%	8%	0%	0%	0%	0%
Don't know	1%	0%	3%	3%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	16%	0%	0%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(82.B) How did these sessions affect your grades, do you think?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	237	43	57	61	75	0	66	14	2	123	26	83	69	70	36	33
Weighted	234	41	58	64	71	0	63	16	2	113	30	87	64	73	36	34
Significant improvement	27%	36%	42%	17%	18%	27%	34%	23%	100%	33%	26%	17%	15%	26%	33%	41%
Slight improvement	45%	40%	36%	47%	54%	52%	45%	37%	0%	47%	34%	48%	39%	54%	49%	37%
No change	22%	23%	18%	24%	25%	16%	15%	40%	0%	18%	36%	24%	37%	17%	10%	20%
Made my grades worse	4%	0%	4%	10%	1%	4%	6%	0%	0%	1%	0%	9%	6%	2%	9%	0%
Don't know	1%	2%	0%	2%	2%	1%	0%	0%	0%	1%	5%	2%	2%	0%	0%	2%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(83.A) How did these sessions affect your confidence, if at all?

	Gender		Age Group		Region												
	Total	Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	237	86	150	140	97	39	33	10	18	17	33	22	14	27	11	9	4
Weighted	234	117	116	120	114	33	33	15	19	17	29	23	10	25	18	11	4
They increased my confidence a lot	26%	28%	24%	20%	32%	37%	19%	48%	14%	21%	22%	20%	32%	24%	34%	17%	20%
They increased my confidence a little	45%	44%	45%	47%	42%	44%	56%	52%	52%	55%	45%	45%	26%	41%	30%	21%	53%
No change	19%	17%	21%	19%	19%	13%	17%	0%	35%	17%	24%	20%	20%	22%	7%	34%	27%
They reduced my confidence a little	7%	7%	7%	7%	7%	6%	3%	0%	0%	4%	8%	8%	13%	13%	13%	17%	0%
They reduced my confidence a lot	2%	2%	1%	3%	0%	0%	4%	0%	0%	4%	0%	3%	0%	0%	0%	12%	0%
Don't know	2%	1%	3%	4%	0%	0%	0%	0%	0%	0%	0%	3%	8%	0%	16%	0%	0%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(83.B) How did these sessions affect your confidence, if at all?

	Total	Social Grade				Education				University Attendance			Grouped Income			
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	237	43	57	61	75	0	66	14	2	123	26	83	69	70	36	33
Weighted	234	41	58	64	71	0	63	16	2	113	30	87	64	73	36	34
They increased my confidence a lot	26%	31%	31%	22%	23%	31%	28%	9%	37%	32%	10%	21%	20%	22%	36%	43%
They increased my confidence a little	45%	40%	45%	45%	48%	44%	53%	37%	63%	43%	54%	46%	37%	55%	45%	38%
No change	19%	23%	15%	21%	16%	14%	15%	35%	0%	19%	22%	18%	26%	18%	12%	15%
They reduced my confidence a little	7%	5%	5%	9%	8%	6%	3%	19%	0%	4%	9%	9%	12%	3%	4%	3%
They reduced my confidence a lot	2%	2%	2%	0%	3%	3%	0%	0%	0%	1%	0%	4%	0%	3%	4%	0%
Don't know	2%	0%	1%	3%	2%	1%	1%	0%	0%	1%	5%	2%	4%	0%	0%	0%

Note:

BASE: Received additional tutoring provided by school or charity

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(84.A) Did these sessions influence your decision to attend University?

	Total	Gender		Age Group		Region											
		Male	Female	18-21	22-23	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	82	32	50	40	42	22	14	4	6	4	12	5	4	5	2	3	1
Weighted	81	45	37	32	50	19	14	6	7	5	10	6	3	4	3	4	1
Yes, they made me significantly more likely to attend university	13%	13%	14%	15%	12%	15%	7%	0%	0%	0%	6%	38%	34%	16%	63%	17%	0%
Yes, they made me somewhat more likely to attend university	35%	31%	40%	29%	39%	36%	14%	78%	53%	86%	42%	0%	18%	16%	37%	0%	100%
No, they did not change my opinion to attend	41%	42%	41%	44%	40%	39%	79%	22%	20%	14%	46%	38%	0%	38%	0%	83%	0%
Yes, they made me somewhat less likely to attend university	6%	9%	3%	6%	6%	3%	0%	0%	27%	0%	6%	24%	30%	0%	0%	0%	0%
Yes, they made me significantly less likely to attend university	1%	3%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	30%	0%	0%	0%
Don't know	2%	3%	1%	2%	3%	7%	0%	0%	0%	0%	0%	0%	18%	0%	0%	0%	0%

Note:

BASE: Received additional tutoring provided by school or charity and attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)

(84.B) Did these sessions influence your decision to attend University?

	Total	Social Grade				Education			University Attendance			Grouped Income				
		AB	C1	C2	DE	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Studied or currently studying for Under-graduate degree in the UK	Studied abroad	Have not studied for under-graduate degree	Less than 20,000	20,000 - 40,000	40,000 - 60,000	60,000 or more
Unweighted	82	17	34	18	13	0	66	14	2	65	12	4	19	22	15	15
Weighted	81	16	36	19	10	0	63	16	2	61	14	6	19	22	17	15
Yes, they made me significantly more likely to attend university	13%	9%	17%	18%	0%	*	16%	4%	0%	15%	13%	0%	5%	15%	11%	33%
Yes, they made me somewhat more likely to attend university	35%	33%	37%	29%	44%	*	32%	49%	37%	32%	53%	19%	24%	54%	45%	19%
No, they did not change my opinion to attend	41%	55%	34%	36%	56%	*	39%	47%	63%	48%	23%	23%	53%	23%	33%	39%
Yes, they made me somewhat less likely to attend university	6%	4%	8%	10%	0%	*	8%	0%	0%	5%	4%	32%	4%	5%	11%	9%
Yes, they made me significantly less likely to attend university	1%	0%	3%	0%	0%	*	2%	0%	0%	0%	8%	0%	6%	0%	0%	0%
Don't know	2%	0%	1%	8%	0%	*	3%	0%	0%	1%	0%	26%	8%	2%	0%	0%

Note:

BASE: Received additional tutoring provided by school or charity and attended university

Fieldwork: 14th Nov - 29th Nov 2023

Data weighted by age (equal split between 18-21 year olds and 22-23 year olds), gender and region to representative proportions, and UK undergraduate university attendance (equal split)