



UNIVERSITIES UK – STUDENTS AS CONSUMERS

Methodology: ComRes interviewed 1,019 UK undergraduate students online on 12th–19th January 2017. Data were weighted to be representative of all UK undergraduates by year of study, gender and university type. ComRes is a member of the British Polling Council and abides by its rules.

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Base: All who say a change has been made to the course content (e.g. the topics taught within a module) of their course

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Base: All respondents	

UUK Students as Consumers

S1. University Group

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Russell Group	276	117	159	80	58	66	30	15	22	5	90	81	104	48	51	138	32	276	-	-
	27%	26%	28%	33%	25%	21%	32%	26%	30%	46%	25%	27%	30%	46%	34%	24%	22%	100%	-	-
				e			e							nop	op			rs		
Pre-1992	234	109	125	37	42	80	8	40	23	5	81	67	86	22	36	143	24	-	-	234
	23%	24%	22%	15%	18%	26%	8%	67%	31%	54%	22%	22%	24%	21%	24%	25%	16%	-	-	95%
				f		cdf		cdefh	cdf							p				qr
Post-1992	496	222	274	129	130	159	48	4	27	-	184	151	161	31	60	281	90	-	496	-
	49%	49%	49%	52%	56%	52%	51%	7%	36%	-	51%	50%	46%	30%	40%	50%	60%	-	100%	-
				gh	gh	gh	g		g							mn	mno		qs	
Small institutions	13	8	5	-	1	2	7	-	2	-	6	4	2	3	3	3	3	-	-	13
	1%	2%	1%	-	*	1%	8%	-	3%	-	2%	1%	1%	3%	2%	1%	2%	-	-	5%
							cdeg		c							o				qr

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

S1. University Group

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Russell Group	276	184	92	109	166	48	221
	27%	30%	23%	23%	31%	46%	26%
		b			c	f	
Pre-1992	234	136	98	110	124	22	203
	23%	22%	24%	23%	23%	21%	24%
Post-1992	496	284	212	253	243	31	431
	49%	46%	52%	53%	45%	30%	50%
				d			e
Small institutions	13	9	3	5	7	3	10
	1%	2%	1%	1%	1%	3%	1%

Columns Tested: a,b - c,d - e,f

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S2. University Group

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public	139	64	75	40	26	33	16	8	16	1	60	34	46	83	13	28	6	50	57	33
	14%	14%	13%	16%	11%	11%	17%	14%	21%	9%	17%	11%	13%	80%	9%	5%	4%	18%	12%	13%
									de		k			nop				r		
Private	864	386	478	205	197	268	76	50	59	9	299	265	301	18	135	532	141	225	426	213
	85%	85%	85%	83%	86%	87%	82%	84%	79%	91%	83%	87%	85%	17%	90%	94%	95%	82%	86%	86%
														m	m	m				

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

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S2. University Group

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Public	139	87	52	61	78	83	47
	14%	14%	13%	13%	14%	80%	5%
						f	
Private	864	519	346	405	457	18	808
	85%	85%	85%	85%	85%	17%	93%
							e

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

S3. Gender

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	456	456	-	98	101	142	39	29	40	6	169	132	155	38	67	262	65	117	222	117
	45%	100%	-	40%	44%	46%	41%	50%	54%	60%	47%	44%	44%	36%	45%	46%	44%	42%	45%	47%
		b							c											
Female	563	-	563	148	129	164	55	29	34	4	194	172	198	66	83	303	84	159	274	130
	55%	-	100%	60%	56%	54%	59%	50%	46%	40%	53%	56%	56%	64%	55%	54%	56%	58%	55%	53%
		a		h																

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

S3. Gender

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Male	456	286	170	235	219	38	395
	45%	47%	42%	49%	41%	36%	46%
				d			
Female	563	327	236	242	321	66	470
	55%	53%	58%	51%	59%	64%	54%
				c			

Columns Tested: a,b - c,d - e,f

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S4. Current Course year

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1st year	362	169	194	94	78	121	25	14	27	4	362	-	-	37	52	202	49	90	184	88
	36%	37%	34%	38%	34%	39%	27%	23%	36%	44%	100%	-	-	36%	35%	36%	33%	33%	37%	36%
				fg		fg					kl									
2nd year	304	132	172	66	82	89	31	15	19	2	-	304	-	34	45	155	54	81	151	71
	30%	29%	30%	27%	36%	29%	34%	26%	25%	19%	-	100%	-	33%	30%	27%	36%	30%	30%	29%
				c								jl					o			
3rd year or above	353	155	198	85	71	97	37	30	29	4	-	-	353	32	53	208	46	104	161	88
	35%	34%	35%	35%	31%	32%	40%	51%	39%	38%	-	-	100%	31%	35%	37%	31%	38%	32%	36%
							cde						jk							

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

S4. Current Course year

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
1st year	362	243	119	161	199	37	303
	36%	40%	29%	34%	37%	36%	35%
		b					
2nd year	304	178	126	147	157	34	254
	30%	29%	31%	31%	29%	33%	29%
3rd year or above	353	192	161	169	184	32	307
	35%	31%	40%	35%	34%	31%	36%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

S5. University Region

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	118	41	77	118	-	-	-	-	-	-	37	37	44	13	16	67	16	31	64	23
	12%	9%	14%	48%	-	-	-	-	-	-	10%	12%	13%	12%	10%	12%	11%	11%	13%	9%
			a	defgh																
North East	49	23	26	49	-	-	-	-	-	-	21	14	15	4	5	30	7	21	29	-
	5%	5%	5%	20%	-	-	-	-	-	-	6%	5%	4%	4%	3%	5%	5%	7%	6%	-
			a	defgh														s	s	
Yorkshire & Humberside	79	34	45	79	-	-	-	-	-	-	37	16	26	11	7	41	17	29	36	14
	8%	7%	8%	32%	-	-	-	-	-	-	10%	5%	7%	11%	5%	7%	11%	10%	7%	6%
			a	defgh							k			n		n				
West Midlands	118	52	67	-	118	-	-	-	-	-	41	47	30	16	17	63	19	36	60	23
	12%	11%	12%	-	51%	-	-	-	-	-	11%	16%	9%	15%	11%	11%	13%	13%	12%	9%
			a	cefgh								l								
East Midlands	112	50	62	-	112	-	-	-	-	-	36	35	40	8	14	58	25	22	69	20
	11%	11%	11%	-	49%	-	-	-	-	-	10%	11%	11%	8%	9%	10%	17%	8%	14%	8%
			a	cefgh												mno		qs		
Eastern	69	31	38	-	-	69	-	-	-	-	26	23	20	6	11	36	11	12	35	22
	7%	7%	7%	-	-	23%	-	-	-	-	7%	7%	6%	6%	7%	6%	7%	4%	7%	9%
			a		cdfgh													q		
South West	70	30	40	-	-	70	-	-	-	-	29	14	27	11	6	46	6	25	39	6
	7%	7%	7%	-	-	23%	-	-	-	-	8%	5%	8%	11%	4%	8%	4%	9%	8%	2%
			a		cdfgh									np			s	s		
South East	167	80	87	-	-	167	-	-	-	-	65	52	50	10	32	106	15	29	84	55
	16%	18%	15%	-	-	55%	-	-	-	-	18%	17%	14%	9%	21%	19%	10%	10%	17%	22%
			a		cdfgh									mp	mp		q	q		
London	93	39	55	-	-	-	93	-	-	-	25	31	37	10	18	44	16	30	48	15
	9%	8%	10%	-	-	-	100%	-	-	-	7%	10%	10%	9%	12%	8%	11%	11%	10%	6%
			a			cdegh														
Wales	59	29	29	-	-	-	-	59	-	-	14	15	30	3	8	39	4	15	4	40
	6%	6%	5%	-	-	-	-	100%	-	-	4%	5%	8%	3%	5%	7%	3%	5%	1%	16%
			a					cdefh				j					r		qr	
Scotland	75	40	34	-	-	-	-	-	75	-	27	19	29	12	12	31	11	22	27	25
	7%	9%	6%	-	-	-	-	-	100%	-	7%	6%	8%	12%	8%	5%	8%	8%	5%	10%
			a					cdefg						o					r	
Northern Ireland	10	6	4	-	-	-	-	-	-	10	4	2	4	-	7	3	-	5	-	5
	1%	1%	1%	-	-	-	-	-	-	100%	1%	1%	1%	-	5%	1%	-	2%	-	2%
			a											mop			r		r	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

S5. University Region

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS																				
Net: North	246	98	148	246	-	-	-	-	-	-	94	66	85	28	27	139	40	80	129	37
	24%	22%	26%	100%	-	-	-	-	-	-	26%	22%	24%	27%	18%	25%	27%	29%	26%	15%
			defgh															s	s	
Net: Midlands	230	101	129	-	230	-	-	-	-	-	78	82	71	23	31	121	44	58	130	43
	23%	22%	23%	-	100%	-	-	-	-	-	21%	27%	20%	23%	21%	21%	30%	21%	26%	17%
			cefgh									l				o			s	
Net: South (excluding London)	306	142	164	-	-	306	-	-	-	-	121	89	97	27	48	188	32	66	159	82
	30%	31%	29%	-	-	100%	-	-	-	-	33%	29%	28%	26%	32%	33%	22%	24%	32%	33%
			cdfgh			cdfgh									p	p		q	q	q

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

S5. University Region

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
North West	118	60	58	53	64	13	99
	12%	10%	14% a	11%	12%	12%	11%
North East	49	28	21	25	24	4	42
	5%	5%	5%	5%	5%	4%	5%
Yorkshire & Humberside	79	54	25	33	46	11	65
	8%	9%	6%	7%	9%	11%	8%
West Midlands	118	73	45	59	59	16	99
	12%	12%	11%	12%	11%	15%	11%
East Midlands	112	64	48	61	50	8	98
	11%	10%	12%	13%	9%	8%	11%
Eastern	69	35	34	32	37	6	58
	7%	6%	8%	7%	7%	6%	7%
South West	70	44	26	31	38	11	57
	7%	7%	6%	7%	7%	11%	7%
South East	167	79	88	84	83	10	153
	16%	13%	22% a	18%	15%	9%	18% e
London	93	58	35	48	45	10	78
	9%	9%	9%	10%	8%	9%	9%
Wales	59	44	15	20	39	3	51
	6%	7% b	4%	4%	7% c	3%	6%
Scotland	75	65	10	28	46	12	54
	7%	11% b	2%	6%	9%	12% f	6%
Northern Ireland	10	9	1	3	7	-	10
	1%	1%	*	1%	1%	-	1%
NETS							
Net: North	246	142	104	111	135	28	206
	24%	23%	26%	23%	25%	27%	24%
Net: Midlands	230	137	93	120	110	23	196
	23%	22%	23%	25%	20%	23%	23%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

S5. University Region

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: South
(excluding
London)

Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
	a	b	c	d	e	f
1019	615	404	472	545	107	862
1019	613	406	477	540	103	865
100%	100%	100%	100%	100%	100%	100%
306	158	148	147	159	27	268
30%	26%	36%	31%	29%	26%	31%
		a				

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

D1. Which of the following best describes the type of secondary school you attended?

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
State-funded comprehensive school	565	262	303	139	121	188	44	39	31	3	202	155	208	-	-	565	-	138	281	146
	55%	58%	54%	56%	53%	61%	47%	67%	42%	30%	56%	51%	59%	-	-	100%	-	50%	57%	59%
				h	dfh	dfh		dfh					k			mnp				q
State-funded Grammar school	150	67	83	27	31	48	18	8	12	7	52	45	53	-	150	-	-	51	60	39
	15%	15%	15%	11%	13%	16%	19%	13%	16%	70%	14%	15%	15%	-	100%	-	-	18%	12%	16%
															mop			r		
Academy	149	65	84	40	44	32	16	4	11	-	49	54	46	-	-	-	149	32	90	27
	15%	14%	15%	16%	19%	11%	18%	8%	15%	-	14%	18%	13%	-	-	-	100%	12%	18%	11%
				e	eg											mno			qs	
Fee-paying private school	103	38	66	28	23	27	10	3	12	-	37	34	32	103	-	-	-	48	31	25
	10%	8%	12%	12%	10%	9%	10%	5%	16%	-	10%	11%	9%	100%	-	-	-	17%	6%	10%
									e					nop				rs		
Other	32	19	14	6	8	8	3	2	4	-	11	11	11	-	-	-	-	4	23	5
	3%	4%	2%	3%	4%	3%	3%	4%	6%	-	3%	3%	3%	-	-	-	-	1%	5%	2%
									de										q	
Don't know	19	5	14	5	2	3	3	2	4	-	11	5	3	-	-	-	-	4	12	3
	2%	1%	2%	2%	1%	1%	3%	3%	5%	-	3%	2%	1%	-	-	-	-	1%	2%	1%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

D1. Which of the following best describes the type of secondary school you attended?

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
State-funded comprehensive school	565	336	229	267	297	-	565
	55%	55%	56%	56%	55%	-	65% e
State-funded Grammar school	150	88	63	70	80	-	150
	15%	14%	15%	15%	15%	-	17% e
Academy	149	93	56	64	85	-	149
	15%	15%	14%	13%	16%	-	17% e
Fee-paying private school	103	63	40	49	55	103	-
	10%	10%	10%	10%	10%	100% f	-
Other	32	19	13	22	10	-	-
	3%	3%	3%	5% d	2%	-	-
Don't know	19	14	5	5	14	-	-
	2%	2%	1%	1%	3%	-	-

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_SUM. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

SUMMARY TABLE

Base: All respondents

	Total	Yes, I would see myself as a customer	No, I would not see myself as a customer	Not applicable
A hotel you have stayed at	1019 100%	959 94%	40 4%	20 2%
Your bank/building society	1019 100%	955 94%	59 6%	5 1%
A utility company (e.g. gas/electricity/broadband/mobile phone provider)	1019 100%	929 91%	42 4%	48 5%
A gym that you are a member of	1019 100%	806 79%	69 7%	144 14%
A private doctor you have visited	1019 100%	528 52%	244 24%	247 24%
Your university	1019 100%	477 47%	540 53%	2 *
A sports club that you are a member of	1019 100%	440 43%	383 38%	195 19%
A social media company (e.g. Facebook/Google/Twitter)	1019 100%	405 40%	597 59%	17 2%
An NHS doctor you have visited	1019 100%	337 33%	670 66%	12 1%
Your secondary school (while you were a student there)	1019 100%	184 18%	818 80%	17 2%

UUK Students as Consumers

Q1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

YES, I WOULD SEE MYSELF AS A CUSTOMER SUMMARY

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A hotel you have stayed at	959	421	538	234	212	291	86	56	71	10	334	285	339	102	140	534	136	265	460	233
	94%	92%	96%	95%	92%	95%	93%	94%	94%	100%	92%	94%	96%	99%	93%	95%	91%	96%	93%	95%
		a									j		nop				r			
Your bank/building society	955	426	529	231	214	287	88	57	70	9	337	281	337	96	140	530	139	263	461	230
	94%	93%	94%	94%	93%	94%	94%	96%	93%	89%	93%	93%	95%	93%	93%	94%	93%	95%	93%	93%
A utility company (e.g. gas/ electricity/broadband/mobile phone provider)	929	411	518	220	208	285	83	53	69	10	312	279	338	96	139	519	134	264	439	226
	91%	90%	92%	90%	90%	93%	89%	91%	93%	100%	86%	92%	96%	93%	92%	92%	90%	96%	88%	91%
											j	jk					rs			
A gym that you are a member of	806	373	433	187	180	241	76	49	64	9	280	238	288	84	127	443	112	229	378	199
	79%	82%	77%	76%	78%	79%	82%	82%	85%	89%	77%	78%	82%	81%	85%	78%	75%	83%	76%	81%
															p		r			
A private doctor you have visited	528	240	288	133	110	160	44	32	45	3	179	161	188	61	69	294	71	145	249	134
	52%	53%	51%	54%	48%	52%	48%	55%	60%	29%	49%	53%	53%	59%	46%	52%	48%	53%	50%	54%
											n									
Your university	477	235	242	111	120	147	48	20	28	3	161	147	169	49	70	267	64	109	253	115
	47%	51%	43%	45%	52%	48%	52%	33%	37%	30%	44%	48%	48%	47%	47%	47%	43%	40%	51%	47%
		b		gh	g	g											q			
A sports club that you are a member of	440	212	228	105	97	147	35	23	31	3	153	132	156	45	73	239	58	109	231	101
	43%	47%	41%	43%	42%	48%	38%	38%	41%	31%	42%	43%	44%	43%	49%	42%	39%	39%	46%	41%
A social media company (e.g. Facebook/ Google/Twitter)	405	214	191	100	87	116	46	21	30	4	147	118	141	37	61	226	54	90	222	94
	40%	47%	34%	41%	38%	38%	49%	36%	41%	38%	41%	39%	40%	36%	41%	40%	36%	33%	45%	38%
		b																q		
An NHS doctor you have visited	337	152	185	79	82	99	34	20	23	1	139	96	101	32	37	197	48	67	189	81
	33%	33%	33%	32%	36%	32%	36%	34%	30%	11%	39%	32%	29%	31%	25%	35%	32%	24%	38%	33%
											l					n		q		q

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

YES, I WOULD SEE MYSELF AS A CUSTOMER SUMMARY

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Your secondary school (while you were a student there)	184	99	85	47	45	48	20	8	15	1	79	51	54	34	25	86	24	38	104	42
	18%	22%	15%	19%	20%	16%	21%	13%	21%	11%	22%	17%	15%	33%	17%	15%	16%	14%	21%	17%
		b									l			nop					q	
None of the above	3	2	1	1	-	1	-	1	-	-	2	1	-	-	-	2	1	-	2	1
	*	*	*	*	-	*	-	2%	-	-	1%	*	-	-	-	*	1%	-	*	*
								d												

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

YES, I WOULD SEE MYSELF AS A CUSTOMER SUMMARY

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
A hotel you have stayed at	959 94%	582 95%	376 93%	443 93%	514 95%	102 99%	809 94%
Your bank/building society	955 94%	575 94%	380 94%	453 95%	500 93%	96 93%	809 94%
A utility company (e.g. gas/electricity/broadband/mobile phone provider)	929 91%	559 91%	369 91%	428 90%	500 93%	96 93%	792 92%
A gym that you are a member of	806 79%	489 80%	317 78%	376 79%	428 79%	84 81%	682 79%
A private doctor you have visited	528 52%	318 52%	209 52%	270 57%	257 48%	61 59%	435 50%
Your university	477 47%	250 41%	227 56%	477 100%	- -	49 47%	401 46%
A sports club that you are a member of	440 43%	260 42%	181 45%	246 52%	193 36%	45 43%	371 43%
A social media company (e.g. Facebook/Google/Twitter)	405 40%	251 41%	154 38%	260 55%	144 27%	37 36%	341 39%
An NHS doctor you have visited	337 33%	200 33%	137 34%	237 50%	99 18%	32 31%	282 33%
Your secondary school (while you were a student there)	184 18%	114 19%	70 17%	163 34%	20 4%	34 33%	135 16%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

YES, I WOULD SEE MYSELF AS A CUSTOMER SUMMARY

Base: All respondents

Significance Level: 95%

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
None of the above	3	3	-	-	3	-	3
	*	1%	-	-	1%	-	*

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your bank/building society

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	955	426	529	231	214	287	88	57	70	9	337	281	337	96	140	530	139	263	461	230
	94%	93%	94%	94%	93%	94%	94%	96%	93%	89%	93%	93%	95%	93%	93%	94%	93%	95%	93%	93%
No, I would not see myself as a customer	59	27	32	15	14	19	5	1	2	1	22	22	15	8	9	31	10	12	33	14
	6%	6%	6%	6%	6%	6%	6%	2%	3%	11%	6%	7%	4%	7%	6%	5%	7%	4%	7%	6%
Not applicable	5	3	2	-	1	-	-	1	3	-	3	1	1	-	1	4	-	1	2	2
	1%	1%	*	-	*	-	-	2%	4%	-	1%	*	*	-	1%	1%	-	*	*	1%
							ce		cdef											

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_1. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your bank/building society

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	955	575	380	453	500	96	809
	94%	94%	94%	95%	93%	93%	94%
No, I would not see myself as a customer	59	34	24	21	38	8	50
	6%	6%	6%	4%	7%	7%	6%
Not applicable	5	4	1	3	2	-	5
	1%	1%	*	1%	*	-	1%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_2. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

An NHS doctor you have visited

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	337	152	185	79	82	99	34	20	23	1	139	96	101	32	37	197	48	67	189	81
	33%	33%	33%	32%	36%	32%	36%	34%	30%	11%	39%	32%	29%	31%	25%	35%	32%	24%	38%	33%
											l					n			q	q
No, I would not see myself as a customer	670	298	372	164	146	206	59	37	49	9	220	203	247	72	109	364	98	207	302	161
	66%	65%	66%	67%	64%	67%	64%	62%	66%	89%	61%	67%	70%	69%	73%	65%	66%	75%	61%	65%
																		rs		
Not applicable	12	6	6	3	2	2	-	2	3	-	3	5	4	-	4	4	3	3	5	4
	1%	1%	1%	1%	1%	1%	-	4%	4%	-	1%	2%	1%	-	3%	1%	2%	1%	1%	2%
							e	def							o					

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_2. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

An NHS doctor you have visited

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	337	200	137	237	99	32	282
	33%	33%	34%	50%	18%	31%	33%
No, I would not see myself as a customer	670	401	269	230	439	72	571
	66%	65%	66%	48%	81%	69%	66%
Not applicable	12	12	-	9	3	-	11
	1%	2%	-	2%	1%	-	1%
		b		d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_3. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A private doctor you have visited

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	528	240	288	133	110	160	44	32	45	3	179	161	188	61	69	294	71	145	249	134
	52%	53%	51%	54%	48%	52%	48%	55%	60%	29%	49%	53%	53%	59%	46%	52%	48%	53%	50%	54%
No, I would not see myself as a customer	244	109	135	45	64	81	20	16	12	6	95	68	81	24	48	134	33	60	121	63
	24%	24%	24%	18%	28%	26%	22%	27%	16%	60%	26%	22%	23%	23%	32%	24%	22%	22%	24%	26%
Not applicable	247	107	140	68	56	65	29	11	18	1	88	75	84	18	33	137	45	71	126	50
	24%	24%	25%	28%	24%	21%	31%	19%	24%	11%	24%	25%	24%	18%	22%	24%	30%	26%	25%	20%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_3. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A private doctor you have visited

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	528	318	209	270	257	61	435
	52%	52%	52%	57%	48%	59%	50%
No, I would not see myself as a customer	244	144	100	77	167	24	215
	24%	24%	25%	16%	31%	23%	25%
Not applicable	247	150	97	130	116	18	215
	24%	25%	24%	27%	22%	18%	25%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_4. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your secondary school (while you were a student there)

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	184	99	85	47	45	48	20	8	15	1	79	51	54	34	25	86	24	38	104	42
	18%	22%	15%	19%	20%	16%	21%	13%	21%	11%	22%	17%	15%	33%	17%	15%	16%	14%	21%	17%
		b									l			nop					q	
No, I would not see myself as a customer	818	353	465	197	182	251	71	50	57	9	276	248	293	69	123	471	122	236	380	203
	80%	78%	83%	80%	79%	82%	77%	85%	77%	89%	76%	82%	83%	67%	82%	83%	82%	85%	77%	82%
		a										j		m	m	m	m	r		
Not applicable	17	3	14	2	3	7	2	1	2	-	7	4	6	-	2	8	4	2	13	2
	2%	1%	2%	1%	1%	2%	2%	2%	3%	-	2%	1%	2%	-	1%	1%	3%	1%	3%	1%
		a																	q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_4. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your secondary school (while you were a student there)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	184	114	70	163	20	34	135
	18%	19%	17%	34%	4%	33%	16%
No, I would not see myself as a customer	818	486	332	304	514	69	715
	80%	79%	82%	64%	95%	67%	83%
Not applicable	17	13	4	10	6	-	14
	2%	2%	1%	2%	1%	-	2%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_5. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A hotel you have stayed at

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	959	421	538	234	212	291	86	56	71	10	334	285	339	102	140	534	136	265	460	233
	94%	92%	96%	95%	92%	95%	93%	94%	94%	100%	92%	94%	96%	99%	93%	95%	91%	96%	93%	95%
		a									j			nop			r			
No, I would not see myself as a customer	40	23	17	9	8	13	5	2	2	-	19	10	10	1	6	22	9	6	25	9
	4%	5%	3%	4%	4%	4%	5%	4%	3%	-	5%	3%	3%	1%	4%	4%	6%	2%	5%	4%
																m				
Not applicable	20	12	8	3	10	2	2	1	2	-	8	8	4	-	5	9	4	4	12	4
	2%	3%	2%	1%	4%	1%	2%	2%	3%	-	2%	3%	1%	-	3%	2%	3%	2%	2%	2%
					ce															

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_5. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A hotel you have stayed at

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	959	582	376	443	514	102	809
	94%	95%	93%	93%	95%	99%	94%
No, I would not see myself as a customer	40	22	18	18	22	1	37
	4%	4%	4%	4%	4%	1%	4%
Not applicable	20	8	12	16	4	-	18
	2%	1%	3%	3%	1%	-	2%
				d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_6. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your university

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	477	235	242	111	120	147	48	20	28	3	161	147	169	49	70	267	64	109	253	115
	47%	51%	43%	45%	52%	48%	52%	33%	37%	30%	44%	48%	48%	47%	47%	47%	43%	40%	51%	47%
		b		gh	g	g													q	
No, I would not see myself as a customer	540	219	321	135	110	159	45	39	46	7	199	157	184	55	80	297	85	166	243	132
	53%	48%	57%	55%	48%	52%	48%	67%	62%	70%	55%	52%	52%	53%	53%	52%	57%	60%	49%	53%
		a					def	d										r		
Not applicable	2	2	-	-	-	1	-	-	1	-	2	-	-	-	-	1	1	1	1	-
	*	*	-	-	-	*	-	-	1%	-	1%	-	-	-	-	*	1%	*	*	-

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_6. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

Your university

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	477	250	227	477	-	49	401
	47%	41%	56%	100%	-	47%	46%
		a	d				
No, I would not see myself as a customer	540	361	179	-	540	55	462
	53%	59%	44%	-	100%	53%	53%
		b	c				
Not applicable	2	2	-	-	-	-	2
	*	*	-	-	-	-	*

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_7. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A sports club that you are a member of

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	440	212	228	105	97	147	35	23	31	3	153	132	156	45	73	239	58	109	231	101
	43%	47%	41%	43%	42%	48%	38%	38%	41%	31%	42%	43%	44%	43%	49%	42%	39%	39%	46%	41%
No, I would not see myself as a customer	383	180	204	93	89	101	33	29	31	7	150	106	127	38	53	218	58	117	161	105
	38%	39%	36%	38%	39%	33%	35%	50%	42%	69%	41%	35%	36%	37%	36%	39%	39%	43%	33%	42%
Not applicable	195	64	131	47	45	58	25	7	13	-	59	66	70	21	23	108	33	50	104	41
	19%	14%	23%	19%	19%	19%	27%	12%	17%	-	16%	22%	20%	20%	16%	19%	22%	18%	21%	17%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_7. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A sports club that you are a member of

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	440	260	181	246	193	45	371
	43%	42%	45%	52%	36%	43%	43%
No, I would not see myself as a customer	383	248	135	129	253	38	329
	38%	40%	33%	27%	47%	37%	38%
		b	c	d			
Not applicable	195	105	90	102	94	21	164
	19%	17%	22%	21%	17%	20%	19%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_8. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A gym that you are a member of

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	806	373	433	187	180	241	76	49	64	9	280	238	288	84	127	443	112	229	378	199
	79%	82%	77%	76%	78%	79%	82%	82%	85%	89%	77%	78%	82%	81%	85%	78%	75%	83%	76%	81%
No, I would not see myself as a customer	69	33	37	19	19	14	8	5	3	1	32	21	16	5	8	41	14	11	39	20
	7%	7%	7%	8%	8%	5%	9%	9%	4%	11%	9%	7%	5%	5%	5%	7%	9%	4%	8%	8%
											l								q	q
Not applicable	144	50	93	40	31	51	9	5	8	-	50	46	48	14	15	81	24	36	80	28
	14%	11%	17%	16%	13%	17%	9%	8%	10%	-	14%	15%	14%	14%	10%	14%	16%	13%	16%	11%
			a																	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_8. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A gym that you are a member of

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	806	489	317	376	428	84	682
	79%	80%	78%	79%	79%	81%	79%
No, I would not see myself as a customer	69	41	28	29	41	5	63
	7%	7%	7%	6%	8%	5%	7%
Not applicable	144	83	61	72	72	14	120
	14%	13%	15%	15%	13%	14%	14%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_9. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A utility company (e.g. gas/electricity/broadband/mobile phone provider)

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	929	411	518	220	208	285	83	53	69	10	312	279	338	96	139	519	134	264	439	226
	91%	90%	92%	90%	90%	93%	89%	91%	93%	100%	86%	j	jk	93%	92%	92%	90%	96%	88%	91%
																		rs		
No, I would not see myself as a customer	42	23	19	9	14	9	3	4	2	-	22	9	11	3	3	27	6	5	25	12
	4%	5%	3%	4%	6%	3%	3%	8%	3%	-	6%	3%	3%	3%	2%	5%	4%	2%	5%	5%
																		q		
Not applicable	48	22	26	17	8	12	7	1	3	-	28	16	4	4	8	20	9	6	33	9
	5%	5%	5%	7%	3%	4%	8%	2%	4%	-	8%	5%	1%	4%	5%	3%	6%	2%	7%	4%
											l	l							q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_9. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A utility company (e.g. gas/electricity/broadband/mobile phone provider)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	929	559	369	428	500	96	792
	91%	91%	91%	90%	93%	93%	92%
No, I would not see myself as a customer	42	27	16	26	17	3	36
	4%	4%	4%	5%	3%	3%	4%
Not applicable	48	27	21	23	24	4	37
	5%	4%	5%	5%	4%	4%	4%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q1_10. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A social media company (e.g. Facebook/Google/Twitter)

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	405	214	191	100	87	116	46	21	30	4	147	118	141	37	61	226	54	90	222	94
	40%	47%	34%	41%	38%	38%	49%	36%	41%	38%	41%	39%	40%	36%	41%	40%	36%	33%	45%	38%
		b																	q	
No, I would not see myself as a customer	597	235	361	143	138	183	46	37	43	6	206	182	208	65	87	331	93	183	262	152
	59%	52%	64%	58%	60%	60%	50%	64%	58%	62%	57%	60%	59%	62%	58%	59%	62%	66%	53%	62%
		a																r		r
Not applicable	17	6	10	3	5	7	1	-	1	-	9	4	4	2	2	9	2	4	12	1
	2%	1%	2%	1%	2%	2%	1%	-	1%	-	3%	1%	1%	2%	1%	2%	1%	1%	2%	*

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q1_10. Which of the following organisations or people, if any, would you regard yourself as a customer of when you engage with them?

A social media company (e.g. Facebook/Google/Twitter)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Yes, I would see myself as a customer	405	251	154	260	144	37	341
	40%	41%	38%	55%	27%	36%	39%
No, I would not see myself as a customer	597	351	246	205	391	65	511
	59%	57%	61%	43%	72%	62%	59%
Not applicable	17	11	6	11	6	2	13
	2%	2%	1%	2%	1%	2%	1%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_SUM. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

SUMMARY TABLE

Base: All respondents

	Total	Protected	Not protected
A bank / building society	1019 100%	948 93%	71 7%
A utility company (e.g. gas/ electricity/ broadband/ mobile phone)	1019 100%	930 91%	89 9%
A hotel	1019 100%	894 88%	125 12%
A gym	1019 100%	822 81%	197 19%
A private doctor	1019 100%	816 80%	203 20%
Your university	1019 100%	636 62%	383 38%
A sports club	1019 100%	614 60%	405 40%
An NHS doctor	1019 100%	601 59%	418 41%
Your secondary school (while you were a student there)	1019 100%	420 41%	599 59%
A social media company (e.g. Facebook/ Google/ Twitter)	1019 100%	389 38%	630 62%

UUK Students as Consumers

Q2. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

PROTECTED SUMMARY

Base: All respondents

	GENDER			REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP		
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A bank / building society	948	426	521	229	213	287	88	56	66	9	338	279	331	95	140	534	132	262	454	231
	93%	94%	93%	93%	93%	94%	95%	94%	88%	91%	93%	92%	94%	91%	93%	94%	88%	95%	92%	94%
A utility company (e.g. gas/ electricity/ broadband/ mobile phone)	930	407	523	230	203	284	82	51	70	9	322	274	334	92	141	519	133	261	441	228
	91%	89%	93%	93%	88%	93%	88%	87%	94%	91%	89%	90%	95%	89%	94%	92%	89%	94%	89%	92%
A hotel	894	398	496	223	201	269	80	48	64	9	313	263	318	86	133	508	127	249	430	215
	88%	87%	88%	91%	87%	88%	86%	82%	86%	89%	86%	87%	90%	83%	89%	90%	85%	90%	87%	87%
A gym	822	378	444	208	185	246	75	43	57	9	292	239	291	83	117	463	121	241	386	194
	81%	83%	79%	85%	80%	80%	80%	73%	76%	91%	81%	79%	82%	80%	78%	82%	81%	87%	78%	79%
A private doctor	816	362	454	197	185	242	79	49	55	8	289	246	281	87	122	447	119	230	385	201
	80%	79%	81%	80%	81%	79%	85%	84%	74%	79%	80%	81%	80%	84%	81%	79%	80%	83%	77%	81%
Your university	636	305	331	144	155	199	55	41	41	2	248	186	202	71	84	369	79	163	310	164
	62%	67%	59%	59%	67%	65%	58%	69%	55%	22%	68%	61%	57%	69%	56%	65%	53%	59%	62%	66%
A sports club	614	297	317	156	129	189	57	36	42	5	212	174	228	66	95	334	88	168	297	149
	60%	65%	56%	63%	56%	62%	61%	61%	56%	52%	59%	57%	65%	64%	63%	59%	59%	61%	60%	60%
An NHS doctor	601	292	309	142	150	188	50	36	32	2	238	179	184	63	77	339	84	127	318	156
	59%	64%	55%	58%	65%	62%	54%	61%	43%	22%	66%	59%	52%	61%	51%	60%	56%	46%	64%	63%
Your secondary school (while you were a student there)	420	212	208	91	104	133	42	21	27	2	172	121	127	56	57	219	61	94	218	108
	41%	46%	37%	37%	45%	43%	45%	36%	36%	22%	48%	40%	36%	54%	38%	39%	41%	34%	44%	44%
A social media company (e.g. Facebook/ Google/ Twitter)	389	202	188	96	84	111	40	22	32	3	138	114	137	34	51	229	52	109	178	102
	38%	44%	33%	39%	37%	36%	43%	37%	43%	31%	38%	37%	39%	33%	34%	41%	35%	40%	36%	41%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

PROTECTED SUMMARY

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	3	2	1	1	2	-	-	-	-	-	2	-	1	-	2	1	-	-	2	1
	*	*	*	*	1%	-	-	-	-	-	1%	-	*	-	1%	*	-	-	*	*

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

PROTECTED SUMMARY

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
A bank / building society	948	578	369	438	508	95	806
	93%	94%	91%	92%	94%	91%	93%
		b					
A utility company (e.g. gas/ electricity/ broadband/ mobile phone)	930	566	364	424	505	92	793
	91%	92%	90%	89%	93%	89%	92%
				c			
A hotel	894	539	354	415	476	86	769
	88%	88%	87%	87%	88%	83%	89%
A gym	822	491	331	387	433	83	701
	81%	80%	82%	81%	80%	80%	81%
A private doctor	816	492	324	394	420	87	689
	80%	80%	80%	83%	78%	84%	80%
Your university	636	398	238	333	302	71	531
	62%	65%	59%	70%	56%	69%	61%
		b		d			
A sports club	614	365	249	294	319	66	516
	60%	59%	61%	62%	59%	64%	60%
An NHS doctor	601	368	234	299	300	63	500
	59%	60%	58%	63%	55%	61%	58%
				d			
Your secondary school (while you were a student there)	420	250	170	216	201	56	337
	41%	41%	42%	45%	37%	54%	39%
				d		f	
A social media company (e.g. Facebook/ Google/ Twitter)	389	243	146	190	198	34	332
	38%	40%	36%	40%	37%	33%	38%
None of the above	3	2	1	3	-	-	3
	*	*	*	1%	-	-	*

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_1. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A bank / building society

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	948	426	521	229	213	287	88	56	66	9	338	279	331	95	140	534	132	262	454	231
	93%	94%	93%	93%	93%	94%	95%	94%	88%	91%	93%	92%	94%	91%	93%	94%	88%	95%	92%	94%
Not protected	71	30	42	17	17	19	5	3	9	1	25	24	22	9	10	31	17	14	42	16
	7%	6%	7%	7%	7%	6%	5%	6%	12%	9%	7%	8%	6%	9%	7%	6%	12%	5%	8%	6%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_1. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A bank / building society

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	948	578	369	438	508	95	806
	93%	94%	91%	92%	94%	91%	93%
		b					
Not protected	71	35	37	39	33	9	59
	7%	6%	9%	8%	6%	9%	7%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_2. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

An NHS doctor

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	601	292	309	142	150	188	50	36	32	2	238	179	184	63	77	339	84	127	318	156
	59%	64%	55%	58%	65%	62%	54%	61%	43%	22%	66%	59%	52%	61%	51%	60%	56%	46%	64%	63%
		b		h	h	h		h			l				n			q	q	
Not protected	418	164	254	104	80	118	43	23	42	8	124	125	169	40	74	226	65	149	179	90
	41%	36%	45%	42%	35%	38%	46%	39%	57%	78%	34%	41%	48%	39%	49%	40%	44%	54%	36%	37%
		a							cdeg			j		o		rs				

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_2. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

An NHS doctor

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	601	368	234	299	300	63	500
	59%	60%	58%	63%	55%	61%	58%
Not protected	418	245	172	177	240	40	365
	41%	40%	42%	37%	45%	39%	42%
				c			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_3. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A private doctor

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	816	362	454	197	185	242	79	49	55	8	289	246	281	87	122	447	119	230	385	201
	80%	79%	81%	80%	81%	79%	85%	84%	74%	79%	80%	81%	80%	84%	81%	79%	80%	83%	77%	81%
Not protected	203	94	109	49	45	64	14	10	19	2	73	58	72	16	28	117	31	46	112	46
	20%	21%	19%	20%	19%	21%	15%	16%	26%	21%	20%	19%	20%	16%	19%	21%	20%	17%	23%	19%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_3. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A private doctor

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	816	492	324	394	420	87	689
	80%	80%	80%	83%	78%	84%	80%
Not protected	203	121	82	83	120	16	176
	20%	20%	20%	17%	22%	16%	20%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_4. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

Your secondary school (while you were a student there)

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	420	212	208	91	104	133	42	21	27	2	172	121	127	56	57	219	61	94	218	108
	41%	46%	37%	37%	45%	43%	45%	36%	36%	22%	48%	40%	36%	54%	38%	39%	41%	34%	44%	44%
		b									kl			nop				q	q	
Not protected	599	244	355	155	126	173	51	38	48	8	190	183	226	48	93	346	89	182	279	139
	59%	54%	63%	63%	55%	57%	55%	64%	64%	78%	52%	60%	64%	46%	62%	61%	59%	66%	56%	56%
		a									j	j		m	m	m	rs			

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_4. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

Your secondary school (while you were a student there)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	420	250	170	216	201	56	337
	41%	41%	42%	45%	37%	54%	39%
				d		f	
Not protected	599	363	236	260	339	48	527
	59%	59%	58%	55%	63%	46%	61%
				c		e	

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_5. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A hotel

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	894	539	354	415	476	86	769
	88%	88%	87%	87%	88%	83%	89%
Not protected	125	74	52	62	64	17	96
	12%	12%	13%	13%	12%	17%	11%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_6. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

Your university

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	636	305	331	144	155	199	55	41	41	2	248	186	202	71	84	369	79	163	310	164
	62%	67%	59%	59%	67%	65%	58%	69%	55%	22%	68%	61%	57%	69%	56%	65%	53%	59%	62%	66%
		b									l			np		np				
Not protected	383	151	232	102	75	107	39	18	34	8	114	117	151	33	67	196	70	113	187	83
	38%	33%	41%	41%	33%	35%	42%	31%	45%	78%	32%	39%	43%	31%	44%	35%	47%	41%	38%	34%
		a										j		mo		mo				

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_6. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

Your university

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	636	398	238	333	302	71	531
	62%	65%	59%	70%	56%	69%	61%
Not protected	383	215	167	144	239	33	333
	38%	35%	41%	30%	44%	31%	39%
		a	c	d	e	f	

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_7. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A sports club

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	614	297	317	156	129	189	57	36	42	5	212	174	228	66	95	334	88	168	297	149
	60%	65%	56%	63%	56%	62%	61%	61%	56%	52%	59%	57%	65%	64%	63%	59%	59%	61%	60%	60%
		b																		
Not protected	405	159	246	90	102	117	36	23	33	5	150	130	125	37	56	231	62	108	199	98
	40%	35%	44%	37%	44%	38%	39%	39%	44%	48%	41%	43%	35%	36%	37%	41%	41%	39%	40%	40%
		a																		

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_7. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A sports club

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	614	365	249	294	319	66	516
	60%	59%	61%	62%	59%	64%	60%
Not protected	405	248	157	183	221	37	348
	40%	41%	39%	38%	41%	36%	40%

Significance Level: 95%

Unweighted Total

Weighted Total

Protected

Not protected

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_8. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A gym

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	822	491	331	387	433	83	701
	81%	80%	82%	81%	80%	80%	81%
Not protected	197	122	75	90	107	20	164
	19%	20%	18%	19%	20%	20%	19%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_9. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A utility company (e.g. gas/ electricity/ broadband/ mobile phone)

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	930	407	523	230	203	284	82	51	70	9	322	274	334	92	141	519	133	261	441	228
	91%	89%	93%	93%	88%	93%	88%	87%	94%	91%	89%	90%	95%	89%	94%	92%	89%	94%	89%	92%
		a										jk					r			
Not protected	89	49	40	16	27	22	11	8	4	1	40	30	19	12	9	46	16	15	55	19
	9%	11%	7%	7%	12%	7%	12%	13%	6%	9%	11%	10%	5%	11%	6%	8%	11%	6%	11%	8%
		b									l	l						q		

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_9. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A utility company (e.g. gas/ electricity/ broadband/ mobile phone)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	930	566	364	424	505	92	793
	91%	92%	90%	89%	93%	89%	92%
				c			
Not protected	89	47	42	52	35	12	71
	9%	8%	10%	11%	7%	11%	8%
				d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q2_10. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A social media company (e.g. Facebook/ Google/ Twitter)

Base: All respondents

Significance Level: 95%

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protected	389	202	188	96	84	111	40	22	32	3	138	114	137	34	51	229	52	109	178	102
	38%	44%	33%	39%	37%	36%	43%	37%	43%	31%	38%	37%	39%	33%	34%	41%	35%	40%	36%	41%
		b																		
Not protected	630	254	376	150	146	195	53	37	42	7	224	190	216	70	99	336	97	167	318	145
	62%	56%	67%	61%	63%	64%	57%	63%	57%	69%	62%	63%	61%	67%	66%	59%	65%	60%	64%	59%
		a																		

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q2_10. Consumer law is designed to protect your consumer rights when you buy goods or services. When engaging with each of the following people or organisations, do you think you are protected, or are not protected, by consumer law?

A social media company (e.g. Facebook/ Google/ Twitter)

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protected	389	243	146	190	198	34	332
	38%	40%	36%	40%	37%	33%	38%
Not protected	630	370	260	287	342	70	533
	62%	60%	64%	60%	63%	67%	62%

Significance Level: 95%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q3. Which of the following organisations, if any, do you think care about your best interests?

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
An NHS doctor	749	340	409	184	163	227	59	50	60	7	272	216	261	77	108	425	104	213	354	183
	73%	75%	73%	75%	71%	74%	64%	84%	80%	67%	75%	71%	74%	74%	72%	75%	70%	77%	71%	74%
				f	f		df	f												
Your university	636	285	351	162	136	186	55	39	49	8	261	183	193	65	89	355	98	169	313	154
	62%	63%	62%	66%	59%	61%	59%	67%	66%	82%	72%	60%	55%	62%	59%	63%	66%	61%	63%	62%
										kl										
Your secondary school (while you were a student there)	624	271	354	155	130	189	54	39	50	7	239	174	211	70	97	342	87	200	285	140
	61%	59%	63%	63%	56%	62%	58%	66%	67%	69%	66%	57%	60%	68%	64%	61%	59%	72%	57%	57%
										k								rs		
A private doctor	504	212	293	122	116	150	39	31	41	6	190	147	167	61	62	295	67	134	245	126
	50%	46%	52%	50%	50%	49%	42%	53%	54%	61%	52%	49%	47%	58%	41%	52%	45%	48%	49%	51%
											np			n						
A hotel	243	118	125	53	46	89	19	15	18	2	99	63	80	27	25	151	30	60	119	63
	24%	26%	22%	22%	20%	29%	21%	25%	25%	20%	27%	21%	23%	26%	17%	27%	20%	22%	24%	26%
						cd									n					
A bank/ building society	208	100	108	52	47	60	22	9	16	1	82	63	63	19	18	126	35	36	125	47
	20%	22%	19%	21%	20%	20%	24%	16%	22%	11%	23%	21%	18%	18%	12%	22%	23%	13%	25%	19%
											n			n		n		q		
A sports club	177	94	83	45	30	57	14	17	12	2	63	50	64	20	19	100	33	48	84	46
	17%	21%	15%	18%	13%	19%	15%	29%	17%	18%	18%	16%	18%	19%	13%	18%	22%	17%	17%	19%
		b						df								n				
A gym	155	78	77	40	33	48	12	10	12	-	56	40	59	18	18	85	28	25	92	38
	15%	17%	14%	16%	14%	16%	13%	18%	16%	-	15%	13%	17%	17%	12%	15%	19%	9%	18%	16%
											q					q				
A utility company (e.g. gas/ electricity/broadband/mobile phone provider)	79	35	44	20	17	19	12	3	8	-	36	22	21	8	7	45	18	14	45	20
	8%	8%	8%	8%	7%	6%	13%	5%	11%	-	10%	7%	6%	8%	5%	8%	12%	5%	9%	8%
						e										n		q		
A social media company (e.g. Facebook/ Google/Twitter)	64	35	28	18	12	22	2	5	5	-	24	18	22	4	4	33	19	11	35	18
	6%	8%	5%	7%	5%	7%	2%	9%	7%	-	7%	6%	6%	4%	3%	6%	13%	4%	7%	7%
																mno				
None of the above	62	27	35	13	18	16	9	1	5	-	21	18	23	4	6	35	10	18	27	18
	6%	6%	6%	5%	8%	5%	9%	2%	6%	-	6%	6%	6%	4%	4%	6%	7%	6%	5%	7%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q3. Which of the following organisations, if any, do you think care about your best interests?

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
An NHS doctor	749	482	267	334	413	77	638
	73%	79%	66%	70%	76%	74%	74%
		b		c			
Your university	636	451	185	259	376	65	542
	62%	74%	46%	54%	70%	62%	63%
		b		c			
Your secondary school (while you were a student there)	624	401	224	254	368	70	526
	61%	65%	55%	53%	68%	68%	61%
		b		c			
A private doctor	504	312	192	223	280	61	424
	50%	51%	47%	47%	52%	58%	49%
A hotel	243	138	104	102	140	27	207
	24%	23%	26%	21%	26%	26%	24%
A bank/ building society	208	139	69	91	117	19	180
	20%	23%	17%	19%	22%	18%	21%
		b					
A sports club	177	114	64	77	100	20	152
	17%	19%	16%	16%	19%	19%	18%
A gym	155	93	62	66	88	18	131
	15%	15%	15%	14%	16%	17%	15%
A utility company (e.g. gas/electricity/broadband/mobile phone provider)	79	50	29	38	41	8	70
	8%	8%	7%	8%	8%	8%	8%
A social media company (e.g. Facebook/Google/Twitter)	64	42	21	30	34	4	57
	6%	7%	5%	6%	6%	4%	7%
None of the above	62	20	42	34	27	4	51
	6%	3%	10%	7%	5%	4%	6%
			a				

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q4_1. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My current degree course is good value for money	613	286	327	142	137	158	58	44	65	9	243	178	192	63	88	336	93	184	284	145
	60%	63%	58%	58%	60%	52%	62%	74%	87%	89%	67%	59%	55%	61%	58%	59%	63%	67%	57%	59%
								cde	cdef		kl							r		
My current degree course is not good value for money	406	170	236	104	93	148	35	15	10	1	119	126	161	40	63	229	56	92	212	102
	40%	37%	42%	42%	40%	48%	38%	26%	13%	11%	33%	41%	45%	39%	42%	41%	37%	33%	43%	41%
				gh	gh	gh	h					j	j						q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q4_1. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
My current degree course is good value for money	613	613	-	250	361	63	517
	60%	100%	-	52%	67%	61%	60%
		b			c		
My current degree course is not good value for money	406	-	406	227	179	40	348
	40%	-	100%	48%	33%	39%	40%
			a	d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q4_2. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I value the relationship I have with my university	810	354	456	197	183	238	70	52	61	9	317	229	264	82	117	453	117	216	396	197
	79%	78%	81%	80%	79%	78%	75%	88%	82%	91%	88%	75%	75%	80%	78%	80%	79%	78%	80%	80%
								f												
I do not value the relationship I have with my university	209	102	107	49	47	68	24	7	14	1	45	75	89	21	33	112	32	60	100	49
	21%	22%	19%	20%	21%	22%	25%	12%	18%	9%	12%	25%	25%	20%	22%	20%	21%	22%	20%	20%
								g												

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q4_2. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
I value the relationship I have with my university	810	556	254	369	439	82	687
	79%	91%	63%	77%	81%	80%	80%
		b					
I do not value the relationship I have with my university	209	57	152	108	102	21	177
	21%	9%	37%	23%	19%	20%	20%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q4_3. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My university treats its students fairly	888	400	488	217	202	262	76	52	69	9	341	271	277	87	130	498	127	243	430	215
	87%	88%	87%	88%	88%	85%	82%	89%	93%	91%	94%	89%	78%	84%	86%	88%	85%	88%	87%	87%
									f		kl	l								
My university does not treat its students fairly	131	55	75	29	28	44	17	7	5	1	22	33	76	17	20	67	22	33	66	32
	13%	12%	13%	12%	12%	15%	18%	11%	7%	9%	6%	11%	22%	16%	14%	12%	15%	12%	13%	13%
							h					j	jk							

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q4_3. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
My university treats its students fairly	888	567	321	399	487	87	754
	87%	93%	79%	84%	90%	84%	87%
		b		c			
My university does not treat its students fairly	131	46	85	78	53	17	110
	13%	7%	21%	16%	10%	16%	13%
			a	d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q4_4. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My university has my educational interests at heart	829	365	465	198	194	245	71	51	61	9	324	247	258	80	123	464	121	222	401	207
	81%	80%	83%	81%	84%	80%	76%	86%	82%	91%	89%	81%	73%	77%	82%	82%	81%	80%	81%	84%
											kl	l								
My university does not have my educational interests at heart	190	91	99	48	36	61	22	8	13	1	38	57	95	23	28	101	28	54	96	40
	19%	20%	17%	19%	16%	20%	24%	14%	18%	9%	11%	19%	27%	23%	18%	18%	19%	20%	19%	16%
												j	jk							

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q4_4. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
My university has my educational interests at heart	829	561	269	364	463	80	708
	81%	91%	66%	76%	86%	77%	82%
		b			c		
My university does not have my educational interests at heart	190	52	137	112	77	23	157
	19%	9%	34%	24%	14%	23%	18%
		a		d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q4_5. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My university keeps its students well-informed about changes to courses	776	353	422	189	187	228	59	45	61	7	305	228	242	73	116	432	119	214	369	193
	76%	78%	75%	77%	81%	74%	63%	77%	82%	73%	84%	75%	68%	71%	77%	77%	80%	77%	74%	78%
				f	f	f			f		kl									
My university does not keep its students well-informed about changes to courses	243	103	141	57	43	79	35	14	14	3	57	75	111	30	35	133	30	62	128	54
	24%	22%	25%	23%	19%	26%	37%	23%	18%	27%	16%	25%	32%	29%	23%	23%	20%	23%	26%	22%
						cdeh					j	j								

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q4_5. For each of the following pairs of statements, please select the one that comes closest to your opinion.

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
My university keeps its students well-informed about changes to courses	776	515	260	349	424	73	667
	76%	84%	64%	73%	79%	71%	77%
		b			c		
My university does not keep its students well-informed about changes to courses	243	98	145	128	116	30	198
	24%	16%	36%	27%	21%	29%	23%
		a		d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q5. You mentioned that the current degree course you are studying offers good value for money. For which of the following reasons, if any, do you say this?

Base: All who say their current degree course is good value for money

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	615	274	341	145	138	158	59	42	64	9	242	179	194	66	88	335	93	205	277	133
Weighted Total	613	286	327	142	137	158	58	44	65	9	243	178	192	63	88	336	93	184	284	145
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good facilities available for studying (e.g. library, lab facilities)	479	225	254	120	103	128	37	34	49	8	194	136	149	46	67	268	73	134	233	112
	78%	79%	78%	85%	75%	81%	63%	79%	75%	88%	80%	76%	77%	72%	76%	80%	78%	73%	82%	77%
			f	f	f	f												q		
It will directly help my future career	457	215	241	103	104	112	48	34	48	8	184	135	138	41	66	261	63	133	211	112
	74%	75%	74%	72%	76%	71%	82%	78%	74%	90%	76%	76%	71%	64%	75%	78%	68%	72%	74%	78%
			m																	
High quality lecturers and tutors	419	200	218	97	94	113	39	30	39	7	183	110	125	46	59	223	67	130	195	94
	68%	70%	67%	68%	68%	71%	68%	69%	60%	75%	75%	62%	65%	73%	67%	66%	72%	71%	68%	65%
			kl																	
High quality course content	396	196	200	105	85	95	34	26	45	7	172	103	121	38	52	220	61	122	183	91
	65%	68%	61%	74%	62%	60%	58%	59%	70%	78%	71%	58%	63%	61%	59%	66%	66%	66%	64%	62%
			def																	
It is academically challenging	389	187	202	97	83	98	39	28	36	8	160	112	116	36	58	217	57	130	169	89
	63%	65%	62%	68%	61%	62%	67%	64%	55%	88%	66%	63%	61%	56%	66%	65%	61%	71%	60%	62%
			r																	
Good interaction with fellow students	288	135	154	71	67	71	24	22	28	5	113	82	93	32	36	160	46	72	149	68
	47%	47%	47%	50%	49%	45%	42%	50%	44%	57%	46%	46%	49%	51%	42%	48%	49%	39%	52%	47%
			q																	
High number of contact-hours	286	129	158	69	58	92	22	24	18	3	114	93	79	33	38	166	43	98	123	65
	47%	45%	48%	49%	42%	58%	38%	55%	28%	32%	47%	52%	41%	52%	43%	49%	46%	53%	43%	45%
			h		dfh			h					l					r		
Breadth of the course curriculum	273	124	149	70	62	70	19	19	30	2	119	70	84	28	36	165	34	91	116	66
	45%	43%	46%	49%	45%	44%	34%	43%	47%	25%	49%	39%	44%	44%	41%	49%	36%	49%	41%	46%
			f													p				
Specialism of the course curriculum	268	116	152	64	48	75	31	23	25	2	116	66	87	27	34	156	37	74	124	71
	44%	41%	46%	45%	35%	47%	54%	53%	39%	22%	48%	37%	45%	43%	39%	47%	40%	40%	43%	49%
			d		d	d	d	d			k									
Other	11	5	6	2	3	2	-	-	3	1	3	4	4	1	3	4	2	5	3	3
	2%	2%	2%	1%	2%	1%	-	-	4%	10%	1%	2%	2%	1%	3%	1%	2%	2%	1%	2%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q5. You mentioned that the current degree course you are studying offers good value for money. For which of the following reasons, if any, do you say this?

Base: All who say their current degree course is good value for money

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	615	274	341	145	138	158	59	42	64	9	242	179	194	66	88	335	93	205	277	133
Weighted Total	613	286	327	142	137	158	58	44	65	9	243	178	192	63	88	336	93	184	284	145
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q5. You mentioned that the current degree course you are studying offers good value for money. For which of the following reasons, if any, do you say this?

Base: All who say their current degree course is good value for money

	DEGREE COURSES' VALUE FOR MONEY			CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	*b	c	d	e	f
Significance Level: 95%							
Unweighted Total	615	615	-	249	364	66	516
Weighted Total	613	613	-	250	361	63	517
	100%	100%	-	100%	100%	100%	100%
Good facilities available for studying (e.g. library, lab facilities)	479	479	-	187	290	46	408
	78%	78%	-	75%	80%	72%	79%
It will directly help my future career	457	457	-	180	275	41	390
	74%	74%	-	72%	76%	64%	75%
							e
High quality lecturers and tutors	419	419	-	164	253	46	349
	68%	68%	-	66%	70%	73%	68%
High quality course content	396	396	-	154	240	38	333
	65%	65%	-	62%	66%	61%	65%
It is academically challenging	389	389	-	150	236	36	333
	63%	63%	-	60%	65%	56%	64%
Good interaction with fellow students	288	288	-	114	173	32	243
	47%	47%	-	46%	48%	51%	47%
High number of contact-hours	286	286	-	120	164	33	246
	47%	47%	-	48%	45%	52%	48%
Breadth of the course curriculum	273	273	-	107	165	28	234
	45%	45%	-	43%	46%	44%	45%
Specialism of the course curriculum	268	268	-	108	160	27	228
	44%	44%	-	43%	44%	43%	44%
Other	11	11	-	5	6	1	9
	2%	2%	-	2%	2%	1%	2%
None of the above	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q6. You mentioned that the current degree course you are studying does not offer good value for money. For which of the following reasons, if any, do you say this?

Base: All who say their current degree course is not good value for money

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	404	159	245	105	92	145	36	15	10	1	118	124	162	41	64	226	56	104	207	93
Weighted Total	406	170	236	104	93	148	35	15	10	1	119	126	161	40	63	229	56	92	212	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not enough contact hours	160 39%	58 34%	102 43%	38 36%	33 35%	64 43%	16 46%	5 34%	4 40%	- -	40 34%	45 35%	75 47%	15 37%	27 43%	92 40%	22 40%	34 36%	92 43%	35 34%
Poor quality lecturers and tutors	136 33%	62 36%	74 31%	31 30%	34 36%	52 35%	11 32%	4 27%	3 27%	- -	39 33%	44 35%	52 32%	15 38%	23 36%	80 35%	13 23%	31 34%	64 30%	40 40%
Poor quality course content	110 27%	50 29%	60 26%	19 18%	30 32%	40 27%	14 40%	4 28%	3 30%	- -	29 25%	32 25%	49 30%	11 29%	20 31%	53 23%	20 36%	16 17%	70 33%	24 24%
Poor interaction with fellow students	102 25%	45 26%	57 24%	25 24%	26 28%	38 26%	12 34%	- -	1 9%	- -	27 22%	31 24%	45 28%	12 29%	16 26%	53 23%	17 30%	18 19%	62 29%	22 22%
Poor facilities available for studying (e.g. library, lab facilities)	63 15%	23 14%	40 17%	15 14%	11 12%	27 18%	9 24%	1 7%	- -	- -	10 8%	22 18%	31 19%	6 15%	10 16%	33 14%	14 25%	14 15%	37 17%	12 12%
Narrow course curriculum	56 14%	18 11%	37 16%	15 14%	15 16%	17 12%	4 11%	3 21%	1 9%	- -	12 10%	16 13%	27 17%	7 17%	8 12%	28 12%	10 18%	6 7%	39 18%	11 11%
Breadth of the course curriculum	48 12%	22 13%	26 11%	13 13%	8 9%	19 13%	7 19%	- -	1 9%	- -	11 9%	14 11%	24 15%	5 13%	5 8%	25 11%	12 21%	9 10%	32 15%	8 8%
It is not academically challenging	48 12%	20 12%	28 12%	11 10%	8 9%	18 12%	6 17%	3 22%	1 11%	- -	12 10%	13 10%	23 14%	5 12%	10 16%	23 10%	7 12%	4 5%	36 17%	8 8%
It will not help with my future career	48 12%	29 17%	19 8%	4 4%	12 13%	14 10%	10 29%	4 24%	3 32%	- -	9 8%	16 13%	23 14%	5 13%	12 19%	19 8%	8 15%	13 14%	21 10%	13 13%
Other	147 36%	54 32%	93 40%	44 42%	32 34%	49 33%	12 33%	5 33%	4 39%	1 100%	45 37%	45 36%	57 35%	20 51%	16 25%	81 35%	23 42%	41 44%	69 33%	37 37%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q6. You mentioned that the current degree course you are studying does not offer good value for money. For which of the following reasons, if any, do you say this?

Base: All who say their current degree course is not good value for money

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money *a	Not good value for money b	See themselves as a customer c	Do not see themselves as a customer d	Private school e	State school f
Significance Level: 95%							
Unweighted Total	404	-	404	223	181	41	346
Weighted Total	406	-	406	227	179	40	348
	100%	-	100%	100%	100%	100%	100%
Not enough contact hours	160	-	160	78	82	15	141
	39%	-	39%	35%	46%	37%	41%
					c		
Poor quality lecturers and tutors	136	-	136	84	52	15	115
	33%	-	33%	37%	29%	38%	33%
Poor quality course content	110	-	110	65	45	11	92
	27%	-	27%	29%	25%	29%	26%
Poor interaction with fellow students	102	-	102	59	43	12	86
	25%	-	25%	26%	24%	29%	25%
Poor facilities available for studying (e.g. library, lab facilities)	63	-	63	34	29	6	57
	15%	-	15%	15%	16%	15%	16%
Narrow course curriculum	56	-	56	36	20	7	45
	14%	-	14%	16%	11%	17%	13%
Breadth of the course curriculum	48	-	48	29	20	5	42
	12%	-	12%	13%	11%	13%	12%
It is not academically challenging	48	-	48	26	22	5	39
	12%	-	12%	11%	12%	12%	11%
It will not help with my future career	48	-	48	29	19	5	39
	12%	-	12%	13%	10%	13%	11%
Other	147	-	147	83	64	20	119
	36%	-	36%	37%	36%	51%	34%
						f	
None of the above	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q7_SUM. Which of the following, if any, do you want from your relationship with your university?

SUMMARY TABLE

Base: All respondents

	Top preference	Second preference	Third preference
Unweighted Total	1019	1019	1019
Weighted Total	1019 100%	1019 100%	1019 100%
Personalised advice and support	343 34%	294 29%	179 18%
A service in return for the fees you pay	383 38%	209 21%	156 15%
A say in the Governance of the university	22 2%	54 5%	89 9%
An opportunity to contribute to the university and its aims	34 3%	86 8%	177 17%
Minimal contact beyond that necessary for the course	22 2%	45 4%	59 6%
A collaborative relationship with university staff	163 16%	261 26%	275 27%
None of the above	52 5%	52 5%	52 5%
No response	- -	18 2%	33 3%

UUK Students as Consumers

Q7_1. Which of the following, if any, do you want from your relationship with your university?

Top preference

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A service in return for the fees you pay	383	182	201	94	83	119	39	18	26	2	122	131	130	30	56	223	58	98	187	98
	38%	40%	36%	38%	36%	39%	42%	31%	35%	22%	34%	43%	37%	29%	37%	39%	39%	35%	38%	40%
											j					m				
Personalised advice and support	343	133	211	82	69	104	28	30	27	4	133	87	124	42	50	186	47	100	160	83
	34%	29%	37%	33%	30%	34%	30%	51%	36%	38%	37%	29%	35%	40%	33%	33%	31%	36%	32%	34%
								cdef			k									
A collaborative relationship with university staff	163	70	93	40	39	48	14	8	10	3	57	48	58	18	27	90	25	50	72	40
	16%	15%	16%	16%	17%	16%	15%	14%	13%	30%	16%	16%	17%	18%	18%	16%	17%	18%	15%	16%
An opportunity to contribute to the university and its aims	34	13	20	7	10	14	-	-	2	1	11	7	16	5	2	22	4	10	16	7
	3%	3%	4%	3%	4%	5%	-	-	3%	11%	3%	2%	5%	5%	1%	4%	3%	4%	3%	3%
					f	f														
Minimal contact beyond that necessary for the course	22	12	11	5	7	4	4	-	2	-	12	6	4	4	5	9	4	4	14	5
	2%	3%	2%	2%	3%	1%	4%	-	3%	-	3%	2%	1%	4%	3%	2%	3%	1%	3%	2%
											l									
A say in the Governance of the university	22	15	7	3	6	7	2	1	2	-	5	8	9	1	5	13	2	5	8	8
	2%	3%	1%	1%	3%	2%	2%	1%	3%	-	1%	2%	3%	1%	3%	2%	1%	2%	2%	3%
		b																		
None of the above	52	31	21	14	16	9	6	1	5	-	23	18	12	3	6	22	10	9	38	5
	5%	7%	4%	6%	7%	3%	6%	2%	7%	-	6%	6%	3%	3%	4%	4%	7%	3%	8%	2%
					e														qs	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q7_1. Which of the following, if any, do you want from your relationship with your university?

Top preference

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
A service in return for the fees you pay	383 38%	202 33%	182 45% a	199 42% d	183 34%	30 29%	336 39% e
Personalised advice and support	343 34%	229 37% b	114 28%	145 30%	198 37% c	42 40%	283 33%
A collaborative relationship with university staff	163 16%	109 18%	54 13%	67 14%	96 18%	18 18%	141 16%
An opportunity to contribute to the university and its aims	34 3%	22 4%	12 3%	18 4%	16 3%	5 5%	28 3%
Minimal contact beyond that necessary for the course	22 2%	13 2%	9 2%	11 2%	11 2%	4 4%	18 2%
A say in the Governance of the university	22 2%	8 1%	13 3% a	11 2%	9 2%	1 1%	20 2%
None of the above	52 5%	30 5%	22 5%	25 5%	27 5%	3 3%	38 4%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q7. Which of the following, if any, do you want from your relationship with your university?

TOP 3 SUMMARY

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Personalised advice and support	816	342	474	194	177	258	63	55	61	8	282	243	291	86	114	466	115	236	384	196
	80%	75%	84%	79%	77%	84%	68%	93%	82%	79%	78%	80%	82%	83%	76%	83%	77%	85%	77%	80%
		a	f	df	df	cdf	cdf	df	f								r			
A service in return for the fees you pay	748	333	415	188	170	228	67	47	42	6	256	236	256	71	108	435	103	205	356	187
	73%	73%	74%	76%	74%	74%	71%	80%	57%	60%	71%	78%	72%	69%	72%	77%	69%	74%	72%	76%
		h	h	h	h	h	h	h				j			p					
A collaborative relationship with university staff	699	298	401	169	155	211	66	39	50	9	241	204	253	73	107	394	96	202	332	165
	69%	65%	71%	69%	67%	69%	71%	67%	66%	89%	67%	67%	72%	71%	71%	70%	64%	73%	67%	67%
		a	a																	
An opportunity to contribute to the university and its aims	296	139	157	76	59	93	23	17	27	1	115	74	108	34	44	160	50	84	130	82
	29%	30%	28%	31%	26%	30%	25%	29%	37%	11%	32%	24%	30%	33%	29%	28%	33%	30%	26%	33%
										k										
A say in the Governance of the university	164	82	83	27	38	51	23	5	18	3	60	46	58	18	34	85	21	41	75	48
	16%	18%	15%	11%	17%	17%	24%	9%	23%	30%	17%	15%	16%	17%	22%	15%	14%	15%	15%	20%
					c	cg	cg								o					
Minimal contact beyond that necessary for the course	127	51	76	33	26	32	17	8	9	3	50	36	40	11	22	68	20	22	67	37
	12%	11%	14%	13%	11%	10%	18%	13%	12%	31%	14%	12%	11%	11%	14%	12%	13%	8%	14%	15%
						e	e											q	q	q
None of the above	52	31	21	14	16	9	6	1	5	-	23	18	12	3	6	22	10	9	38	5
	5%	7%	4%	6%	7%	3%	6%	2%	7%	-	6%	6%	3%	3%	4%	4%	7%	3%	8%	2%
		b	b	e	e													qs	qs	qs

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q7. Which of the following, if any, do you want from your relationship with your university?

TOP 3 SUMMARY

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Personalised advice and support	816	502	314	372	443	86	695
	80%	82%	77%	78%	82%	83%	80%
A service in return for the fees you pay	748	421	327	368	379	71	646
	73%	69%	81%	77%	70%	69%	75%
			a	d			
A collaborative relationship with university staff	699	449	250	310	388	73	597
	69%	73%	61%	65%	72%	71%	69%
		b	c				
An opportunity to contribute to the university and its aims	296	197	99	142	153	34	254
	29%	32%	24%	30%	28%	33%	29%
		b					
A say in the Governance of the university	164	88	76	77	87	18	140
	16%	14%	19%	16%	16%	17%	16%
Minimal contact beyond that necessary for the course	127	69	58	61	65	11	110
	12%	11%	14%	13%	12%	11%	13%
None of the above	52	30	22	25	27	3	38
	5%	5%	5%	5%	5%	3%	4%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q8. Thinking back to when you were applying to university, have changes been made to any of the following aspects of your course, either whilst you have been studying or before you started?

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The lecturers providing the course	415 41%	173 38%	242 43%	100 41%	97 42%	128 42%	36 39%	26 44%	24 33%	4 36%	89 25%	128 42%	197 56%	43 41%	52 35%	252 45%	52 35%	123 45%	199 40%	92 37%
												j jk			np					
The course content (e.g. the topics taught within a module)	327 32%	132 29%	195 35%	64 26%	72 31%	108 35%	30 32%	22 37%	27 36%	4 39%	55 15%	105 35%	167 47%	38 36%	48 32%	184 33%	45 30%	105 38%	146 29%	76 31%
						c						j jk						r		
The modules available	267 26%	113 25%	154 27%	63 26%	53 23%	85 28%	20 21%	23 38%	22 30%	2 18%	47 13%	65 21%	156 44%	30 29%	35 23%	148 26%	43 29%	79 29%	122 25%	66 27%
								df				j jk								
The course structure (e.g. the number of modules required)	198 19%	89 20%	109 19%	45 18%	35 15%	65 21%	23 25%	9 16%	17 23%	3 30%	40 11%	60 20%	98 28%	23 22%	34 23%	110 19%	24 16%	60 22%	101 20%	37 15%
						d						j jk								
The tuition fees	188 18%	68 15%	120 21%	42 17%	45 20%	68 22%	15 17%	8 13%	8 11%	2 18%	55 15%	62 20%	71 20%	23 22%	27 18%	101 18%	27 18%	51 18%	89 18%	48 19%
			a			h														
The grading system	97 10%	42 9%	55 10%	21 8%	22 9%	32 10%	13 14%	3 5%	7 9%	- -	25 7%	28 9%	43 12%	13 12%	20 13%	43 8%	17 12%	27 10%	48 10%	22 9%
												j			o					
None of the above	229 22%	118 26%	111 20%	71 29%	50 22%	60 20%	21 23%	10 16%	15 21%	2 21%	126 35%	51 17%	52 15%	20 19%	33 22%	129 23%	37 25%	63 23%	116 23%	50 20%
		b		e							kl									
Don't know	121 12%	47 10%	74 13%	25 10%	28 12%	39 13%	11 11%	8 13%	10 14%	1 11%	69 19%	35 11%	17 5%	12 12%	18 12%	62 11%	20 13%	26 9%	61 12%	34 14%
											kl	l								

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q8. Thinking back to when you were applying to university, have changes been made to any of the following aspects of your course, either whilst you have been studying or before you started?

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
The lecturers providing the course	415	234	180	185	230	43	356
	41%	38%	44%	39%	43%	41%	41%
			a				
The course content (e.g. the topics taught within a module)	327	184	142	145	181	38	277
	32%	30%	35%	30%	34%	36%	32%
The modules available	267	142	126	125	142	30	227
	26%	23%	31%	26%	26%	29%	26%
			a				
The course structure (e.g. the number of modules required)	198	116	82	112	87	23	168
	19%	19%	20%	23%	16%	22%	19%
				d			
The tuition fees	188	103	85	100	88	23	155
	18%	17%	21%	21%	16%	22%	18%
The grading system	97	57	40	57	40	13	81
	10%	9%	10%	12%	7%	12%	9%
				d			
None of the above	229	154	75	99	128	20	199
	22%	25%	19%	21%	24%	19%	23%
		b					
Don't know	121	64	57	63	58	12	100
	12%	10%	14%	13%	11%	12%	12%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_SUM. What impact, if any, have these changes had on your satisfaction with the course you are studying?

SUMMARY TABLE

Base: All who say a change has been made to their course

	Total	Increase in satisfaction with the course	No impact	Decrease in satisfaction with the course
The course content (e.g. the topics taught within a module)	327 100%	99 30%	152 46%	76 23%
The course structure (e.g. the number of modules required)	198 100%	55 28%	92 47%	51 26%
The modules available	267 100%	87 32%	115 43%	66 25%
The lecturers providing the course	415 100%	95 23%	229 55%	91 22%
The grading system	97 100%	30 31%	43 45%	24 25%
The tuition fees	188 100%	20 11%	64 34%	103 55%

UUK Students as Consumers

Q9_1. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The course content (e.g. the topics taught within a module)

Base: All who say a change has been made to the course content (e.g. the topics taught within a module) of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	*g	*h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	331	128	203	65	74	108	31	22	27	4	55	106	170	39	49	186	45	117	144	70
Weighted Total	327	132	195	64	72	108	30	22	27	4	55	105	167	38	48	184	45	105	146	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	99	36	64	26	23	31	6	8	5	1	14	33	53	14	16	55	12	33	38	28
	30%	27%	33%	41%	32%	28%	19%	37%	18%	24%	25%	31%	32%	36%	32%	30%	27%	32%	26%	37%
			f																	
No impact	152	68	84	25	34	51	15	12	13	1	30	52	69	15	20	88	22	49	64	39
	46%	52%	43%	39%	48%	48%	49%	55%	50%	29%	55%	50%	42%	40%	42%	48%	49%	46%	44%	52%
Decrease in satisfaction with the course	76	28	47	13	15	26	9	2	9	2	11	20	45	9	12	41	11	23	44	9
	23%	21%	24%	20%	20%	24%	32%	8%	32%	47%	20%	19%	27%	23%	26%	22%	24%	22%	30%	11%
																			s	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_1. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The course content (e.g. the topics taught within a module)

Base: All who say a change has been made to the course content (e.g. the topics taught within a module) of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	331	187	144	147	184	39	280
Weighted Total	327	184	142	145	181	38	277
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	99	62	38	42	57	14	83
	30%	33%	26%	29%	32%	36%	30%
No impact	152	97	55	62	90	15	131
	46%	52%	39%	43%	50%	40%	47%
		b					
Decrease in satisfaction with the course	76	26	50	41	34	9	64
	23%	14%	35%	28%	19%	23%	23%
			a	d			

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_2. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The course structure (e.g. the number of modules required)

Base: All who say a change has been made to the course structure (e.g. the number of modules required) of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	*f	*g	*h	*i	j	k	l	*m	n	o	*p	q	r	s	
Significance Level: 95%																				
Unweighted Total	200	85	115	46	36	65	24	9	17	3	39	62	99	24	34	111	24	67	99	34
Weighted Total	198	89	109	45	35	65	23	9	17	3	40	60	98	23	34	110	24	60	101	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	55	20	35	11	16	17	8	2	2	-	19	19	17	7	11	26	8	21	27	8
	28%	23%	32%	25%	45%	26%	32%	23%	11%	-	48%	32%	18%	32%	32%	24%	32%	34%	27%	20%
				e							l	l								
No impact	92	44	48	25	12	31	11	5	7	2	17	26	50	9	17	55	9	28	47	17
	47%	50%	44%	55%	33%	47%	46%	53%	43%	69%	42%	43%	51%	41%	50%	50%	39%	48%	47%	45%
Decrease in satisfaction with the course	51	24	26	9	8	17	5	2	8	1	4	15	31	6	6	29	7	11	27	13
	26%	27%	24%	20%	22%	27%	21%	24%	46%	31%	11%	25%	32%	27%	19%	26%	29%	18%	26%	35%
												j								

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_2. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The course structure (e.g. the number of modules required)

Base: All who say a change has been made to the course structure (e.g. the number of modules required) of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	*e	f	
Significance Level: 95%							
Unweighted Total	200	118	82	111	89	24	169
Weighted Total	198	116	82	112	87	23	168
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	55	33	23	35	20	7	45
	28%	28%	27%	31%	24%	32%	27%
No impact	92	60	32	47	45	9	81
	47%	52%	39%	42%	52%	41%	48%
Decrease in satisfaction with the course	51	23	28	30	21	6	43
	26%	20%	34%	27%	24%	27%	25%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_3. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The modules available

Base: All who say a change has been made to the modules available of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	*f	*g	*h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	269	109	160	64	54	84	21	22	22	2	47	65	157	31	36	149	43	88	120	61
Weighted Total	267	113	154	63	53	85	20	23	22	2	47	65	156	30	35	148	43	79	122	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	87	38	49	19	22	27	2	9	8	-	21	22	44	10	8	54	10	25	38	24
	32%	33%	32%	30%	41%	32%	9%	41%	37%	-	45%	34%	28%	33%	21%	36%	24%	32%	31%	36%
										l										
No impact	115	51	64	29	22	38	9	9	7	-	22	25	68	13	17	64	17	33	52	29
	43%	45%	41%	46%	41%	44%	48%	42%	32%	-	46%	39%	44%	44%	48%	43%	39%	42%	43%	44%
Decrease in satisfaction with the course	66	25	41	15	10	20	8	4	7	2	4	18	44	7	11	31	16	21	32	13
	25%	22%	27%	23%	19%	24%	43%	17%	31%	100%	8%	27%	28%	23%	31%	21%	37%	26%	26%	20%
											j	j				o				

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_3. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The modules available

Base: All who say a change has been made to the modules available of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	269	142	127	125	144	31	228
Weighted Total	267	142	126	125	142	30	227
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	87	53	34	37	50	10	72
	32%	38%	27%	30%	35%	33%	32%
No impact	115	68	46	51	64	13	97
	43%	48%	37%	41%	45%	44%	43%
Decrease in satisfaction with the course	66	20	46	37	29	7	58
	25%	14%	37%	30%	20%	23%	26%
		a					

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_4. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The lecturers providing the course

Base: All who say a change has been made to the lecturers providing the course of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	*g	*h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	418	165	253	101	98	127	38	26	24	4	90	128	200	45	54	251	52	138	195	85
Weighted Total	415	173	242	100	97	128	36	26	24	4	89	128	197	43	52	252	52	123	199	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	95	44	51	25	19	29	11	6	4	1	20	33	42	8	12	62	10	23	54	17
	23%	25%	21%	25%	20%	23%	30%	23%	16%	25%	23%	26%	21%	19%	22%	25%	19%	19%	27%	19%
No impact	229	102	127	53	54	68	19	18	16	2	53	71	105	28	26	133	30	74	95	60
	55%	59%	53%	53%	55%	53%	52%	70%	64%	49%	60%	55%	53%	65%	50%	53%	58%	60%	48%	65%
Decrease in satisfaction with the course	91	27	64	22	24	30	7	2	5	1	16	25	50	7	14	56	12	26	50	15
	22%	16%	26%	22%	25%	24%	18%	7%	20%	25%	18%	19%	26%	15%	28%	22%	23%	21%	25%	16%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_4. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The lecturers providing the course

Base: All who say a change has been made to the lecturers providing the course of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Significance Level: 95%							
Unweighted Total	418	237	181	185	233	45	357
Weighted Total	415	234	180	185	230	43	356
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	95	62	33	41	54	8	84
	23%	26%	18%	22%	23%	19%	24%
No impact	229	137	92	95	134	28	190
	55%	58%	51%	51%	58%	65%	53%
Decrease in satisfaction with the course	91	36	55	49	42	7	83
	22%	15%	31%	26%	18%	15%	23%
		a	d				

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_5. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The grading system

Base: All who say a change has been made to the grading system of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	*c	*d	e	*f	*g	*h	*i	*j	*k	l	*m	*n	o	*p	q	r	*s	
Significance Level: 95%																				
Unweighted Total	97	40	57	21	22	31	13	3	7	-	25	28	44	13	20	44	17	30	47	20
Weighted Total	97	42	55	21	22	32	13	3	7	-	25	28	43	13	20	43	17	27	48	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	30	14	16	5	9	11	5	-	-	-	9	9	11	1	10	14	4	11	12	7
	31%	34%	28%	24%	40%	35%	37%	-	-	-	36%	32%	26%	8%	48%	32%	23%	41%	25%	30%
No impact	43	18	25	6	8	17	4	2	7	-	10	11	23	7	6	20	9	11	20	12
	45%	43%	45%	27%	37%	53%	31%	65%	100%	-	39%	37%	52%	54%	31%	45%	54%	43%	41%	55%
Decrease in satisfaction with the course	24	10	14	10	5	4	4	1	-	-	6	9	9	5	4	10	4	4	17	3
	25%	23%	26%	48%	23%	12%	32%	35%	-	-	25%	31%	21%	39%	21%	23%	23%	17%	34%	15%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_5. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The grading system

Base: All who say a change has been made to the grading system of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	*e	f	
Significance Level: 95%							
Unweighted Total	97	58	39	56	41	13	81
Weighted Total	97	57	40	57	40	13	81
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	30	20	10	15	15	1	28
	31%	35%	25%	26%	37%	8%	34%
No impact	43	25	18	25	18	7	35
	45%	45%	44%	43%	46%	54%	43%
Decrease in satisfaction with the course	24	12	12	17	7	5	18
	25%	21%	31%	31%	17%	39%	22%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q9_6. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The tuition fees

Base: All who say a change has been made to the tuition fees of their course

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	*f	*g	*h	*i	j	k	l	*m	*n	o	*p	q	r	s	
Significance Level: 95%																				
Unweighted Total	189	64	125	43	45	67	16	8	8	2	54	62	73	23	28	101	27	57	88	44
Weighted Total	188	68	120	42	45	68	15	8	8	2	55	62	71	23	27	101	27	51	89	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	20	10	11	5	9	3	1	-	2	-	6	6	8	3	2	7	6	3	14	4
	11%	14%	9%	12%	21%	4%	6%	-	27%	-	11%	10%	11%	14%	7%	7%	23%	5%	15%	9%
				e																
No impact	64	25	39	16	13	27	2	2	3	2	21	20	23	5	13	36	6	21	24	19
	34%	37%	33%	38%	29%	39%	12%	25%	37%	100%	39%	32%	32%	22%	48%	36%	22%	42%	27%	39%
Decrease in satisfaction with the course	103	33	70	21	23	38	13	6	3	-	27	36	40	15	12	57	15	26	52	25
	55%	49%	58%	49%	50%	56%	82%	75%	36%	-	50%	58%	56%	64%	45%	57%	55%	52%	58%	52%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q9_6. What impact, if any, have these changes had on your satisfaction with the course you are studying?

The tuition fees

Base: All who say a change has been made to the tuition fees of their course

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money a	Not good value for money b	See themselves as a customer c	Do not see themselves as a customer d	Private school *e	State school f
Significance Level: 95%							
Unweighted Total	189	104	85	99	90	23	156
Weighted Total	188	103	85	100	88	23	155
	100%	100%	100%	100%	100%	100%	100%
Increase in satisfaction with the course	20 11%	14 14%	6 7%	15 15%	5 6%	3 14%	15 10%
No impact	64 34%	46 45%	18 22%	26 26%	38 43%	5 22%	55 36%
Decrease in satisfaction with the course	103 55%	43 41%	60 71%	58 59%	44 51%	15 64%	84 54%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q10. If your university were to make changes to the course you are studying (for example, changing the modules available or the content taught), how far in advance, if at all, do you think that they should notify you about these changes?

Base: All respondents

	GENDER			REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP		
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would not expect to be notified of any changes	28	18	10	5	6	10	3	-	4	-	5	15	8	5	4	9	7	8	16	4
	3%	4%	2%	2%	3%	3%	3%	-	6%	-	1%	5%	2%	5%	3%	2%	5%	3%	3%	2%
1 - 6 months	338	153	185	81	78	100	26	21	29	1	124	96	118	30	56	179	58	86	162	89
	33%	33%	33%	33%	34%	33%	28%	36%	39%	11%	34%	31%	33%	29%	37%	32%	39%	31%	33%	36%
6 months - 1 year	358	162	196	91	80	107	30	20	26	4	127	103	129	43	53	200	45	111	169	79
	35%	36%	35%	37%	35%	35%	32%	34%	35%	39%	35%	34%	37%	42%	35%	35%	30%	40%	34%	32%
1 - 2 years	112	51	60	23	25	33	13	11	5	2	28	35	48	14	17	71	10	41	46	25
	11%	11%	11%	9%	11%	11%	14%	18%	7%	18%	8%	12%	14%	13%	11%	13%	7%	15%	9%	10%
2+ years	19	8	11	5	6	5	1	-	2	-	8	7	4	1	2	10	2	4	12	3
	2%	2%	2%	2%	3%	2%	1%	-	3%	-	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%
I do not think a university should be able to make changes to a course once students are studying it	152	57	95	36	32	47	19	7	8	3	67	43	43	11	17	89	26	27	82	44
	15%	13%	17%	15%	14%	15%	20%	12%	11%	33%	18%	14%	12%	11%	11%	16%	18%	10%	17%	18%
Don't know	12	7	5	4	2	4	1	-	-	-	3	5	3	-	2	6	1	-	9	2
	1%	1%	1%	2%	1%	1%	1%	-	-	-	1%	2%	1%	-	1%	1%	1%	-	2%	1%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q10. If your university were to make changes to the course you are studying (for example, changing the modules available or the content taught), how far in advance, if at all, do you think that they should notify you about these changes?

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
I would not expect to be notified of any changes	28	14	15	17	11	5	20
	3%	2%	4%	4%	2%	5%	2%
1 - 6 months	338	214	124	134	204	30	292
	33%	35%	31%	28%	38%	29%	34%
6 months - 1 year	358	220	139	169	190	43	298
	35%	36%	34%	35%	35%	42%	35%
1 - 2 years	112	66	45	56	55	14	98
	11%	11%	11%	12%	10%	13%	11%
2+ years	19	15	4	15	3	1	14
	2%	2%	1%	3%	1%	1%	2%
I do not think a university should be able to make changes to a course once students are studying it	152	79	73	78	74	11	132
	15%	13%	18%	16%	14%	11%	15%
Don't know	12	5	6	9	3	-	9
	1%	1%	2%	2%	1%	-	1%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q11. In which of the following circumstances, if any, would you be happy with changes being made to the university course you are currently studying?

Base: All respondents except those who do not think a university should be able to make changes to a course once students are studying it

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	868	379	489	214	199	256	76	50	66	7	294	261	313	96	135	473	123	279	403	186
Weighted Total	867	399	468	210	198	259	75	52	66	7	296	261	310	92	134	476	123	249	414	203
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The content/ structure of a module being changed to reflect developments in subject understanding	557 64%	237 59%	320 68%	146 70%	124 62%	166 64%	40 54%	35 68%	41 62%	5 73%	181 61%	164 63%	212 69%	63 69%	87 65%	304 64%	76 62%	188 76%	236 57%	133 65%
The content/ structure of the course being changed to reflect the expertise of a new lecturer/ tutor	404 47%	184 46%	220 47%	95 46%	81 41%	120 46%	39 53%	26 51%	36 54%	6 83%	122 41%	113 43%	169 55%	39 43%	63 47%	221 47%	65 53%	142 57%	164 40%	99 49%
The materials required for your course being changed (e.g. different textbooks)	329 38%	139 35%	189 40%	86 41%	65 33%	98 38%	27 37%	22 44%	28 42%	2 27%	112 38%	96 37%	121 39%	39 42%	42 32%	181 38%	49 40%	105 42%	137 33%	86 42%
The title of your course being changed	281 32%	134 34%	147 31%	73 35%	59 30%	87 33%	17 23%	19 37%	25 38%	1 13%	99 33%	80 31%	102 33%	33 36%	43 32%	146 31%	44 36%	86 34%	124 30%	71 35%
The overall assessment methods for your course being changed	274 32%	124 31%	150 32%	71 34%	69 35%	65 25%	24 32%	17 32%	28 42%	1 14%	81 28%	70 27%	123 40%	35 38%	34 25%	148 31%	43 35%	84 34%	127 31%	63 31%
The closure of a module due to low numbers of participants	123 14%	65 16%	57 12%	29 14%	23 12%	43 17%	9 12%	6 12%	10 15%	2 29%	38 13%	38 15%	46 15%	12 13%	19 14%	62 13%	17 14%	42 17%	51 12%	29 14%
The closure of a course due to low numbers of participants	67 8%	43 11%	23 5%	14 7%	14 7%	23 9%	3 4%	3 6%	10 15%	- -	17 6%	20 8%	29 9%	10 11%	12 9%	34 7%	7 6%	15 6%	34 8%	18 9%
Other	7 1%	3 1%	4 1%	- -	2 1%	4 2%	1 1%	- -	- -	- -	2 1%	3 1%	2 1%	2 2%	1 1%	3 1%	- -	- -	6 1%	1 1%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q11. In which of the following circumstances, if any, would you be happy with changes being made to the university course you are currently studying?

Base: All respondents except those who do not think a university should be able to make changes to a course once students are studying it

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	868	379	489	214	199	256	76	50	66	7	294	261	313	96	135	473	123	279	403	186
Weighted Total	867	399	468	210	198	259	75	52	66	7	296	261	310	92	134	476	123	249	414	203
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	52	25	27	14	11	12	7	4	4	-	23	15	14	4	6	32	8	9	32	11
	6%	6%	6%	7%	6%	5%	9%	8%	7%	-	8%	6%	5%	4%	4%	7%	7%	4%	8%	5%
																			q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q11. In which of the following circumstances, if any, would you be happy with changes being made to the university course you are currently studying?

Base: All respondents except those who do not think a university should be able to make changes to a course once students are studying it

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	868	536	332	395	471	96	731
Weighted Total	867	534	333	399	466	92	732
	100%	100%	100%	100%	100%	100%	100%
The content/ structure of a module being changed to reflect developments in subject understanding	557 64%	344 65%	213 64%	245 61%	311 67%	63 69%	466 64%
The content/ structure of the course being changed to reflect the expertise of a new lecturer/ tutor	404 47%	250 47%	154 46%	184 46%	220 47%	39 43%	350 48%
The materials required for your course being changed (e.g. different textbooks)	329 38%	210 39%	119 36%	140 35%	189 41%	39 42%	273 37%
The title of your course being changed	281 32%	176 33%	105 32%	129 32%	152 33%	33 36%	233 32%
The overall assessment methods for your course being changed	274 32%	180 34%	95 28%	116 29%	158 34%	35 38%	225 31%
The closure of a module due to low numbers of participants	123 14%	85 16%	38 11%	57 14%	65 14%	12 13%	98 13%
The closure of a course due to low numbers of participants	67 8%	47 9%	20 6%	36 9%	31 7%	10 11%	53 7%
Other	7 1%	2 *	5 2%	5 1%	2 *	2 2%	4 1%
Don't know	52 6%	37 7%	15 5%	31 8%	20 4%	4 4%	46 6%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q12_SUM. How concerned, or otherwise, would you be in each of the following situations?

SUMMARY TABLE

Base: All respondents

	Total						NETS	
		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Concerned	No concerned	
Your university had to close down while you are still studying	1019 100%	931 91%	64 6%	22 2%	2 *	995 98%	24 2%	
Your university had to close down while you are still studying, and you were offered a place on a similar course at another university	1019 100%	560 55%	403 40%	50 5%	5 1%	963 95%	56 5%	
A lecturer for one of your modules changed	1019 100%	99 10%	452 44%	404 40%	64 6%	551 54%	468 46%	
The Vice Chancellor/President of your university changed	1019 100%	29 3%	122 12%	531 52%	337 33%	151 15%	868 85%	

UUK Students as Consumers

Q12_1. How concerned, or otherwise, would you be in each of the following situations?

The Vice Chancellor/President of your university changed

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP				
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																					
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226	
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very concerned	(4)	29	19	10	3	6	9	6	1	3	-	12	11	6	2	6	15	5	4	17	8
		3%	4%	2%	1%	3%	3%	7%	2%	4%	-	3%	4%	2%	2%	4%	3%	3%	2%	3%	3%
			b			c															
Fairly concerned	(3)	122	45	76	28	23	35	18	9	8	1	42	34	45	11	18	69	18	26	58	38
		12%	10%	14%	11%	10%	11%	19%	16%	11%	9%	12%	11%	13%	10%	12%	12%	12%	9%	12%	15%
						d														q	
Not very concerned	(2)	531	222	309	136	115	165	47	28	37	3	205	151	175	55	75	305	72	153	253	125
		52%	49%	55%	55%	50%	54%	51%	47%	50%	29%	57%	50%	50%	53%	50%	54%	48%	56%	51%	51%
			a																		
Not at all concerned	(1)	337	169	168	79	86	97	22	21	26	6	103	107	127	36	51	176	54	92	168	77
		33%	37%	30%	32%	37%	32%	23%	36%	35%	62%	29%	35%	36%	35%	34%	31%	36%	33%	34%	31%
			b			f								j							
NETS																					
Net: Concerned		151	65	86	31	29	44	24	10	12	1	54	46	51	13	24	84	23	30	75	45
		15%	14%	15%	12%	13%	14%	26%	17%	16%	9%	15%	15%	14%	12%	16%	15%	16%	11%	15%	18%
							cde													q	
Net: No concerned		868	391	477	215	201	262	69	49	63	9	308	258	302	91	126	481	126	246	421	201
		85%	86%	85%	88%	87%	86%	74%	83%	84%	91%	85%	85%	86%	88%	84%	85%	84%	89%	85%	82%
					f	f	f												s		
Mean score		1.8	1.8	1.9	1.8	1.8	1.9	2.1	1.8	1.9	1.5	1.9	1.8	1.8	1.8	1.9	1.9	1.8	1.8	1.8	1.9
							cde														
Standard deviation		.74	.78	.70	.67	.73	.73	.84	.76	.79	.69	.72	.77	.72	.71	.77	.72	.77	.67	.76	.76
Standard error		.02	.04	.03	.04	.05	.04	.09	.10	.09	.22	.04	.04	.04	.07	.06	.03	.06	.04	.03	.05

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q12_1. How concerned, or otherwise, would you be in each of the following situations?

The Vice Chancellor/President of your university changed

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4) 29 3%	14 2%	16 4%	18 4%	10 2%	2 2%	25 3%
Fairly concerned	(3) 122 12%	71 12%	51 13%	65 14%	57 10%	11 10%	106 12%
Not very concerned	(2) 531 52%	327 53%	204 50%	243 51%	287 53%	55 53%	452 52%
Not at all concerned	(1) 337 33%	201 33%	136 33%	151 32%	186 34%	36 35%	281 33%
NETS							
Net: Concerned	151 15%	85 14%	66 16%	83 17%	67 12%	13 12%	131 15%
Net: No concerned	868 85%	528 86%	340 84%	394 83%	473 88%	91 88%	734 85%
Mean score	1.8	1.8	1.9	1.9 d	1.8	1.8	1.9
Standard deviation	.74	.71	.77	.77	.70	.71	.74
Standard error	.02	.03	.04	.04	.03	.07	.03

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q12_2. How concerned, or otherwise, would you be in each of the following situations?

Your university had to close down while you are still studying

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP				
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist	
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																					
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226	
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very concerned	(4)	931	403	528	229	208	282	84	55	63	9	333	273	325	92	127	533	137	259	449	223
		91%	88%	94%	93%	91%	92%	90%	94%	85%	89%	92%	90%	92%	89%	85%	94%	92%	94%	90%	91%
Fairly concerned	(3)	64	41	23	12	14	17	8	2	9	1	22	22	20	7	20	19	10	15	37	12
		6%	9%	4%	5%	6%	6%	9%	4%	13%	11%	6%	7%	6%	7%	13%	3%	7%	5%	8%	5%
Not very concerned	(2)	22	11	11	5	7	6	1	-	2	-	7	8	7	4	3	11	2	3	9	10
		2%	2%	2%	2%	3%	2%	1%	-	3%	-	2%	2%	2%	4%	2%	2%	1%	1%	2%	4%
Not at all concerned	(1)	2	1	1	-	-	1	-	1	-	-	-	1	1	-	-	1	-	-	1	1
		*	*	*	-	-	*	-	2%	-	-	-	*	*	-	-	*	-	-	*	*
NETS																					
Net: Concerned		995	444	551	241	223	299	92	58	73	10	355	295	345	99	147	553	147	273	486	236
		98%	97%	98%	98%	97%	98%	99%	98%	97%	100%	98%	97%	98%	96%	98%	98%	99%	99%	98%	95%
Net: No concerned		24	12	12	5	7	7	1	1	2	-	7	9	8	4	3	12	2	3	10	11
		2%	3%	2%	2%	3%	2%	1%	2%	3%	-	2%	3%	2%	4%	2%	2%	1%	1%	2%	5%
Mean score		3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.8	3.9	3.9	3.9	3.9	3.9	3.8	3.9	3.9	3.9	3.9	3.9
				a												n		s			
Standard deviation		.39	.43	.36	.35	.42	.39	.34	.45	.46	.33	.36	.43	.40	.46	.43	.35	.34	.29	.39	.48
Standard error		.01	.02	.01	.02	.03	.02	.04	.06	.05	.11	.02	.02	.02	.04	.03	.01	.03	.02	.02	.03

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q12_2. How concerned, or otherwise, would you be in each of the following situations?

Your university had to close down while you are still studying

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Very concerned (4)	931 91%	569 93% b	362 89%	432 91%	497 92%	92 89%	797 92%
Fairly concerned (3)	64 6%	35 6%	29 7%	32 7%	32 6%	7 7%	50 6%
Not very concerned (2)	22 2%	8 1%	14 3% a	12 2%	10 2%	4 4%	17 2%
Not at all concerned (1)	2 *	1 *	1 *	1 *	1 *	- -	1 *
NETS							
Net: Concerned	995 98%	604 98% b	391 96%	464 97%	529 98%	99 96%	847 98%
Net: No concerned	24 2%	9 2%	14 4% a	13 3%	11 2%	4 4%	18 2%
Mean score	3.9	3.9 b	3.9	3.9	3.9	3.9	3.9
Standard deviation	.39	.35	.45	.41	.38	.46	.37
Standard error	.01	.01	.02	.02	.02	.04	.01

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q12_3. How concerned, or otherwise, would you be in each of the following situations?

Your university had to close down while you are still studying, and you were offered a place on a similar course at another university

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP				
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist	
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																					
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226	
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very concerned	(4)	560	229	332	147	123	162	52	31	40	5	180	167	214	60	85	310	78	181	248	132
		55%	50%	59%	60%	54%	53%	56%	53%	54%	50%	50%	55%	60%	58%	56%	55%	52%	66%	50%	53%
			a									j						rs			
Fairly concerned	(3)	403	194	209	90	91	126	36	25	31	4	163	119	120	36	60	224	64	87	216	101
		40%	43%	37%	37%	39%	41%	39%	42%	42%	40%	45%	39%	34%	35%	40%	40%	43%	31%	43%	41%
												l							q		q
Not very concerned	(2)	50	31	20	9	16	16	3	2	3	1	16	17	17	6	6	28	7	8	29	13
		5%	7%	4%	4%	7%	5%	3%	4%	4%	9%	5%	6%	5%	6%	4%	5%	5%	3%	6%	5%
			b																		
Not at all concerned	(1)	5	2	3	-	-	2	2	1	-	-	2	1	2	1	-	3	-	-	4	1
		1%	*	1%	-	-	1%	2%	2%	-	-	1%	*	1%	1%	-	1%	-	-	1%	*
								cd	cd												
NETS																					
Net: Concerned		963	423	540	237	214	288	88	56	72	9	344	286	334	96	144	534	142	268	463	232
		95%	93%	96%	96%	93%	94%	94%	94%	96%	91%	95%	94%	95%	93%	96%	95%	95%	97%	93%	94%
				a															r		
Net: No concerned		56	33	23	9	16	18	5	3	3	1	19	18	19	7	6	31	7	8	33	14
		5%	7%	4%	4%	7%	6%	6%	6%	4%	9%	5%	6%	5%	7%	4%	5%	5%	3%	7%	6%
			b																q		
Mean score		3.5	3.4	3.5	3.6	3.5	3.5	3.5	3.5	3.5	3.4	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.4	3.5
				a															rs		
Standard deviation		.62	.64	.59	.57	.62	.63	.67	.67	.58	.69	.61	.62	.62	.66	.58	.62	.59	.54	.64	.62
Standard error		.02	.03	.02	.04	.04	.04	.07	.09	.07	.22	.03	.04	.03	.06	.05	.03	.05	.03	.03	.04

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q12_3. How concerned, or otherwise, would you be in each of the following situations?

Your university had to close down while you are still studying, and you were offered a place on a similar course at another university

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Very concerned (4)	560 55%	328 53%	233 57%	266 56%	293 54%	60 58%	473 55%
Fairly concerned (3)	403 40%	258 42%	145 36%	180 38%	223 41%	36 35%	348 40%
Not very concerned (2)	50 5%	25 4%	26 6%	30 6%	20 4%	6 6%	41 5%
Not at all concerned (1)	5 1%	2 *	3 1%	1 *	4 1%	1 1%	3 *
NETS							
Net: Concerned	963 95%	586 96%	377 93%	445 93%	516 96%	96 93%	820 95%
Net: No concerned	56 5%	27 4%	28 7%	31 7%	24 4%	7 7%	44 5%
Mean score	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Standard deviation	.62	.59	.65	.62	.61	.66	.61
Standard error	.02	.02	.03	.03	.03	.06	.02

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q12_4. How concerned, or otherwise, would you be in each of the following situations?

A lecturer for one of your modules changed

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP				
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist	
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																					
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226	
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very concerned	(4)	99	54	45	20	28	23	14	7	6	-	36	25	38	9	19	42	18	15	58	25
		10%	12%	8%	8%	12%	8%	15%	12%	9%	-	10%	8%	11%	9%	12%	7%	12%	6%	12%	10%
			b				ce												q	q	
Fairly concerned	(3)	452	190	262	114	101	135	42	28	27	4	161	144	147	45	61	258	65	104	233	115
		44%	42%	47%	46%	44%	44%	46%	47%	36%	41%	45%	47%	42%	43%	41%	46%	44%	38%	47%	47%
																			q	q	
Not very concerned	(2)	404	184	220	94	91	123	34	21	35	6	146	115	144	41	66	227	56	134	175	95
		40%	40%	39%	38%	40%	40%	36%	36%	47%	59%	40%	38%	41%	40%	44%	40%	38%	49%	35%	39%
																			rs		
Not at all concerned	(1)	64	28	36	18	10	25	3	3	6	-	20	20	25	8	4	38	10	22	31	11
		6%	6%	6%	7%	4%	8%	3%	5%	8%	-	5%	6%	7%	8%	3%	7%	7%	8%	6%	4%
NETS																					
Net: Concerned		551	244	307	134	129	158	57	35	34	4	197	170	184	54	80	300	83	119	291	141
		54%	53%	55%	54%	56%	52%	61%	60%	45%	41%	54%	56%	52%	52%	53%	53%	56%	43%	59%	57%
								h											q	q	
Net: No concerned		468	212	256	112	101	148	37	24	41	6	165	134	169	49	71	265	66	157	205	106
		46%	47%	45%	46%	44%	48%	39%	40%	55%	59%	46%	44%	48%	48%	47%	47%	44%	57%	41%	43%
								f											rs		
Mean score		2.6	2.6	2.6	2.6	2.6	2.5	2.7	2.7	2.5	2.4	2.6	2.6	2.6	2.5	2.6	2.5	2.6	2.4	2.6	2.6
								eh											q	q	
Standard deviation		.75	.78	.73	.74	.75	.75	.75	.75	.77	.52	.74	.74	.78	.77	.73	.73	.78	.72	.77	.73
Standard error		.02	.04	.03	.05	.05	.04	.08	.10	.09	.16	.04	.04	.04	.07	.06	.03	.06	.04	.03	.05

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q12_4. How concerned, or otherwise, would you be in each of the following situations?

A lecturer for one of your modules changed

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Very concerned (4)	99 10%	55 9%	43 11%	59 12% d	39 7%	9 9%	79 9%
Fairly concerned (3)	452 44%	248 40%	204 50% a	216 45%	236 44%	45 43%	385 45%
Not very concerned (2)	404 40%	267 43% b	138 34%	174 36%	230 43% c	41 40%	349 40%
Not at all concerned (1)	64 6%	43 7%	21 5%	28 6%	36 7%	8 8%	52 6%
NETS							
Net: Concerned	551 54%	304 50%	247 61% a	275 58% d	274 51%	54 52%	464 54%
Net: No concerned	468 46%	310 50% b	159 39%	202 42%	266 49% c	49 48%	401 46%
Mean score	2.6	2.5	2.7 a	2.6 d	2.5	2.5	2.6
Standard deviation	.75	.76	.74	.77	.73	.77	.74
Standard error	.02	.03	.04	.04	.03	.07	.03

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q13_SUM. Should your university have to close while you are studying a course there, which of the following actions, if any, would you most want to occur?

SUMMARY TABLE

Base: All respondents

	Top action	Second action	Third action
Unweighted Total	1019	1019	1019
Weighted Total	1019 100%	1019 100%	1019 100%
A full refund of tuition fees for all years of the course studied to date	254 25%	160 16%	167 16%
A partial refund of tuition fees for all years of the course studied to date	42 4%	106 10%	112 11%
A transfer onto a similar course at another university	127 12%	259 25%	246 24%
Your university to be taken over by another university, with your course to continue	349 34%	161 16%	197 19%
A transfer of your academic credits achieved to date to another university	206 20%	292 29%	256 25%
None of the above	41 4%	41 4%	41 4%

UUK Students as Consumers

Q13_1. Should your university have to close while you are studying a course there, which of the following actions, if any, would you most want to occur?

Top action

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Your university to be taken over by another university, with your course to continue	349	155	194	72	84	114	23	24	25	6	123	102	124	31	46	209	49	94	161	94
	34%	34%	35%	29%	37%	37%	25%	41%	34%	60%	34%	34%	35%	30%	31%	37%	33%	34%	32%	38%
				f	f	f		f												
A full refund of tuition fees for all years of the course studied to date	254	116	138	66	50	81	29	16	10	1	80	81	93	26	40	133	42	69	131	53
	25%	25%	24%	27%	22%	27%	32%	28%	13%	11%	22%	27%	26%	25%	27%	24%	28%	25%	26%	22%
				h		h	h	h												
A transfer of your academic credits achieved to date to another university	206	81	125	61	48	54	17	7	19	1	65	65	76	22	28	112	33	73	91	43
	20%	18%	22%	25%	21%	18%	18%	11%	25%	9%	18%	22%	22%	21%	19%	20%	22%	26%	18%	17%
				eg					g											
A transfer onto a similar course at another university	127	59	67	27	21	36	14	8	19	2	59	35	33	16	18	67	17	28	56	42
	12%	13%	12%	11%	9%	12%	15%	14%	25%	20%	16%	11%	9%	15%	12%	12%	11%	10%	11%	17%
								cde			l									qr
A partial refund of tuition fees for all years of the course studied to date	42	21	21	8	13	11	7	1	1	-	14	9	19	4	11	23	3	6	30	5
	4%	5%	4%	3%	6%	4%	8%	2%	1%	-	4%	3%	5%	4%	7%	4%	2%	2%	6%	2%
															p				qs	
None of the above	41	24	18	12	13	10	2	2	1	-	21	12	9	5	7	20	5	5	27	9
	4%	5%	3%	5%	6%	3%	2%	4%	1%	-	6%	4%	3%	5%	5%	4%	3%	2%	5%	4%
											l								q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q13_1. Should your university have to close while you are studying a course there, which of the following actions, if any, would you most want to occur?

Top action

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Your university to be taken over by another university, with your course to continue	349 34%	238 39%	111 27%	144 30%	205 38%	31 30%	304 35%
		b	c				
A full refund of tuition fees for all years of the course studied to date	254 25%	120 20%	134 33%	135 28%	118 22%	26 25%	215 25%
		a	d				
A transfer of your academic credits achieved to date to another university	206 20%	130 21%	76 19%	102 21%	103 19%	22 21%	174 20%
A transfer onto a similar course at another university	127 12%	83 13%	44 11%	57 12%	70 13%	16 15%	102 12%
A partial refund of tuition fees for all years of the course studied to date	42 4%	21 3%	21 5%	17 4%	25 5%	4 4%	37 4%
None of the above	41 4%	22 4%	20 5%	22 5%	19 4%	5 5%	32 4%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q13. Should your university have to close while you are studying a course there, which of the following actions, if any, would you most want to occur?

TOP 3 SUMMARY

Base: All respondents

	GENDER			REGION						YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A transfer of your academic credits achieved to date to another university	754 74%	320 70%	435 77%	185 75%	160 70%	224 73%	68 73%	45 77%	64 86%	8 78%	250 69%	221 73%	283 80%	75 72%	105 70%	426 75%	114 76%	216 78%	350 70%	188 76%
Your university to be taken over by another university, with your course to continue	707 69%	311 68%	396 70%	167 68%	166 72%	213 70%	55 59%	37 63%	60 80%	9 91%	251 69%	210 69%	246 70%	66 64%	101 67%	409 72%	99 67%	186 68%	347 70%	173 70%
A transfer onto a similar course at another university	632 62%	282 62%	350 62%	152 62%	121 53%	196 64%	59 63%	42 71%	55 74%	7 67%	231 64%	190 62%	211 60%	65 63%	98 65%	346 61%	91 61%	180 65%	296 60%	156 63%
A full refund of tuition fees for all years of the course studied to date	580 57%	259 57%	321 57%	137 56%	139 60%	177 58%	62 67%	34 58%	27 37%	4 42%	194 54%	178 59%	208 59%	60 58%	80 53%	315 56%	93 62%	160 58%	285 57%	135 55%
A partial refund of tuition fees for all years of the course studied to date	260 25%	124 27%	135 24%	60 24%	64 28%	77 25%	30 32%	12 21%	15 19%	2 22%	98 27%	79 26%	83 24%	29 28%	46 30%	139 25%	36 24%	70 25%	130 26%	60 24%
None of the above	41 4%	24 5%	18 3%	12 5%	13 6%	10 3%	2 2%	2 4%	1 1%	- -	21 6%	12 4%	9 3%	5 5%	7 5%	20 4%	5 3%	5 2%	27 5%	9 4%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q13. Should your university have to close while you are studying a course there, which of the following actions, if any, would you most want to occur?

TOP 3 SUMMARY

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Total	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
A transfer of your academic credits achieved to date to another university	754 74%	465 76%	289 71%	350 73%	403 75%	75 72%	645 75%
Your university to be taken over by another university, with your course to continue	707 69%	454 74%	254 62%	322 67%	384 71%	66 64%	609 70%
		b					
A transfer onto a similar course at another university	632 62%	403 66%	228 56%	289 61%	341 63%	65 63%	535 62%
		b					
A full refund of tuition fees for all years of the course studied to date	580 57%	304 50%	276 68%	288 60%	291 54%	60 58%	488 56%
		a		d			
A partial refund of tuition fees for all years of the course studied to date	260 25%	148 24%	111 27%	116 24%	143 26%	29 28%	221 26%
None of the above	41 4%	22 4%	20 5%	22 5%	19 4%	5 5%	32 4%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q14_SUM. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

SUMMARY TABLE

Base: All respondents

	Top function	Second function	Third function
Unweighted Total	1019	1019	1019
Weighted Total	1019 100%	1019 100%	1019 100%
Ensuring all universities offer a good quality education	299 29%	200 20%	161 16%
Making sure students are well-informed to make choices about their course	83 8%	121 12%	139 14%
Ensuring that all universities protect students' academic interests	142 14%	160 16%	159 16%
Ensuring students are protected if a university closes, either by transferral onto similar courses elsewhere or by a refund in fees	173 17%	176 17%	163 16%
Encourage competition between universities in the interests of students	28 3%	36 4%	38 4%
Promoting more choice when students are applying about what and where to study	31 3%	46 5%	81 8%
Ensuring universities offer value for money	186 18%	175 17%	160 16%
Protecting the reputation of a university education	17 2%	42 4%	56 6%
None of the above	62 6%	62 6%	62 6%

UUK Students as Consumers

Q14_1. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

Top function

Base: All respondents

	GENDER			REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP		
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ensuring all universities offer a good quality education	299	126	173	72	61	87	22	23	33	1	98	94	107	32	44	167	49	91	134	74
	29%	28%	31%	29%	27%	28%	23%	39%	44%	11%	27%	31%	30%	31%	29%	29%	33%	33%	27%	30%
								f	cdef											
Ensuring universities offer value for money	186	80	106	47	43	62	17	9	4	3	65	51	70	14	27	113	26	40	102	44
	18%	18%	19%	19%	19%	20%	19%	15%	5%	33%	18%	17%	20%	14%	18%	20%	17%	15%	21%	18%
				h	h	h	h												q	
Ensuring students are protected if a university closes, either by transferral onto similar courses elsewhere or by a refund in fees	173	64	109	39	41	58	17	9	6	2	69	50	54	19	18	102	21	46	84	42
	17%	14%	19%	16%	18%	19%	18%	16%	8%	18%	19%	17%	15%	18%	12%	18%	14%	17%	17%	17%
			a		h															
Ensuring that all universities protect students' academic interests	142	68	73	33	27	40	16	8	15	2	55	34	53	12	23	80	18	47	56	38
	14%	15%	13%	13%	12%	13%	18%	14%	20%	21%	15%	11%	15%	11%	15%	14%	12%	17%	11%	15%
																		r		
Making sure students are well-informed to make choices about their course	83	39	43	20	20	26	7	3	7	-	29	28	26	8	9	40	19	23	43	16
	8%	9%	8%	8%	9%	9%	7%	5%	9%	-	8%	9%	7%	7%	6%	7%	13%	8%	9%	7%
																no				
Promoting more choice when students are applying about what and where to study	31	16	15	8	5	8	5	3	1	-	11	10	9	3	10	14	2	6	17	8
	3%	3%	3%	3%	2%	3%	5%	6%	1%	-	3%	3%	3%	3%	7%	3%	1%	2%	3%	3%
															op					

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q14_1. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

Top function

Base: All respondents

	GENDER			REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP		
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Encourage competition between universities in the interests of students	28 3%	18 4%	10 2%	9 4%	7 3%	6 2%	3 3%	- -	1 2%	1 9%	9 2%	5 2%	13 4%	5 5%	3 2%	13 2%	5 3%	7 3%	13 3%	8 3%
Protecting the reputation of a university education	17 2%	11 2%	6 1%	2 1%	3 1%	7 2%	2 2%	- -	2 3%	1 9%	5 1%	5 2%	7 2%	2 2%	6 4%	7 1%	2 1%	6 2%	7 1%	3 1%
None of the above	62 6%	34 7%	28 5%	17 7%	22 10%	11 3%	4 4%	3 5%	5 7%	- -	21 6%	27 9%	14 4%	9 9%	11 7%	29 5%	7 5%	8 3%	41 8%	13 5%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q14_1. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

Top function

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Ensuring all universities offer a good quality education	299	197	102	129	170	32	260
	29%	32%	25%	27%	31%	31%	30%
Ensuring universities offer value for money	186	92	94	99	86	14	166
	18%	15%	23%	21%	16%	14%	19%
Ensuring students are protected if a university closes, either by transferral onto similar courses elsewhere or by a refund in fees	173	106	67	74	99	19	141
	17%	17%	17%	16%	18%	18%	16%
Ensuring that all universities protect students' academic interests	142	95	46	62	80	12	121
	14%	16%	11%	13%	15%	11%	14%
Making sure students are well-informed to make choices about their course	83	50	33	38	44	8	68
	8%	8%	8%	8%	8%	7%	8%
Promoting more choice when students are applying about what and where to study	31	15	15	18	12	3	26
	3%	2%	4%	4%	2%	3%	3%
Encourage competition between universities in the interests of students	28	15	13	17	11	5	21
	3%	2%	3%	4%	2%	5%	2%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q14_1. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

Top function

Base: All respondents

Significance Level: 95%

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Protecting the reputation of a university education	17	9	8	9	8	2	15
	2%	1%	2%	2%	1%	2%	2%
None of the above	62	34	28	31	31	9	47
	6%	6%	7%	7%	6%	9%	5%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q14. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

TOP 3 SUMMARY

Base: All respondents

	GENDER			REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP		
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ensuring all universities offer a good quality education	661 65%	273 60%	387 69%	159 65%	144 63%	195 64%	58 63%	45 76%	53 71%	6 62%	243 67%	187 61%	232 66%	67 65%	97 64%	366 65%	107 72%	193 70%	309 62%	158 64%
Ensuring universities offer value for money	521 51%	228 50%	293 52%	122 50%	119 52%	171 56%	50 54%	26 43%	26 35%	7 71%	187 52%	151 50%	182 52%	41 40%	79 53%	295 52%	85 57%	144 52%	260 52%	117 47%
Ensuring students are protected if a university closes, either by transferral onto similar courses elsewhere or by a refund in fees	513 50%	208 46%	305 54%	120 49%	112 49%	152 50%	54 58%	33 56%	34 46%	7 71%	188 52%	151 50%	174 49%	54 53%	71 47%	285 50%	73 49%	131 47%	255 51%	127 52%
Ensuring that all universities protect students' academic interests	461 45%	211 46%	250 44%	115 47%	97 42%	135 44%	44 47%	25 43%	41 55%	4 40%	153 42%	140 46%	167 47%	47 45%	68 45%	269 48%	53 36%	144 52%	199 40%	117 48%
Making sure students are well-informed to make choices about their course	342 34%	142 31%	200 36%	87 36%	68 30%	114 37%	22 24%	20 34%	28 37%	3 27%	127 35%	101 33%	114 32%	29 28%	51 34%	184 33%	58 39%	90 32%	170 34%	83 34%
Promoting more choice when students are applying about what and where to study	158 15%	70 15%	87 15%	36 15%	35 15%	51 17%	18 19%	11 19%	7 9%	1 11%	56 16%	42 14%	60 17%	18 17%	24 16%	88 16%	22 14%	38 14%	80 16%	40 16%
Protecting the reputation of a university education	116 11%	66 15%	49 9%	27 11%	27 12%	38 12%	10 10%	3 5%	9 13%	1 9%	38 10%	36 12%	42 12%	16 15%	16 11%	66 12%	14 9%	38 14%	47 9%	31 12%

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q14. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

TOP 3 SUMMARY

Base: All respondents

	GENDER		REGION							YEAR OF STUDY			SECONDARY SCHOOL				UNIVERSITY GROUP			
	Total	Male	Female	North	Midlands	South (excluding London)	London	Wales	Scotland	Northern Ireland	Year 1	Year 2	Year 3+	Fee-paying private school	State-funded Grammar school	State-funded comprehensive school	Academy	Russell Group	Post 1992	Pre 1992 and specialist
	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	r	s	
Significance Level: 95%																				
Unweighted Total	1019	433	586	250	230	303	95	57	74	10	360	303	356	107	152	561	149	309	484	226
Weighted Total	1019	456	563	246	230	306	93	59	75	10	362	304	353	103	150	565	149	276	496	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Encourage competition between universities in the interests of students	101	68	34	22	21	31	11	5	10	1	31	24	46	12	12	55	14	26	47	28
	10%	15%	6%	9%	9%	10%	12%	9%	13%	9%	9%	8%	13%	11%	8%	10%	10%	9%	10%	11%
		b									k									
None of the above	62	34	28	17	22	11	4	3	5	-	21	27	14	9	11	29	7	8	41	13
	6%	7%	5%	7%	10%	3%	4%	5%	7%	-	6%	9%	4%	9%	7%	5%	5%	3%	8%	5%
					e						l								q	

Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l - m,n,o,p - q,r,s

UUK Students as Consumers

Q14. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

TOP 3 SUMMARY

Base: All respondents

	Total	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE	
		Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Ensuring all universities offer a good quality education	661	417	244	285	375	67	570
	65%	68%	60%	60%	69%	65%	66%
		b		c			
Ensuring universities offer value for money	521	287	233	263	257	41	459
	51%	47%	57%	55%	48%	40%	53%
			a	d			e
Ensuring students are protected if a university closes, either by transferral onto similar courses elsewhere or by a refund in fees	513	313	200	227	285	54	429
	50%	51%	49%	48%	53%	53%	50%
Ensuring that all universities protect students' academic interests	461	289	171	215	245	47	390
	45%	47%	42%	45%	45%	45%	45%
Making sure students are well-informed to make choices about their course	342	201	141	149	192	29	293
	34%	33%	35%	31%	36%	28%	34%
Promoting more choice when students are applying about what and where to study	158	94	64	86	72	18	134
	15%	15%	16%	18%	13%	17%	15%
				d			
Protecting the reputation of a university education	116	75	41	57	57	16	96
	11%	12%	10%	12%	11%	15%	11%

Columns Tested: a,b - c,d - e,f

UUK Students as Consumers

Q14. The Office for Students is being set up to protect the interests of students whilst studying at higher education institutions. Which of the following functions, if any, do you think it should prioritise?

TOP 3 SUMMARY

Base: All respondents

	DEGREE COURSES' VALUE FOR MONEY		CUSTOMER OF UNIVERSITY		SCHOOL TYPE		
	Good value for money	Not good value for money	See themselves as a customer	Do not see themselves as a customer	Private school	State school	
Total	a	b	c	d	e	f	
Unweighted Total	1019	615	404	472	545	107	862
Weighted Total	1019	613	406	477	540	103	865
	100%	100%	100%	100%	100%	100%	100%
Encourage competition between universities in the interests of students	101	61	40	55	45	12	82
	10%	10%	10%	12%	8%	11%	9%
None of the above	62	34	28	31	31	9	47
	6%	6%	7%	7%	6%	9%	5%

Columns Tested: a,b - c,d - e,f