

Life At University Survey

ONLINE Fieldwork : 2nd-4th December 2011

Absolutes/col percents

Table 1

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Summary

Base: All respondents

	Sources							
	Official agencies, like UCAS	Individual university's websites and prospectuses	Student discussion websites	TV programmes featuring university students	Newspaper league tables	Teachers and careers advisers at school	Friends and family	Independent websites and student guides
Unweighted base	2031	2031	2031	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031	2031	2031	2031
NET: Trust	1531 75%	1541 76%	1370 67%	1253 62%	1144 56%	1565 77%	1779 88%	1610 79%
Trust a great deal	436 21%	360 18%	345 17%	138 7%	117 6%	331 16%	853 42%	368 18%
Trust to some extent	1096 54%	1181 58%	1025 50%	1114 55%	1026 51%	1234 61%	926 46%	1242 61%
Do not trust at all	193 10%	217 11%	282 14%	425 21%	554 27%	227 11%	93 5%	158 8%
Don't know	307 15%	273 13%	379 19%	353 17%	333 16%	239 12%	158 8%	263 13%

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Table 2

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Official agencies, like UCAS

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1531	734	797	205	251	287	260	221	308	456	456	297	322	123	67	175	142	137	124	79	150	205	190	140	253	636
	75%	74%	77%	84%	77%	74%	75%	73%	72%	83%	77%	70%	69%	70%	73%	74%	79%	73%	78%	74%	79%	80%	73%	75%	78%	78%
Trust a great deal	436	194	242	82	73	71	74	65	71	124	131	92	88	35	18	43	48	29	49	19	45	51	58	40	68	188
	21%	19%	23%	34%	23%	18%	22%	21%	17%	23%	22%	22%	19%	20%	19%	18%	27%	15%	31%	18%	24%	20%	22%	22%	21%	23%
Trust to some extent	1096	540	556	123	177	217	185	157	237	332	324	205	234	88	49	132	93	108	75	60	104	154	132	100	185	448
	54%	54%	54%	51%	55%	56%	54%	51%	56%	61%	55%	48%	50%	50%	53%	55%	52%	58%	47%	56%	55%	60%	51%	54%	57%	55%
Do not trust at all	193	124	69	18	25	33	41	43	33	37	50	64	42	16	11	20	13	21	9	9	21	18	33	22	31	84
	10%	12%	7%	8%	8%	9%	12%	14%	8%	7%	8%	15%	9%	9%	12%	8%	7%	11%	6%	8%	11%	7%	12%	12%	10%	10%
Don't know	307	138	169	20	50	66	45	40	85	55	83	66	103	37	14	43	25	30	25	20	20	32	39	23	41	92
	15%	14%	16%	8%	15%	17%	13%	13%	20%	10%	14%	15%	22%	21%	16%	18%	14%	16%	16%	18%	11%	13%	15%	12%	12%	11%

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Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Official agencies, like UCAS

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1531	1039	483	184	181	161	117	9
	75%	75%	76%	78%	72%	73%	78%	60%
Trust a great deal	436	295	136	50	41	46	38	4
	21%	21%	22%	21%	16%	21%	26%	27%
Trust to some extent	1096	744	347	134	140	115	78	5
	54%	54%	55%	57%	56%	52%	52%	33%
Do not trust at all	193	128	62	20	29	30	16	4
	10%	9%	10%	9%	11%	14%	11%	25%
Don't know	307	216	88	30	43	30	17	2
	15%	16%	14%	13%	17%	14%	11%	15%

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Absolutes/col percents

Table 3

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Individual university's websites and prospectuses

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1541	751	790	190	247	290	268	223	323	442	464	297	338	130	70	173	141	135	122	82	148	197	199	144	258	612
	76%	75%	76%	78%	76%	75%	77%	73%	76%	81%	79%	70%	72%	74%	77%	72%	79%	72%	77%	76%	78%	77%	77%	78%	80%	75%
Trust a great deal	360	161	199	54	73	59	58	44	72	96	114	77	73	41	16	41	31	31	31	28	22	48	44	28	57	142
	18%	16%	19%	22%	23%	15%	17%	15%	17%	18%	19%	18%	16%	23%	18%	17%	17%	17%	20%	26%	11%	19%	17%	15%	18%	17%
Trust to some extent	1181	590	591	136	174	231	210	179	251	346	351	219	265	89	54	132	110	104	91	54	127	149	156	116	201	470
	58%	59%	57%	56%	54%	60%	61%	59%	59%	63%	60%	51%	57%	50%	59%	55%	61%	55%	57%	50%	67%	58%	60%	63%	62%	58%
Do not trust at all	217	120	97	31	35	41	34	42	34	58	49	70	40	17	13	20	16	25	11	13	21	34	31	16	29	106
	11%	12%	9%	13%	11%	11%	10%	14%	8%	11%	8%	16%	9%	10%	14%	8%	9%	14%	7%	12%	11%	13%	12%	9%	9%	13%
Don't know	273	124	149	23	43	55	43	39	70	48	75	60	89	30	9	46	22	27	25	13	21	25	30	25	37	95
	13%	12%	14%	9%	13%	14%	13%	13%	16%	9%	13%	14%	19%	17%	10%	19%	12%	14%	16%	12%	11%	10%	12%	13%	11%	12%

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Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Individual university's websites and prospectuses

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1541 76%	1036 75%	497 79%	184 78%	184 73%	172 78%	123 83%	8 53%
Trust a great deal	360 18%	228 17%	127 20%	55 23%	35 14%	41 19%	31 20%	5 33%
Trust to some extent	1181 58%	807 58%	371 59%	129 55%	149 59%	131 59%	93 62%	3 19%
Do not trust at all	217 11%	148 11%	63 10%	23 10%	33 13%	26 12%	11 8%	6 43%
Don't know	273 13%	199 14%	72 11%	29 12%	36 14%	23 10%	15 10%	1 5%

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Table 4

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Student discussion websites

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1370	634	736	190	231	272	240	195	242	379	408	286	296	118	59	163	124	123	107	68	127	182	170	129	233	556
	67%	64%	71%	78%	71%	71%	69%	64%	57%	69%	69%	67%	63%	67%	65%	68%	69%	66%	67%	63%	67%	71%	65%	70%	72%	68%
Trust a great deal	345	157	188	73	57	52	60	53	50	91	102	76	76	17	21	39	37	36	38	16	23	52	39	27	49	144
	17%	16%	18%	30%	17%	13%	17%	17%	12%	17%	17%	18%	16%	10%	23%	16%	21%	19%	24%	15%	12%	20%	15%	14%	15%	18%
Trust to some extent	1025	477	548	117	174	221	180	142	192	288	307	210	220	101	39	123	87	87	69	52	104	130	131	103	184	412
	50%	48%	53%	48%	53%	57%	52%	47%	45%	52%	52%	49%	47%	57%	42%	52%	48%	46%	44%	48%	55%	51%	50%	55%	57%	51%
Do not trust at all	282	178	104	29	41	43	44	52	73	86	69	67	59	22	15	26	27	28	23	18	30	29	46	18	40	127
	14%	18%	10%	12%	12%	11%	13%	17%	17%	16%	12%	16%	13%	12%	17%	11%	15%	15%	15%	17%	16%	11%	18%	10%	12%	16%
Don't know	379	184	195	24	54	70	62	57	111	83	111	73	112	36	17	51	29	37	28	21	33	44	45	38	52	129
	19%	18%	19%	10%	17%	18%	18%	19%	26%	15%	19%	17%	24%	21%	19%	21%	16%	20%	18%	20%	17%	17%	17%	21%	16%	16%

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Table 4

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Student discussion websites

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1370 67%	927 67%	435 69%	156 66%	168 66%	157 71%	106 71%	9 58%
Trust a great deal	345 17%	249 18%	91 14%	42 18%	28 11%	29 13%	20 13%	5 33%
Trust to some extent	1025 50%	677 49%	344 54%	114 48%	140 55%	128 58%	86 58%	4 25%
Do not trust at all	282 14%	187 14%	90 14%	38 16%	38 15%	29 13%	17 12%	5 32%
Don't know	379 19%	270 20%	108 17%	41 17%	47 19%	36 16%	26 17%	2 10%

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Table 5

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

TV programmes featuring university students

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1253	600	653	165	198	243	223	179	245	355	354	257	286	102	53	157	113	116	106	52	109	174	161	111	190	519
	62%	60%	63%	68%	61%	63%	65%	59%	57%	65%	60%	60%	61%	58%	57%	66%	63%	62%	67%	48%	57%	68%	62%	60%	58%	64%
Trust a great deal	138	70	68	42	20	30	17	14	15	34	29	42	34	7	9	17	8	16	14	3	11	29	12	13	21	64
	7%	7%	7%	17%	6%	8%	5%	4%	4%	6%	5%	10%	7%	4%	9%	7%	4%	8%	9%	3%	6%	11%	5%	7%	7%	8%
Trust to some extent	1114	529	585	123	177	213	206	165	229	322	325	216	252	95	44	140	105	101	92	49	98	145	149	97	168	455
	55%	53%	56%	51%	55%	55%	60%	54%	54%	59%	55%	51%	54%	54%	48%	59%	58%	54%	59%	45%	52%	57%	57%	53%	52%	56%
Do not trust at all	425	240	185	47	68	74	65	78	94	131	127	96	71	37	18	45	36	35	27	26	53	46	57	45	75	176
	21%	24%	18%	19%	21%	19%	19%	26%	22%	24%	22%	22%	15%	21%	20%	19%	20%	19%	17%	24%	28%	18%	22%	24%	23%	22%
Don't know	353	156	198	32	59	70	58	48	87	62	108	73	110	38	21	37	31	36	24	30	28	36	43	30	60	118
	17%	16%	19%	13%	18%	18%	17%	16%	20%	11%	18%	17%	24%	21%	23%	16%	17%	19%	15%	28%	15%	14%	16%	16%	19%	15%

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Table 5

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

TV programmes featuring university students

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1253 62%	832 60%	412 65%	152 65%	162 64%	148 67%	98 66%	8 55%
Trust a great deal	138 7%	82 6%	54 8%	22 10%	21 8%	15 7%	11 8%	2 16%
Trust to some extent	1114 55%	750 54%	358 57%	130 55%	141 56%	133 60%	86 58%	6 39%
Do not trust at all	425 21%	311 23%	109 17%	44 18%	45 18%	39 18%	28 19%	5 36%
Don't know	353 17%	240 17%	112 18%	40 17%	46 18%	34 15%	24 16%	1 10%

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Table 6

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Newspaper league tables

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1144	554	590	165	195	211	180	164	228	368	322	216	238	84	49	133	107	98	91	57	109	159	154	103	194	460
	56%	56%	57%	68%	60%	55%	52%	54%	54%	67%	55%	51%	51%	48%	53%	56%	60%	52%	57%	53%	57%	62%	59%	55%	60%	57%
Trust a great deal	117	56	61	39	26	19	9	12	12	37	22	36	21	3	8	14	4	13	9	9	11	14	19	14	23	47
	6%	6%	6%	16%	8%	5%	3%	4%	3%	7%	4%	9%	5%	1%	8%	6%	2%	7%	6%	8%	6%	6%	7%	8%	7%	6%
Trust to some extent	1026	498	529	126	169	192	171	152	216	330	300	179	216	82	41	120	102	85	81	49	98	145	135	88	170	414
	51%	50%	51%	52%	52%	50%	49%	50%	51%	60%	51%	42%	46%	46%	45%	50%	57%	45%	52%	45%	52%	57%	52%	48%	52%	51%
Do not trust at all	554	300	254	42	77	99	109	102	126	124	166	132	133	62	27	62	44	52	39	30	53	52	74	60	88	230
	27%	30%	25%	17%	24%	26%	32%	33%	30%	23%	28%	31%	28%	35%	30%	26%	25%	28%	25%	28%	28%	20%	28%	32%	27%	28%
Don't know	333	141	192	37	53	76	57	39	72	56	101	79	97	30	16	44	28	38	28	21	28	44	33	23	44	123
	16%	14%	19%	15%	16%	20%	16%	13%	17%	10%	17%	19%	21%	17%	17%	18%	16%	20%	18%	19%	15%	17%	13%	12%	13%	15%

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Table 6

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Newspaper league tables

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1144	776	358	147	135	108	89	10
	56%	56%	57%	63%	53%	49%	60%	65%
Trust a great deal	117	71	45	23	14	11	10	1
	6%	5%	7%	10%	6%	5%	6%	6%
Trust to some extent	1026	705	313	124	120	98	79	9
	51%	51%	49%	53%	48%	44%	53%	59%
Do not trust at all	554	379	174	48	72	77	41	1
	27%	27%	27%	20%	29%	35%	27%	9%
Don't know	333	228	101	40	46	36	19	4
	16%	16%	16%	17%	18%	16%	13%	26%

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Table 7

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Teachers and careers advisers at school

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1565	760	805	200	253	301	258	237	316	445	454	329	337	128	77	193	142	143	119	77	137	213	205	131	257	627
	77%	76%	78%	82%	78%	78%	75%	78%	74%	81%	77%	77%	72%	73%	84%	81%	79%	76%	75%	71%	72%	83%	79%	71%	79%	77%
Trust a great deal	331	159	172	66	57	72	40	39	57	76	87	83	84	28	18	50	16	30	36	9	21	51	46	27	53	130
	16%	16%	17%	27%	18%	19%	11%	13%	13%	14%	15%	20%	18%	16%	20%	21%	9%	16%	23%	8%	11%	20%	18%	14%	16%	16%
Trust to some extent	1234	602	633	135	196	229	218	198	258	368	368	245	253	100	58	143	126	114	83	68	116	161	160	104	204	496
	61%	60%	61%	55%	60%	59%	63%	65%	61%	67%	62%	57%	54%	57%	64%	60%	70%	60%	53%	63%	61%	63%	61%	56%	63%	61%
Do not trust at all	227	120	107	28	30	42	43	36	48	57	65	54	51	25	9	15	20	21	21	15	31	15	28	26	31	97
	11%	12%	10%	11%	9%	11%	12%	12%	11%	10%	11%	13%	11%	14%	9%	6%	11%	11%	13%	14%	16%	6%	11%	14%	10%	12%
Don't know	239	115	124	15	42	43	45	32	63	46	69	44	79	23	6	31	18	23	18	15	23	28	27	28	36	89
	12%	12%	12%	6%	13%	11%	13%	10%	15%	8%	12%	10%	17%	13%	7%	13%	10%	12%	11%	14%	12%	11%	10%	15%	11%	11%

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Absolutes/col percents

Table 7

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Teachers and careers advisers at school

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1565 77%	1040 75%	514 81%	192 82%	210 83%	178 80%	118 79%	11 74%
Trust a great deal	331 16%	215 16%	112 18%	43 18%	39 15%	36 16%	32 21%	4 28%
Trust to some extent	1234 61%	825 60%	402 64%	150 64%	171 68%	141 64%	87 58%	7 46%
Do not trust at all	227 11%	165 12%	60 9%	20 9%	21 8%	25 11%	17 11%	2 15%
Don't know	239 12%	178 13%	59 9%	23 10%	22 9%	19 8%	14 9%	2 11%

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Absolutes/col percents

Table 8

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Friends and family

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1779	858	921	218	287	347	313	263	351	484	523	375	396	152	77	210	159	164	136	96	162	232	230	159	293	719
	88%	86%	89%	89%	88%	90%	90%	86%	82%	88%	89%	88%	85%	86%	84%	88%	89%	88%	86%	89%	85%	91%	88%	86%	90%	88%
Trust a great deal	853	391	462	130	156	183	148	116	120	204	229	201	219	65	41	117	71	82	62	45	70	129	103	68	151	348
	42%	39%	45%	53%	48%	47%	43%	38%	28%	37%	39%	47%	47%	37%	44%	49%	39%	44%	39%	42%	37%	50%	40%	37%	47%	43%
Trust to some extent	926	467	459	88	131	164	164	148	231	281	295	174	177	87	36	93	88	83	75	51	92	103	127	92	142	372
	46%	47%	44%	36%	40%	42%	48%	49%	54%	51%	50%	41%	38%	49%	39%	39%	49%	44%	47%	47%	48%	40%	49%	49%	44%	46%
Do not trust at all	93	52	41	13	15	15	12	12	27	28	24	22	20	7	7	4	8	6	11	6	15	12	10	9	12	33
	5%	5%	4%	5%	4%	4%	3%	4%	6%	5%	4%	5%	4%	4%	7%	2%	4%	3%	7%	5%	8%	5%	4%	5%	4%	4%
Don't know	158	85	73	13	23	24	21	30	48	36	42	30	51	18	8	25	12	18	11	6	13	11	20	17	19	60
	8%	9%	7%	5%	7%	6%	6%	10%	11%	7%	7%	7%	11%	10%	9%	10%	7%	9%	7%	6%	7%	4%	8%	9%	6%	7%

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Absolutes/col percents

Table 8

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Friends and family

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1779	1194	575	205	233	207	139	10
	88%	86%	91%	87%	92%	93%	93%	69%
Trust a great deal	853	535	312	114	124	100	76	6
	42%	39%	49%	48%	49%	45%	51%	39%
Trust to some extent	926	658	263	91	109	107	64	5
	46%	48%	42%	39%	43%	48%	43%	30%
Do not trust at all	93	67	26	14	9	8	3	-
	5%	5%	4%	6%	4%	4%	2%	-
Don't know	158	122	32	17	11	7	7	5
	8%	9%	5%	7%	4%	3%	4%	31%

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Absolutes/col percents

Table 9

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Independent websites and student guides

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2031	858	1173	235	370	380	369	349	328	702	502	314	513	171	97	255	174	193	175	86	169	219	291	201	304	781
Weighted base	2031	995	1036	244	325	386	345	305	426	548	589	427	467	176	92	239	179	188	158	108	190	256	261	185	325	813
NET: Trust	1610	785	826	202	257	316	283	247	305	473	473	333	332	138	68	185	150	145	127	83	147	206	200	160	269	664
	79%	79%	80%	83%	79%	82%	82%	81%	72%	86%	80%	78%	71%	79%	75%	78%	84%	77%	80%	77%	77%	81%	77%	86%	83%	82%
Trust a great deal	368	162	206	61	73	71	58	55	50	98	106	95	70	25	15	38	41	32	44	17	38	58	32	28	65	166
	18%	16%	20%	25%	22%	18%	17%	18%	12%	18%	18%	22%	15%	14%	17%	16%	23%	17%	28%	16%	20%	23%	12%	15%	20%	20%
Trust to some extent	1242	623	620	142	184	245	225	192	254	375	367	238	262	114	53	147	109	113	83	66	110	148	168	132	204	499
	61%	63%	60%	58%	57%	63%	65%	63%	60%	68%	62%	56%	56%	64%	58%	62%	61%	60%	53%	61%	58%	58%	65%	71%	63%	61%
Do not trust at all	158	90	68	17	29	22	31	25	33	27	40	47	44	12	11	11	9	15	9	15	23	20	26	6	20	70
	8%	9%	7%	7%	9%	6%	9%	8%	8%	5%	7%	11%	9%	7%	12%	5%	5%	8%	6%	14%	12%	8%	10%	3%	6%	9%
Don't know	263	121	142	24	39	48	30	33	89	48	76	47	92	26	12	42	20	29	22	10	20	29	34	19	36	78
	13%	12%	14%	10%	12%	12%	9%	11%	21%	9%	13%	11%	20%	15%	13%	18%	11%	15%	14%	9%	11%	11%	13%	10%	11%	10%

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Absolutes/col percents

Table 9

Q.1 To what extent do you trust each of the following as a good source of information about life at university?

Independent websites and student guides

Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2031	1351	665	261	260	237	147	15
Weighted base	2031	1383	633	235	253	222	149	15
NET: Trust	1610 79%	1079 78%	519 82%	187 79%	203 80%	184 83%	130 87%	12 79%
Trust a great deal	368 18%	255 18%	111 18%	49 21%	38 15%	37 17%	24 16%	2 16%
Trust to some extent	1242 61%	825 60%	408 65%	138 59%	165 65%	147 66%	106 71%	10 63%
Do not trust at all	158 8%	108 8%	48 8%	17 7%	22 9%	18 8%	9 6%	1 9%
Don't know	263 13%	196 14%	65 10%	32 13%	28 11%	20 9%	10 7%	2 12%