

# Teach First – Survey of Undergraduates – May 2016

## METHODOLOGY NOTE

ComRes interviewed 1,002 undergraduate students attending university in the UK between 10<sup>th</sup> and 16<sup>th</sup> May 2016. Data were weighted by age, gender, and university group. ComRes is a member of the British Polling Council and abides by its rules.

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## Teach First survey of undergraduates

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*Online Fieldwork: 10th May - 16th May 2016  
Prepared by ComRes*

## Teach First survey of undergraduates

Base: All respondents

|  |     |
|--|-----|
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## Teach First survey of undergraduates

### Q1. When did you first consider university as an option for you after school / college?

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               |                        | SEG  |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                    |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                           | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                             | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I've always known                          | 370    | 146    | 223               | 33            | 60     | 8                | 21         | 38         | 41       | 23      | 53         | 21         | 16    | 29            | 27                     | 126  | 98   | 71   | 58    |
|  | 37%    | 32%    | 40%               | 45%           | 38%    | 38%              | 47%        | 37%        | 41%      | 39%     | 37%        | 34%        | 29%   | 33%           | 29%                    | 47%  | 37%  | 36%  | 28%   |
|  |        | a      | n                 |               |        |                  | n          |            |          |         |            |            |       |               |                        | pqr  | r    |      |       |
| During primary school                      | 75     | 33     | 43                | 2             | 14     | 4                | 2          | 5          | 12       | 4       | 8          | 6          | 7     | 4             | 8                      | 21   | 25   | 14   | 10    |
|  | 8%     | 7%     | 8%                | 3%            | 9%     | 19%              | 4%         | 5%         | 12%      | 7%      | 5%         | 9%         | 13%   | 4%            | 9%                     | 8%   | 9%   | 7%   | 5%    |
|  |        |        |                   |               |        |                  |            |            | cm       |         |            |            | c     |               |                        |      | r    |      |       |
| During secondary school, before GCSE       | 195    | 92     | 103               | 18            | 25     | 4                | 9          | 21         | 22       | 9       | 30         | 12         | 6     | 15            | 23                     | 58   | 51   | 30   | 47    |
|  | 19%    | 20%    | 19%               | 24%           | 16%    | 19%              | 19%        | 20%        | 22%      | 15%     | 21%        | 20%        | 11%   | 17%           | 25%                    | 22%  | 19%  | 15%  | 22%   |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               | l                      |      |      |      |       |
| During secondary school, during GCSE years | 163    | 82     | 81                | 6             | 26     | 2                | 8          | 18         | 20       | 9       | 17         | 11         | 13    | 20            | 14                     | 41   | 36   | 37   | 36    |
|  | 16%    | 18%    | 15%               | 8%            | 16%    | 8%               | 17%        | 18%        | 19%      | 15%     | 12%        | 18%        | 24%   | 23%           | 15%                    | 15%  | 13%  | 19%  | 17%   |
|  |        |        |                   |               |        |                  |            |            | c        |         |            |            | cj    | cj            |                        |      |      |      |       |
| During sixth form / sixth form college     | 150    | 75     | 75                | 11            | 26     | 2                | 3          | 16         | 3        | 12      | 27         | 9          | 8     | 18            | 17                     | 14   | 47   | 34   | 45    |
|  | 15%    | 17%    | 14%               | 14%           | 16%    | 8%               | 6%         | 16%        | 3%       | 20%     | 19%        | 14%        | 14%   | 21%           | 18%                    | 5%   | 18%  | 17%  | 22%   |
|  |        |        |                   | h             | h      |                  |            | h          |          | h       | fh         | h          | h     | fh            | h                      |      | o    | o    | o     |
| After leaving school / college             | 38     | 18     | 20                | 4             | 7      | 1                | 2          | 3          | 2        | 3       | 6          | 3          | 3     | 2             | 3                      | 6    | 7    | 11   | 10    |
|  | 4%     | 4%     | 4%                | 5%            | 4%     | 4%               | 4%         | 3%         | 2%       | 5%      | 4%         | 5%         | 6%    | 2%            | 3%                     | 2%   | 3%   | 6%   | 5%    |
| Don't know                                 | 11     | 5      | 6                 | 1             | 1      | 1                | 1          | 2          | -        | -       | 2          | -          | 2     | -             | 1                      | 2    | 4    | -    | 5     |
|  | 1%     | 1%     | 1%                | 1%            | 1%     | 4%               | 2%         | 2%         | -        | -       | 1%         | -          | 4%    | -             | 1%                     | 1%   | 1%   | -    | 2%    |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      | q     |
| <b>NETS</b>                                |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Net: During secondary school               | 358    | 174    | 184               | 24            | 52     | 5                | 16         | 40         | 42       | 18      | 47         | 24         | 19    | 34            | 38                     | 99   | 87   | 67   | 83    |
|  | 36%    | 39%    | 33%               | 32%           | 32%    | 27%              | 36%        | 38%        | 42%      | 30%     | 33%        | 39%        | 34%   | 40%           | 40%                    | 37%  | 32%  | 34%  | 39%   |

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

## Teach First survey of undergraduates

### Q1. When did you first consider university as an option for you after school / college?

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                    |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                           | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                             | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I've always known                          | 370             | 117           | 92       | 136       | 15                          | 370          | -              | -                | -                             | -                          | -                             | 191          | 16                            | 50                            | 51                         | 55                            |
|  | 37%             | 42%           | 40%      | 32%       | 31%                         | 100%         | -              | -                | -                             | -                          | -                             | 92%          | 61%                           | 31%                           | 27%                        | 16%                           |
|  |                 | c             | c        |           |                             | fg hij       |                |                  |                               |                            |                               | mno          |                               | o                             | o                          |                               |
| During primary school                      | 75              | 31            | 18       | 23        | -                           | -            | 75             | -                | -                             | -                          | -                             | 5            | 9                             | 36                            | 13                         | 9                             |
|  | 8%              | 11%           | 8%       | 5%        | -                           | -            | 100%           | -                | -                             | -                          | -                             | 2%           | 35%                           | 23%                           | 7%                         | 3%                            |
|  |                 | c             |          |           |                             |              | eg hij         |                  |                               |                            |                               |              |                               | kno                           | ko                         |                               |
| During secondary school, before GCSE       | 195             | 56            | 47       | 79        | 11                          | -            | -              | 195              | -                             | -                          | -                             | 4            | -                             | 68                            | 77                         | 45                            |
|  | 19%             | 20%           | 20%      | 19%       | 23%                         | -            | -              | 100%             | -                             | -                          | -                             | 2%           | -                             | 42%                           | 41%                        | 13%                           |
|  |                 |               |          |           |                             |              |                | ef hij           |                               |                            |                               |              |                               | ko                            | ko                         | k                             |
| During secondary school, during GCSE years | 163             | 47            | 38       | 67        | 9                           | -            | -              | -                | 163                           | -                          | -                             | 4            | -                             | 2                             | 45                         | 105                           |
|  | 16%             | 17%           | 17%      | 16%       | 19%                         | -            | -              | -                | 100%                          | -                          | -                             | 2%           | -                             | 1%                            | 24%                        | 30%                           |
|  |                 |               |          | ab        |                             |              |                |                  | efg ij                        |                            |                               |              |                               | 1%                            | km                         | km                            |
| During sixth form / sixth form college     | 150             | 24            | 29       | 80        | 11                          | -            | -              | -                | -                             | 150                        | -                             | 2            | 1                             | 1                             | 2                          | 128                           |
|  | 15%             | 9%            | 13%      | 19%       | 23%                         | -            | -              | -                | -                             | 100%                       | -                             | 1%           | 4%                            | 1%                            | 1%                         | 37%                           |
|  |                 |               |          | ab        |                             |              |                |                  |                               | efgh j                     |                               |              |                               |                               |                            | k mn                          |
| After leaving school / college             | 38              | 2             | 2        | 33        | 2                           | -            | -              | -                | -                             | -                          | 38                            | 2            | -                             | -                             | 1                          | 6                             |
|  | 4%              | 1%            | 1%       | 8%        | 4%                          | -            | -              | -                | -                             | -                          | 100%                          | 1%           | -                             | -                             | 1%                         | 2%                            |
|  |                 |               |          | ab        |                             |              |                |                  |                               |                            | efghi                         |              |                               |                               |                            |                               |
| Don't know                                 | 11              | 4             | 4        | 3         | -                           | -            | -              | -                | -                             | -                          | -                             | -            | -                             | 4                             | -                          | 4                             |
|  | 1%              | 1%            | 2%       | 1%        | -                           | -            | -              | -                | -                             | -                          | -                             | -            | -                             | 2%                            | -                          | 1%                            |
|  |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               | kn                            |                            |                               |
| <b>NETS</b>                                |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Net: During secondary school               | 358             | 103           | 85       | 146       | 20                          | -            | -              | 195              | 163                           | -                          | -                             | 8            | -                             | 70                            | 122                        | 150                           |
|  | 36%             | 37%           | 37%      | 35%       | 42%                         | -            | -              | 100%             | 100%                          | -                          | -                             | 4%           | -                             | 43%                           | 65%                        | 43%                           |
|  |                 |               |          |           |                             |              |                | ef ij            | ef ij                         |                            |                               |              |                               | k                             | kmo                        | k                             |

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

## Teach First survey of undergraduates

### Q1. When did you first consider university as an option for you after school / college?

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               |                        | SEG  |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                    |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                           | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                             | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I've always known                          | 370    | 146    | 223               | 33            | 60     | 8                | 21         | 38         | 41       | 23      | 53         | 21         | 16    | 29            | 27                     | 126  | 98   | 71   | 58    |
|  | 37%    | 32%    | 40%               | 45%           | 38%    | 38%              | 47%        | 37%        | 41%      | 39%     | 37%        | 34%        | 29%   | 33%           | 29%                    | 47%  | 37%  | 36%  | 28%   |
|  |        | a      | n                 |               |        |                  | n          |            |          |         |            |            |       |               |                        | pqr  | r    |      |       |
| During primary school                      | 75     | 33     | 43                | 2             | 14     | 4                | 2          | 5          | 12       | 4       | 8          | 6          | 7     | 4             | 8                      | 21   | 25   | 14   | 10    |
|  | 8%     | 7%     | 8%                | 3%            | 9%     | 19%              | 4%         | 5%         | 12%      | 7%      | 5%         | 9%         | 13%   | 4%            | 9%                     | 8%   | 9%   | 7%   | 5%    |
|  |        |        |                   |               |        |                  |            |            | cm       |         |            |            | c     |               |                        |      | r    |      |       |
| During secondary school, before GCSE       | 195    | 92     | 103               | 18            | 25     | 4                | 9          | 21         | 22       | 9       | 30         | 12         | 6     | 15            | 23                     | 58   | 51   | 30   | 47    |
|  | 19%    | 20%    | 19%               | 24%           | 16%    | 19%              | 19%        | 20%        | 22%      | 15%     | 21%        | 20%        | 11%   | 17%           | 25%                    | 22%  | 19%  | 15%  | 22%   |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| During secondary school, during GCSE years | 163    | 82     | 81                | 6             | 26     | 2                | 8          | 18         | 20       | 9       | 17         | 11         | 13    | 20            | 14                     | 41   | 36   | 37   | 36    |
|  | 16%    | 18%    | 15%               | 8%            | 16%    | 8%               | 17%        | 18%        | 19%      | 15%     | 12%        | 18%        | 24%   | 23%           | 15%                    | 15%  | 13%  | 19%  | 17%   |
|  |        |        |                   |               |        |                  |            |            | c        |         |            |            | cj    | cj            |                        |      |      |      |       |
| During sixth form / sixth form college     | 150    | 75     | 75                | 11            | 26     | 2                | 3          | 16         | 3        | 12      | 27         | 9          | 8     | 18            | 17                     | 14   | 47   | 34   | 45    |
|  | 15%    | 17%    | 14%               | 14%           | 16%    | 8%               | 6%         | 16%        | 3%       | 20%     | 19%        | 14%        | 14%   | 21%           | 18%                    | 5%   | 18%  | 17%  | 22%   |
|  |        |        |                   | h             | h      |                  |            | h          |          | h       | fh         | h          | h     | fh            | h                      |      | o    | o    | o     |
| After leaving school / college             | 38     | 18     | 20                | 4             | 7      | 1                | 2          | 3          | 2        | 3       | 6          | 3          | 3     | 2             | 3                      | 6    | 7    | 11   | 10    |
|  | 4%     | 4%     | 4%                | 5%            | 4%     | 4%               | 4%         | 3%         | 2%       | 5%      | 4%         | 5%         | 6%    | 2%            | 3%                     | 2%   | 3%   | 6%   | 5%    |
| Don't know                                 | 11     | 5      | 6                 | 1             | 1      | 1                | 1          | 2          | -        | -       | 2          | -          | 2     | -             | 1                      | 2    | 4    | -    | 5     |
|  | 1%     | 1%     | 1%                | 1%            | 1%     | 4%               | 2%         | 2%         | -        | -       | 1%         | -          | 4%    | -             | 1%                     | 1%   | 1%   | -    | 2%    |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      | q     |
| <b>NETS</b>                                |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Net: During secondary school               | 358    | 174    | 184               | 24            | 52     | 5                | 16         | 40         | 42       | 18      | 47         | 24         | 19    | 34            | 38                     | 99   | 87   | 67   | 83    |
|  | 36%    | 39%    | 33%               | 32%           | 32%    | 27%              | 36%        | 38%        | 42%      | 30%     | 33%        | 39%        | 34%   | 40%           | 40%                    | 37%  | 32%  | 34%  | 39%   |

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

## Teach First survey of undergraduates

### Q1. When did you first consider university as an option for you after school / college?

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                    |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                           | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                             | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I've always known                          | 370             | 117           | 92       | 136       | 15                          | 370          | -              | -                | -                             | -                          | -                             | 191          | 16                            | 50                            | 51                         | 55                            |
|  | 37%             | 42%           | 40%      | 32%       | 31%                         | 100%         | -              | -                | -                             | -                          | -                             | 92%          | 61%                           | 31%                           | 27%                        | 16%                           |
|  |                 | c             | c        |           |                             | fg hij       |                |                  |                               |                            |                               | mno          |                               | o                             | o                          |                               |
| During primary school                      | 75              | 31            | 18       | 23        | -                           | -            | 75             | -                | -                             | -                          | -                             | 5            | 9                             | 36                            | 13                         | 9                             |
|  | 8%              | 11%           | 8%       | 5%        | -                           | -            | 100%           | -                | -                             | -                          | -                             | 2%           | 35%                           | 23%                           | 7%                         | 3%                            |
|  |                 | c             |          |           |                             |              | eg hij         |                  |                               |                            |                               |              |                               | kno                           | ko                         |                               |
| During secondary school, before GCSE       | 195             | 56            | 47       | 79        | 11                          | -            | -              | 195              | -                             | -                          | -                             | 4            | -                             | 68                            | 77                         | 45                            |
|  | 19%             | 20%           | 20%      | 19%       | 23%                         | -            | -              | 100%             | -                             | -                          | -                             | 2%           | -                             | 42%                           | 41%                        | 13%                           |
|  |                 |               |          |           |                             |              |                | ef hij           |                               |                            |                               |              |                               | ko                            | ko                         | k                             |
| During secondary school, during GCSE years | 163             | 47            | 38       | 67        | 9                           | -            | -              | -                | 163                           | -                          | -                             | 4            | -                             | 2                             | 45                         | 105                           |
|  | 16%             | 17%           | 17%      | 16%       | 19%                         | -            | -              | -                | 100%                          | -                          | -                             | 2%           | -                             | 1%                            | 24%                        | 30%                           |
|  |                 |               |          | ab        |                             |              |                |                  | efg ij                        |                            |                               |              |                               | 1%                            | km                         | km                            |
| During sixth form / sixth form college     | 150             | 24            | 29       | 80        | 11                          | -            | -              | -                | -                             | 150                        | -                             | 2            | 1                             | 1                             | 2                          | 128                           |
|  | 15%             | 9%            | 13%      | 19%       | 23%                         | -            | -              | -                | -                             | 100%                       | -                             | 1%           | 4%                            | 1%                            | 1%                         | 37%                           |
|  |                 |               |          | ab        |                             |              |                |                  |                               | efgh j                     |                               |              |                               |                               |                            | k mn                          |
| After leaving school / college             | 38              | 2             | 2        | 33        | 2                           | -            | -              | -                | -                             | -                          | 38                            | 2            | -                             | -                             | 1                          | 6                             |
|  | 4%              | 1%            | 1%       | 8%        | 4%                          | -            | -              | -                | -                             | -                          | 100%                          | 1%           | -                             | -                             | 1%                         | 2%                            |
|  |                 |               |          | ab        |                             |              |                |                  |                               |                            | efghi                         |              |                               |                               |                            |                               |
| Don't know                                 | 11              | 4             | 4        | 3         | -                           | -            | -              | -                | -                             | -                          | -                             | -            | -                             | 4                             | -                          | 4                             |
|  | 1%              | 1%            | 2%       | 1%        | -                           | -            | -              | -                | -                             | -                          | -                             | -            | -                             | 2%                            | -                          | 1%                            |
|  |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               | kn                            |                            |                               |
| <b>NETS</b>                                |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Net: During secondary school               | 358             | 103           | 85       | 146       | 20                          | -            | -              | 195              | 163                           | -                          | -                             | 8            | -                             | 70                            | 122                        | 150                           |
|  | 36%             | 37%           | 37%      | 35%       | 42%                         | -            | -              | 100%             | 100%                          | -                          | -                             | 4%           | -                             | 43%                           | 65%                        | 43%                           |
|  |                 |               |          |           |                             |              |                | ef ij            | ef ij                         |                            |                               |              |                               | k                             | kmo                        | k                             |

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



## Teach First survey of undergraduates

### Q2. When did you decide you were definitely going to apply to university? - When did you decide you were definitely going to apply to university?

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                    |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                           | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                             | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I've always known                          | 207    | 88     | 119               | 16            | 35     | 4                | 10         | 17         | 30       | 19      | 22         | 10         | 12    | 16            | 15                     | 76   | 61   | 33   | 32    |
|  | 21%    | 20%    | 22%               | 21%           | 22%    | 19%              | 23%        | 16%        | 30%      | 33%     | 16%        | 17%        | 22%   | 18%           | 17%                    | 28%  | 23%  | 17%  | 15%   |
|  |        |        |                   |               |        |                  |            | gjn        | gjkmn    |         |            |            |       |               |                        | qr   | r    |      |       |
| During primary school                      | 26     | 5      | 22                | 1             | 6      | 2                | -          | 4          | 5        | 2       | 6          | -          | 1     | -             | 1                      | 7    | 10   | 4    | 3     |
|  | 3%     | 1%     | 4%                | 1%            | 4%     | 8%               | -          | 4%         | 5%       | 3%      | 4%         | -          | 2%    | -             | 1%                     | 2%   | 4%   | 2%   | 1%    |
|  |        |        | a                 |               |        |                  |            | m          |          |         |            |            |       |               |                        |      |      |      |       |
| During secondary school, before GCSE       | 160    | 68     | 92                | 12            | 25     | 5                | 5          | 18         | 20       | 3       | 22         | 10         | 7     | 16            | 17                     | 45   | 49   | 29   | 28    |
|  | 16%    | 15%    | 17%               | 16%           | 16%    | 27%              | 11%        | 17%        | 20%      | 4%      | 16%        | 16%        | 13%   | 18%           | 18%                    | 17%  | 18%  | 15%  | 13%   |
|  |        |        | i                 | i             |        |                  |            | i          | i        |         | i          | i          |       | i             | i                      |      |      |      |       |
| During secondary school, during GCSE years | 189    | 88     | 102               | 15            | 31     | 5                | 11         | 21         | 30       | 9       | 22         | 12         | 8     | 10            | 16                     | 65   | 44   | 35   | 37    |
|  | 19%    | 19%    | 18%               | 19%           | 19%    | 23%              | 24%        | 20%        | 30%      | 15%     | 16%        | 20%        | 14%   | 12%           | 17%                    | 24%  | 17%  | 18%  | 18%   |
|  |        |        |                   |               |        |                  |            | dijlmn     |          |         |            |            |       |               |                        | p    |      |      |       |
| During sixth form / sixth form college     | 351    | 169    | 182               | 26            | 48     | 4                | 14         | 38         | 11       | 22      | 61         | 27         | 23    | 39            | 37                     | 66   | 87   | 79   | 91    |
|  | 35%    | 38%    | 33%               | 35%           | 30%    | 19%              | 32%        | 36%        | 11%      | 38%     | 43%        | 45%        | 42%   | 45%           | 40%                    | 25%  | 32%  | 40%  | 43%   |
|  |        |        |                   | h             | h      |                  | h          | h          |          | h       | dh         | dh         | h     | dh            | h                      | o    | o    | o    | op    |
| After leaving school / college             | 66     | 32     | 33                | 5             | 14     | 1                | 5          | 6          | 5        | 4       | 8          | 2          | 4     | 6             | 6                      | 8    | 18   | 17   | 19    |
|  | 7%     | 7%     | 6%                | 7%            | 9%     | 4%               | 11%        | 6%         | 5%       | 7%      | 6%         | 3%         | 7%    | 7%            | 7%                     | 3%   | 7%   | 9%   | 9%    |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        | o    | o    | o    | o     |
| Don't know                                 | 2      | -      | 2                 | -             | 1      | -                | -          | -          | -        | -       | 1          | -          | -     | -             | -                      | 1    | -    | -    | 1     |
|  | *      | -      | *                 | -             | 1%     | -                | -          | -          | -        | -       | 1%         | -          | -     | -             | -                      | *    | -    | -    | *     |
| <b>NETS</b>                                |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Net: During secondary school               | 350    | 156    | 193               | 27            | 56     | 10               | 15         | 39         | 50       | 11      | 45         | 22         | 15    | 26            | 34                     | 110  | 93   | 63   | 65    |
|  | 35%    | 35%    | 35%               | 36%           | 35%    | 50%              | 34%        | 38%        | 50%      | 19%     | 31%        | 35%        | 27%   | 30%           | 36%                    | 41%  | 35%  | 32%  | 31%   |
|  |        |        |                   | i             | i      |                  |            | i          | dijlm    |         |            | i          |       | i             | r                      |      |      |      |       |

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

## Teach First survey of undergraduates

### Q2. When did you decide you were definitely going to apply to university? - When did you decide you were definitely going to apply to university?

Base: All respondents

|  | UNIVERSITY TYPE |               |           |            | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|-----------|------------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992  | Post-1992  | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c         | *d         | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                    |                 |               |           |            |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                           | 1002            | 294           | 246       | 424        | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                             | 1002            | 281           | 230       | 421        | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%      | 100%       | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I've always known                          | 207<br>21%      | 79<br>28%     | 53<br>23% | 66<br>16%  | 7<br>15%                    | 191<br>52%   | 5<br>6%        | 4<br>2%          | 4<br>2%                       | 2<br>1%                    | 2<br>5%                       | 207<br>100%  | -<br>-                        | -<br>-                        | -<br>-                     | -<br>-                        |
|  |                 | c             | c         |            |                             | fghij        | i              |                  |                               |                            |                               | mno          |                               |                               |                            |                               |
| During primary school                      | 26<br>3%        | 11<br>4%      | 7<br>3%   | 8<br>2%    | -<br>-                      | 16<br>4%     | 9<br>12%       | -<br>-           | -<br>-                        | 1<br>1%                    | -<br>-                        | -<br>-       | 26<br>100%                    | -<br>-                        | -<br>-                     | -<br>-                        |
|  |                 |               |           |            |                             | ghi          | eghij          |                  |                               |                            |                               |              |                               |                               |                            |                               |
| During secondary school, before GCSE       | 160<br>16%      | 51<br>18%     | 44<br>19% | 55<br>13%  | 4<br>8%                     | 50<br>13%    | 36<br>48%      | 68<br>35%        | 2<br>1%                       | 1<br>1%                    | -<br>-                        | -<br>-       | 160<br>100%                   | -<br>-                        | -<br>-                     | -<br>-                        |
|  |                 |               | c         |            |                             | hij          | eghij          | ehij             |                               |                            |                               |              | kno                           |                               |                            |                               |
| During secondary school, during GCSE years | 189<br>19%      | 62<br>22%     | 46<br>20% | 63<br>15%  | 13<br>27%                   | 51<br>14%    | 13<br>17%      | 77<br>40%        | 45<br>28%                     | 2<br>1%                    | 1<br>3%                       | -<br>-       | -<br>-                        | -<br>-                        | 189<br>100%                | -<br>-                        |
|  |                 | c             |           |            |                             | ij           | ij             | efhij            | eij                           |                            |                               |              |                               |                               | kmo                        |                               |
| During sixth form / sixth form college     | 351<br>35%      | 70<br>25%     | 74<br>32% | 180<br>43% | 18<br>38%                   | 55<br>15%    | 9<br>12%       | 45<br>23%        | 105<br>65%                    | 128<br>85%                 | 6<br>15%                      | -<br>-       | -<br>-                        | -<br>-                        | -<br>-                     | 351<br>100%                   |
|  |                 |               |           | ab         |                             |              |                | ef               | efgj                          | efghj                      |                               |              |                               |                               |                            | kmn                           |
| After leaving school / college             | 66<br>7%        | 6<br>2%       | 6<br>3%   | 46<br>11%  | 5<br>11%                    | 6<br>2%      | 3<br>4%        | 2<br>1%          | 7<br>4%                       | 16<br>11%                  | 30<br>77%                     | -<br>-       | -<br>-                        | -<br>-                        | -<br>-                     | -<br>-                        |
|  |                 |               |           | ab         |                             |              |                |                  |                               | efgh                       | efghi                         |              |                               |                               |                            |                               |
| Don't know                                 | 2<br>*          | -<br>-        | -<br>-    | 2<br>*     | -<br>-                      | 1<br>*       | -<br>-         | -<br>-           | -<br>-                        | -<br>-                     | -<br>-                        | -<br>-       | -<br>-                        | -<br>-                        | -<br>-                     | -<br>-                        |
| <b>NETS</b>                                |                 |               |           |            |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Net: During secondary school               | 350<br>35%      | 113<br>40%    | 90<br>39% | 118<br>28% | 17<br>35%                   | 101<br>27%   | 49<br>65%      | 145<br>74%       | 47<br>29%                     | 3<br>2%                    | 1<br>3%                       | -<br>-       | -<br>-                        | 160<br>100%                   | 189<br>100%                | -<br>-                        |
|  |                 | c             | c         |            |                             | ij           | ehij           | ehij             | ij                            |                            |                               |              |                               | ko                            | ko                         |                               |

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

## Teach First survey of undergraduates

### Q3. Once you had made the decision to apply, how important or unimportant was it to you that you gained a place at university?

Base: All respondents

|                         | GENDER |        |      | UNIVERSITY REGION |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |     |
|-------------------------|--------|--------|------|-------------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|-----|
|                         | Total  | Female | Male | East Midlands     | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |     |
|                         | a      | b      | c    | d                 | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |     |
| Significance Level: 95% |        |        |      |                   |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |     |
| Unweighted Total        | 1002   | 451    | 551  | 78                | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |     |
| Weighted Total          | 1002   | 451    | 551  | 75                | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |     |
|                         | 100%   | 100%   | 100% | 100%              | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |     |
| Very important          | (4)    | 842    | 360  | 483               | 63     | 137              | 15         | 36         | 87       | 91      | 49         | 123        | 53    | 41            | 67                     | 81   | 237  | 226  | 162   | 171 |
|                         |        | 84%    | 80%  | 88%               | 84%    | 86%              | 77%        | 81%        | 84%      | 90%     | 82%        | 86%        | 86%   | 74%           | 77%                    | 87%  | 89%  | 84%  | 82%   | 81% |
|                         |        |        | a    |                   |        |                  |            | lm         |          |         |            |            |       |               | r                      |      |      |      |       |     |
| Somewhat important      | (3)    | 152    | 86   | 66                | 12     | 22               | 5          | 9          | 16       | 9       | 10         | 18         | 9     | 13            | 19                     | 12   | 28   | 39   | 35    | 38  |
|                         |        | 15%    | 19%  | 12%               | 16%    | 14%              | 23%        | 19%        | 15%      | 9%      | 17%        | 12%        | 14%   | 24%           | 22%                    | 13%  | 11%  | 15%  | 18%   | 18% |
|                         |        |        | b    |                   |        |                  |            |            |          |         |            | h          | h     |               | o                      | o    |      |      |       |     |
| Not very important      | (2)    | 6      | 3    | 3                 | -      | -                | -          | 1          | -        | 1       | 2          | -          | 1     | 1             | -                      | 1    | 2    | -    | 2     |     |
|                         |        | 1%     | 1%   | *                 | -      | -                | -          | 1%         | -        | 1%      | 1%         | -          | 2%    | 1%            | -                      | *    | 1%   | -    | 1%    |     |
| Not at all important    | (1)    | 2      | 2    | -                 | -      | 1                | -          | -          | 1        | -       | -          | -          | -     | -             | -                      | 1    | 1    | -    | -     |     |
|                         |        | *      | *    | -                 | -      | 1%               | -          | -          | 1%       | -       | -          | -          | -     | -             | -                      | *    | *    | -    | -     |     |
| <b>NETS</b>             |        |        |      |                   |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |     |
| Net: Important          | 994    | 446    | 548  | 75                | 159    | 20               | 45         | 103        | 100      | 59      | 141        | 61         | 54    | 86            | 93                     | 266  | 265  | 197  | 209   |     |
|                         | 99%    | 99%    | 100% | 100%              | 99%    | 100%             | 100%       | 99%        | 99%      | 99%     | 99%        | 100%       | 98%   | 99%           | 100%                   | 99%  | 99%  | 100% | 99%   |     |
| Net: Not important      | 8      | 5      | 3    | -                 | 1      | -                | -          | 1          | 1        | 1       | 2          | -          | 1     | 1             | -                      | 2    | 3    | -    | 2     |     |
|                         | 1%     | 1%     | *    | -                 | 1%     | -                | -          | 1%         | 1%       | 1%      | 1%         | -          | 2%    | 1%            | -                      | 1%   | 1%   | -    | 1%    |     |
| Mean score              | 3.8    | 3.8    | 3.9  | 3.8               | 3.8    | 3.8              | 3.8        | 3.8        | 3.9      | 3.8     | 3.8        | 3.9        | 3.7   | 3.8           | 3.9                    | 3.9  | 3.8  | 3.8  | 3.8   |     |
|                         |        |        | a    |                   |        |                  |            | l          |          |         |            |            |       | l             | r                      |      |      |      |       |     |

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

## Teach First survey of undergraduates

### Q3. Once you had made the decision to apply, how important or unimportant was it to you that you gained a place at university?

Base: All respondents

|                         | Total | UNIVERSITY TYPE |          |           |                        | FIRST CONSIDERED UNIVERSITY |                |                  |                               |                            |                               | DECIDED TO DEFINITELY APPLY |                               |                               |                            |                               |     |
|-------------------------|-------|-----------------|----------|-----------|------------------------|-----------------------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|-----------------------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|-----|
|                         |       | Russell Group   | Pre-1992 | Post-1992 | Specialist institution | Always known                | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known                | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |     |
|                         |       | a               | b        | c         | *d                     | e                           | f              | g                | h                             | i                          | j                             | k                           | *l                            | m                             | n                          | o                             |     |
| Significance Level: 95% |       |                 |          |           |                        |                             |                |                  |                               |                            |                               |                             |                               |                               |                            |                               |     |
| Unweighted Total        | 1002  | 294             | 246      | 424       | 26                     | 373                         | 77             | 195              | 162                           | 146                        | 38                            | 212                         | 28                            | 162                           | 187                        | 348                           |     |
| Weighted Total          | 1002  | 281             | 230      | 421       | 48                     | 370                         | 75             | 195              | 163                           | 150                        | 38                            | 207                         | 26                            | 160                           | 189                        | 351                           |     |
|                         | 100%  | 100%            | 100%     | 100%      | 100%                   | 100%                        | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%                        | 100%                          | 100%                          | 100%                       | 100%                          |     |
| Very important          | (4)   | 842             | 249      | 195       | 339                    | 40                          | 346            | 62               | 171                           | 130                        | 97                            | 28                          | 201                           | 24                            | 143                        | 169                           | 252 |
|                         |       | 84%             | 89%      | 84%       | 81%                    | 85%                         | 94%            | 82%              | 88%                           | 80%                        | 65%                           | 72%                         | 97%                           | 89%                           | 89%                        | 89%                           | 72% |
|                         |       |                 | c        |           |                        | fg hij                      | i              | hij              | i                             |                            |                               | mno                         |                               | o                             | o                          |                               |     |
| Somewhat important      | (3)   | 152             | 30       | 32        | 78                     | 7                           | 22             | 13               | 24                            | 29                         | 51                            | 10                          | 7                             | 3                             | 15                         | 19                            | 94  |
|                         |       | 15%             | 11%      | 14%       | 19%                    | 15%                         | 6%             | 18%              | 12%                           | 18%                        | 34%                           | 26%                         | 3%                            | 11%                           | 10%                        | 10%                           | 27% |
|                         |       |                 |          | a         |                        | e                           | e              | e                | e                             | efgh                       | eg                            |                             |                               | k                             | k                          | k mn                          |     |
| Not very important      | (2)   | 6               | -        | 3         | 3                      | -                           | -              | -                | 3                             | 2                          | 1                             | -                           | -                             | -                             | -                          | 1                             | 5   |
|                         |       | 1%              | -        | 1%        | 1%                     | -                           | -              | -                | 2%                            | 1%                         | 3%                            | -                           | -                             | -                             | *                          | *                             | 1%  |
|                         |       |                 |          |           |                        |                             |                |                  | e                             | e                          | eg                            |                             |                               |                               |                            |                               |     |
| Not at all important    | (1)   | 2               | 1        | 1         | -                      | -                           | 1              | -                | -                             | 1                          | -                             | -                           | -                             | -                             | 2                          | -                             | -   |
|                         |       | *               | *        | *         | -                      | -                           | *              | -                | -                             | 1%                         | -                             | -                           | -                             | -                             | 1%                         | -                             | -   |
|                         |       |                 |          |           |                        |                             |                |                  |                               |                            |                               |                             |                               | o                             |                            |                               |     |
| <b>NETS</b>             |       |                 |          |           |                        |                             |                |                  |                               |                            |                               |                             |                               |                               |                            |                               |     |
| Net: Important          | 994   | 280             | 227      | 418       | 48                     | 369                         | 75             | 195              | 159                           | 148                        | 37                            | 207                         | 26                            | 158                           | 188                        | 346                           |     |
|                         | 99%   | 100%            | 98%      | 99%       | 100%                   | 100%                        | 100%           | 100%             | 98%                           | 99%                        | 97%                           | 100%                        | 100%                          | 99%                           | 100%                       | 99%                           |     |
|                         |       |                 |          |           |                        | h                           |                | hj               |                               |                            |                               |                             |                               |                               |                            |                               |     |
| Net: Not important      | 8     | 1               | 4        | 3         | -                      | 1                           | -              | -                | 4                             | 2                          | 1                             | -                           | -                             | 2                             | 1                          | 5                             |     |
|                         | 1%    | *               | 2%       | 1%        | -                      | *                           | -              | -                | 2%                            | 1%                         | 3%                            | -                           | -                             | 1%                            | *                          | 1%                            |     |
|                         |       |                 |          |           |                        |                             |                |                  | eg                            | g                          |                               |                             |                               |                               |                            |                               |     |
| Mean score              | 3.8   | 3.9             | 3.8      | 3.8       | 3.8                    | 3.9                         | 3.8            | 3.9              | 3.8                           | 3.6                        | 3.7                           | 4.0                         | 3.9                           | 3.9                           | 3.9                        | 3.7                           |     |
|                         |       | c               |          |           |                        | fg hij                      | i              | hij              | i                             |                            |                               | mno                         |                               | o                             | o                          |                               |     |

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

## Teach First survey of undergraduates

### Q4. When did you begin seriously planning your application, in terms of your university and course choices?

Base: All respondents

|  | GENDER     |            | UNIVERSITY REGION |               |            |                  |            |            |           |           |            |            |           |               | SEG                    |            |            |            |            |
|--|------------|------------|-------------------|---------------|------------|------------------|------------|------------|-----------|-----------|------------|------------|-----------|---------------|------------------------|------------|------------|------------|------------|
|  | Total      | Female     | Male              | East Midlands | London     | Northern Ireland | North East | North West | Scotland  | Eastern   | South East | South West | Wales     | West Midlands | Yorkshire & the Humber | A          | B          | C1         | C2/DE      |
|  | a          | b          | c                 | d             | *e         | f                | g          | h          | i         | j         | k          | l          | m         | n             | o                      | p          | q          | r          |            |
| Significance Level: 95%                    |            |            |                   |               |            |                  |            |            |           |           |            |            |           |               |                        |            |            |            |            |
| Unweighted Total                           | 1002       | 451        | 551               | 78            | 150        | 26               | 46         | 102        | 104       | 58        | 142        | 64         | 55        | 88            | 89                     | 268        | 270        | 196        | 210        |
| Weighted Total                             | 1002       | 451        | 551               | 75            | 160        | 20               | 45         | 104        | 101       | 59        | 143        | 61         | 55        | 86            | 93                     | 268        | 268        | 197        | 211        |
|  | 100%       | 100%       | 100%              | 100%          | 100%       | 100%             | 100%       | 100%       | 100%      | 100%      | 100%       | 100%       | 100%      | 100%          | 100%                   | 100%       | 100%       | 100%       | 100%       |
| During primary school                      | 9<br>1%    | 4<br>1%    | 5<br>1%           | 1<br>1%       | 2<br>1%    | -<br>-           | -<br>-     | -<br>-     | 3<br>3%   | 2<br>3%   | -<br>-     | -<br>-     | -<br>-    | -<br>-        | 1<br>1%                | 3<br>1%    | 1<br>*     | 2<br>1%    | 2<br>1%    |
|  |            |            |                   |               |            |                  |            |            | j         | j         |            |            |           |               |                        |            |            |            |            |
| During secondary school, before GCSE       | 40<br>4%   | 11<br>2%   | 29<br>5%          | 1<br>1%       | 11<br>7%   | 2<br>8%          | -<br>-     | 3<br>3%    | 8<br>8%   | 4<br>6%   | 7<br>5%    | 4<br>6%    | -<br>-    | -<br>-        | 2<br>2%                | 12<br>4%   | 11<br>4%   | 7<br>4%    | 7<br>3%    |
|  |            |            | a                 |               | m          |                  |            | clm        | m         | m         | m          |            |           |               |                        |            |            |            |            |
| During secondary school, during GCSE years | 172<br>17% | 70<br>16%  | 101<br>18%        | 13<br>18%     | 20<br>13%  | 6<br>31%         | 6<br>13%   | 17<br>17%  | 38<br>37% | 9<br>15%  | 23<br>16%  | 7<br>11%   | 6<br>11%  | 16<br>18%     | 11<br>12%              | 61<br>23%  | 50<br>19%  | 26<br>13%  | 28<br>13%  |
|  |            |            |                   |               |            |                  |            | cd         | fgijklmn  |           |            |            |           |               | qr                     |            |            |            |            |
| During sixth form / sixth form college     | 707<br>71% | 330<br>73% | 377<br>68%        | 55<br>73%     | 107<br>67% | 11<br>58%        | 34<br>76%  | 79<br>76%  | 42<br>42% | 42<br>70% | 103<br>72% | 50<br>82%  | 45<br>82% | 66<br>76%     | 72<br>77%              | 173<br>65% | 187<br>70% | 147<br>75% | 156<br>74% |
|  |            |            |                   | h             | h          |                  | h          | h          |           | h         | h          | dh         | dh        | h             | h                      |            |            | o          | o          |
| After leaving school / college             | 72<br>7%   | 35<br>8%   | 36<br>7%          | 4<br>5%       | 20<br>12%  | 1<br>4%          | 5<br>11%   | 5<br>5%    | 8<br>8%   | 4<br>6%   | 9<br>6%    | 1<br>2%    | 4<br>7%   | 5<br>5%       | 7<br>8%                | 18<br>7%   | 19<br>7%   | 14<br>7%   | 18<br>9%   |
|  |            |            |                   |               | k          |                  | k          |            |           |           |            |            |           |               |                        |            |            |            |            |
| Don't know                                 | 4<br>*     | 1<br>*     | 3<br>1%           | 1<br>1%       | -<br>-     | -<br>-           | -<br>-     | -<br>-     | 2<br>2%   | -<br>-    | 1<br>1%    | -<br>-     | -<br>-    | -<br>-        | -<br>-                 | 1<br>*     | 1<br>*     | -<br>-     | -<br>-     |
| <b>NETS</b>                                |            |            |                   |               |            |                  |            |            |           |           |            |            |           |               |                        |            |            |            |            |
| Net: During secondary school               | 878<br>88% | 400<br>89% | 478<br>87%        | 68<br>91%     | 128<br>80% | 18<br>89%        | 40<br>89%  | 96<br>92%  | 80<br>80% | 51<br>85% | 126<br>88% | 57<br>92%  | 51<br>93% | 82<br>95%     | 83<br>89%              | 234<br>87% | 237<br>88% | 173<br>88% | 184<br>87% |
|  |            |            |                   | dh            |            |                  |            | dh         |           |           |            | dh         | dh        | dh            |                        |            |            |            |            |

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

## Teach First survey of undergraduates

### Q4. When did you begin seriously planning your application, in terms of your university and course choices?

Base: All respondents

|  | UNIVERSITY TYPE |               |            |            | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|------------|------------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992   | Post-1992  | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c          | *d         | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                    |                 |               |            |            |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                           | 1002            | 294           | 246        | 424        | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                             | 1002            | 281           | 230        | 421        | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%       | 100%       | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| During primary school                      | 9<br>1%         | 5<br>2%       | 3<br>1%    | 1<br>*     | -<br>-                      | 8<br>2%      | 1<br>1%        | -<br>-           | -<br>-                        | -<br>-                     | -<br>-                        | 6<br>3%      | 2<br>7%                       | -<br>-                        | 1<br>*                     | -<br>-                        |
|  |                 | c             |            |            |                             | g            |                |                  |                               |                            |                               | mo           |                               |                               |                            |                               |
| During secondary school, before GCSE       | 40<br>4%        | 11<br>4%      | 9<br>4%    | 14<br>3%   | 4<br>8%                     | 25<br>7%     | 5<br>6%        | 7<br>3%          | 2<br>1%                       | -<br>-                     | 1<br>3%                       | 21<br>10%    | 2<br>7%                       | 13<br>8%                      | 3<br>2%                    | 1<br>*                        |
|  |                 |               |            |            |                             | hi           | hi             | i                |                               |                            |                               | no           |                               | no                            |                            | *                             |
| During secondary school, during GCSE years | 172<br>17%      | 60<br>21%     | 41<br>18%  | 54<br>13%  | 13<br>27%                   | 95<br>26%    | 19<br>25%      | 39<br>20%        | 17<br>11%                     | 2<br>1%                    | -<br>-                        | 60<br>29%    | 8<br>31%                      | 52<br>33%                     | 37<br>20%                  | 13<br>4%                      |
|  |                 | c             |            |            |                             | hij          | hij            | hij              | ij                            |                            |                               | no           |                               | no                            | o                          |                               |
| During sixth form / sixth form college     | 707<br>71%      | 195<br>70%    | 169<br>73% | 304<br>72% | 28<br>58%                   | 231<br>63%   | 45<br>60%      | 142<br>73%       | 136<br>83%                    | 133<br>89%                 | 10<br>26%                     | 111<br>54%   | 14<br>54%                     | 93<br>58%                     | 140<br>74%                 | 329<br>94%                    |
|  |                 |               |            |            |                             | j            | j              | efj              | efgj                          | efgj                       |                               | 54%          | 54%                           | 58%                           | km                         | kmn                           |
| After leaving school / college             | 72<br>7%        | 10<br>4%      | 7<br>3%    | 45<br>11%  | 4<br>7%                     | 9<br>2%      | 6<br>8%        | 7<br>4%          | 7<br>4%                       | 15<br>10%                  | 27<br>69%                     | 7<br>3%      | -<br>-                        | 2<br>1%                       | 8<br>4%                    | 7<br>2%                       |
|  |                 |               |            | ab         |                             |              | e              |                  |                               | efgh                       | efghi                         |              |                               |                               |                            |                               |
| Don't know                                 | 4<br>*          | -<br>-        | 1<br>*     | 3<br>1%    | -<br>-                      | 2<br>1%      | -<br>-         | -<br>-           | 1<br>1%                       | -<br>-                     | 1<br>2%                       | 2<br>1%      | -<br>-                        | -<br>-                        | -<br>-                     | 1<br>*                        |
|  |                 |               |            |            |                             |              |                |                  |                               |                            | g                             |              |                               |                               |                            |                               |
| <b>NETS</b>                                |                 |               |            |            |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Net: During secondary school               | 878<br>88%      | 255<br>91%    | 210<br>91% | 358<br>85% | 40<br>85%                   | 326<br>88%   | 64<br>85%      | 181<br>93%       | 153<br>94%                    | 135<br>90%                 | 10<br>26%                     | 171<br>83%   | 23<br>86%                     | 146<br>91%                    | 178<br>94%                 | 342<br>97%                    |
|  |                 | c             | c          |            |                             | j            | j              | fj               | efj                           | j                          |                               |              |                               | k                             | k                          | kmn                           |

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

## Teach First survey of undergraduates

### Q5. What steps, if any, did you take to help your university application before completing your UCAS application?

Base: All respondents

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total  | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total  | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| Researched a university/course online                                       | 844    | 372    | 472               | 70            | 129    | 17               | 36         | 84         | 88       | 48      | 117        | 52         | 46    | 73            | 85                     | 227  | 222  | 167  | 176   |
|   | 84%    | 83%    | 86%               | 94%           | 81%    | 85%              | 81%        | 81%        | 87%      | 80%     | 82%        | 84%        | 84%   | 84%           | 91%                    | 85%  | 83%  | 85%  | 83%   |
|   |        |        |                   | dfgij         |        |                  |            |            |          |         |            |            |       |               | dg                     |      |      |      |       |
| Looked through a prospectus   | 797    | 345    | 452               | 65            | 113    | 18               | 36         | 77         | 81       | 42      | 118        | 46         | 42    | 73            | 85                     | 217  | 218  | 153  | 165   |
|   | 80%    | 76%    | 82%               | 87%           | 71%    | 88%              | 81%        | 74%        | 81%      | 72%     | 83%        | 75%        | 76%   | 85%           | 91%                    | 81%  | 81%  | 78%  | 78%   |
|   |        |        | a                 | dgi           |        |                  |            |            |          |         | d          |            |       | d             | dghikl                 |      |      |      |       |
| Advice from teachers on personal statement                                  | 797    | 343    | 454               | 64            | 125    | 17               | 36         | 83         | 77       | 47      | 113        | 55         | 41    | 59            | 80                     | 203  | 223  | 166  | 160   |
|   | 80%    | 76%    | 82%               | 86%           | 79%    | 85%              | 81%        | 79%        | 77%      | 79%     | 79%        | 89%        | 74%   | 68%           | 86%                    | 76%  | 83%  | 84%  | 76%   |
|   |        |        | a                 | m             |        |                  |            | m          |          | m       | lm         |            |       | m             | o                      |      | or   |      |       |
| Visited a university  | 765    | 337    | 428               | 64            | 105    | 16               | 34         | 79         | 72       | 44      | 110        | 51         | 42    | 70            | 77                     | 210  | 208  | 150  | 154   |
|   | 76%    | 75%    | 78%               | 86%           | 66%    | 81%              | 77%        | 76%        | 72%      | 74%     | 77%        | 83%        | 76%   | 81%           | 82%                    | 78%  | 77%  | 76%  | 73%   |
|   |        |        | dh                |               |        |                  |            | d          |          | d       | d          |            |       | d             | d                      |      |      |      |       |
| Advice from parents on personal statement                                   | 448    | 200    | 248               | 38            | 67     | 8                | 16         | 50         | 49       | 20      | 60         | 39         | 28    | 27            | 46                     | 159  | 134  | 70   | 56    |
|   | 45%    | 44%    | 45%               | 50%           | 42%    | 42%              | 36%        | 48%        | 49%      | 34%     | 42%        | 63%        | 51%   | 31%           | 49%                    | 59%  | 50%  | 35%  | 27%   |
|   |        |        | m                 |               |        |                  | m          | m          |          |         | dfijm      |            | m     | m             | pqr                    | qr   |      |      |       |
| Non-academic extracurricular activities (e.g. drama, sports)                | 370    | 158    | 213               | 29            | 52     | 8                | 18         | 44         | 41       | 25      | 47         | 26         | 18    | 24            | 38                     | 129  | 108  | 52   | 70    |
|   | 37%    | 35%    | 39%               | 38%           | 33%    | 38%              | 40%        | 43%        | 41%      | 42%     | 33%        | 43%        | 33%   | 28%           | 40%                    | 48%  | 40%  | 26%  | 33%   |
|   |        |        | q                 |               |        |                  |            | m          |          |         |            |            |       |               | qr                     | q    |      |      |       |
| Arranged relevant work experience   | 332    | 122    | 210               | 20            | 52     | 11               | 16         | 46         | 39       | 18      | 36         | 28         | 15    | 21            | 28                     | 110  | 102  | 59   | 48    |
|   | 33%    | 27%    | 38%               | 27%           | 33%    | 58%              | 36%        | 44%        | 39%      | 30%     | 26%        | 46%        | 27%   | 25%           | 30%                    | 41%  | 38%  | 30%  | 23%   |
|   |        |        | a                 |               |        |                  |            | cjlmn      | jm       |         | cjlmn      |            |       |               | qr                     | r    |      |      |       |
| Academic extracurricular activities (e.g. attended an event, masterclasses) | 289    | 120    | 169               | 15            | 49     | 5                | 12         | 36         | 31       | 17      | 36         | 25         | 18    | 22            | 22                     | 85   | 83   | 61   | 51    |
|   | 29%    | 27%    | 31%               | 20%           | 31%    | 23%              | 27%        | 35%        | 30%      | 28%     | 25%        | 41%        | 33%   | 26%           | 24%                    | 32%  | 31%  | 31%  | 24%   |
|   |        |        |                   |               |        |                  |            | c          |          |         | cjmn       |            |       |               |                        |      |      |      |       |
| Extra tuition to help with grades   | 143    | 62     | 81                | 13            | 20     | 1                | 6          | 16         | 16       | 9       | 20         | 11         | 4     | 7             | 19                     | 43   | 43   | 23   | 27    |
|   | 14%    | 14%    | 15%               | 18%           | 12%    | 4%               | 13%        | 16%        | 16%      | 15%     | 14%        | 19%        | 7%    | 9%            | 20%                    | 16%  | 16%  | 12%  | 13%   |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |       | lm            |                        |      |      |      |       |

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

## Teach First survey of undergraduates

### Q5. What steps, if any, did you take to help your university application before completing your UCAS application?

Base: All respondents

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                               |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                                      | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total  | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| Other   | 3      | -      | 3                 | -             | -      | -                | -          | -          | -        | 1       | -          | -          | -     | 2             | -                      | 3    | -    | -    | -     |
|   | *      | -      | 1%                | -             | -      | -                | -          | -          | -        | 1%      | -          | -          | -     | 2%            | -                      | 1%   | -    | -    | -     |
| None, until it came to completing my UCAS application | 21     | 14     | 8                 | 1             | 5      | -                | 2          | 2          | -        | 4       | 1          | 2          | 4     | 1             | -                      | 4    | 7    | 4    | 7     |
|   | 2%     | 3%     | 1%                | 1%            | 3%     | -                | 4%         | 2%         | -        | 6%      | 1%         | 3%         | 7%    | 1%            | -                      | 1%   | 2%   | 2%   | 3%    |
|   |        |        |                   |               |        |                  | h          |            |          | hjn     |            |            | hjn   |               |                        |      |      |      |       |
| <b>NETS</b>   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Net: took steps                                       | 981    | 437    | 544               | 74            | 155    | 20               | 43         | 102        | 101      | 56      | 142        | 59         | 51    | 86            | 93                     | 264  | 262  | 193  | 204   |
|   | 98%    | 97%    | 99%               | 99%           | 97%    | 100%             | 96%        | 98%        | 100%     | 94%     | 99%        | 97%        | 93%   | 99%           | 100%                   | 99%  | 98%  | 98%  | 97%   |
|   |        |        |                   |               |        |                  |            |            | fil      |         | il         |            |       | il            |                        |      |      |      |       |

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



## Teach First survey of undergraduates

### Q5. What steps, if any, did you take to help your university application before completing your UCAS application?

Base: All respondents

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total  | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| Researched a university/course online                                       | 844             | 246           | 200      | 342       | 40                          | 313          | 67             | 169              | 137                           | 121                        | 30                            | 180          | 21                            | 144                           | 167                        | 283                           |
|   | 84%             | 88%           | 87%      | 81%       | 85%                         | 85%          | 88%            | 87%              | 84%                           | 80%                        | 79%                           | 87%          | 78%                           | 90%                           | 88%                        | 81%                           |
|   |                 | c             |          |           |                             |              |                |                  |                               |                            |                               |              |                               | o                             | o                          |                               |
| Looked through a prospectus   | 797             | 243           | 183      | 325       | 37                          | 306          | 56             | 165              | 129                           | 109                        | 26                            | 171          | 22                            | 127                           | 160                        | 271                           |
|   | 80%             | 87%           | 80%      | 77%       | 77%                         | 83%          | 75%            | 85%              | 79%                           | 72%                        | 67%                           | 82%          | 82%                           | 79%                           | 85%                        | 77%                           |
|   |                 | bc            |          |           |                             | ij           |                | ij               |                               |                            |                               |              |                               |                               | o                          |                               |
| Advice from teachers on personal statement                                  | 797             | 237           | 185      | 320       | 37                          | 293          | 62             | 167              | 126                           | 116                        | 22                            | 158          | 18                            | 134                           | 165                        | 278                           |
|   | 80%             | 84%           | 80%      | 76%       | 77%                         | 79%          | 82%            | 86%              | 78%                           | 77%                        | 56%                           | 76%          | 68%                           | 84%                           | 87%                        | 79%                           |
|   |                 | c             |          |           |                             | j            | j              | j                | j                             | j                          |                               |              |                               |                               | ko                         |                               |
| Visited a university  | 765             | 220           | 187      | 316       | 33                          | 275          | 52             | 167              | 131                           | 111                        | 24                            | 149          | 22                            | 125                           | 149                        | 281                           |
|   | 76%             | 78%           | 81%      | 75%       | 69%                         | 75%          | 68%            | 86%              | 80%                           | 74%                        | 62%                           | 72%          | 82%                           | 78%                           | 79%                        | 80%                           |
|   |                 |               |          |           |                             |              |                | efij             | fj                            |                            |                               |              |                               |                               |                            | k                             |
| Advice from parents on personal statement                                   | 448             | 128           | 105      | 183       | 22                          | 175          | 36             | 104              | 63                            | 52                         | 16                            | 100          | 13                            | 76                            | 103                        | 132                           |
|   | 45%             | 46%           | 46%      | 43%       | 46%                         | 47%          | 48%            | 53%              | 39%                           | 35%                        | 41%                           | 48%          | 50%                           | 47%                           | 54%                        | 38%                           |
|   |                 |               |          |           |                             | i            |                | hi               |                               |                            |                               | o            |                               | o                             | o                          |                               |
| Non-academic extracurricular activities (e.g. drama, sports)                | 370             | 141           | 94       | 115       | 13                          | 160          | 33             | 75               | 51                            | 45                         | 4                             | 96           | 12                            | 75                            | 69                         | 109                           |
|   | 37%             | 50%           | 41%      | 27%       | 27%                         | 43%          | 44%            | 38%              | 32%                           | 30%                        | 10%                           | 46%          | 46%                           | 47%                           | 36%                        | 31%                           |
|   |                 | bc            | c        |           |                             | hij          | ij             | j                | j                             | j                          |                               | no           |                               | no                            |                            |                               |
| Arranged relevant work experience   | 332             | 113           | 74       | 116       | 22                          | 155          | 22             | 70               | 52                            | 26                         | 7                             | 86           | 14                            | 73                            | 63                         | 89                            |
|   | 33%             | 40%           | 32%      | 27%       | 46%                         | 42%          | 29%            | 36%              | 32%                           | 17%                        | 18%                           | 41%          | 53%                           | 45%                           | 33%                        | 25%                           |
|   |                 | bc            |          |           |                             | fhij         | i              | ij               | i                             |                            |                               | o            |                               | no                            |                            |                               |
| Academic extracurricular activities (e.g. attended an event, masterclasses) | 289             | 110           | 73       | 88        | 13                          | 132          | 34             | 63               | 37                            | 20                         | 1                             | 78           | 12                            | 65                            | 50                         | 78                            |
|   | 29%             | 39%           | 32%      | 21%       | 27%                         | 36%          | 45%            | 33%              | 22%                           | 13%                        | 3%                            | 38%          | 47%                           | 40%                           | 26%                        | 22%                           |
|   |                 | c             | c        |           |                             | hij          | hij            | hij              | ij                            |                            |                               | no           |                               | no                            |                            |                               |
| Extra tuition to help with grades   | 143             | 40            | 31       | 65        | 6                           | 53           | 14             | 28               | 27                            | 15                         | 2                             | 35           | 5                             | 25                            | 26                         | 48                            |
|   | 14%             | 14%           | 13%      | 15%       | 12%                         | 14%          | 19%            | 14%              | 17%                           | 10%                        | 5%                            | 17%          | 18%                           | 16%                           | 14%                        | 14%                           |
|   |                 |               |          |           |                             |              | ij             |                  |                               |                            |                               |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

### Q5. What steps, if any, did you take to help your university application before completing your UCAS application?

Base: All respondents

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                               |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                                      | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total  | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| Other   | 3               | 2             | -        | 1         | -                           | 1            | 1              | -                | 1                             | -                          | -                             | 1            | -                             | -                             | -                          | 2                             |
|   | *               | 1%            | -        | *         | -                           | *            | 1%             | -                | 1%                            | -                          | -                             | *            | -                             | -                             | -                          | 1%                            |
| None, until it came to completing my UCAS application | 21              | 5             | 2        | 13        | 2                           | 12           | -              | 1                | 2                             | 5                          | 2                             | 7            | 1                             | -                             | 1                          | 10                            |
|   | 2%              | 2%            | 1%       | 3%        | 4%                          | 3%           | -              | 1%               | 1%                            | 3%                         | 5%                            | 3%           | 4%                            | -                             | 1%                         | 3%                            |
|   |                 |               |          |           |                             | g            |                |                  |                               |                            | fg                            | m            |                               |                               |                            | m                             |
| <b>NETS</b>   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Net: took steps                                       | 981             | 276           | 228      | 408       | 46                          | 358          | 75             | 194              | 161                           | 145                        | 36                            | 201          | 25                            | 160                           | 188                        | 341                           |
|   | 98%             | 98%           | 99%      | 97%       | 96%                         | 97%          | 100%           | 99%              | 99%                           | 97%                        | 95%                           | 97%          | 96%                           | 100%                          | 99%                        | 97%                           |
|   |                 |               |          |           |                             |              | j              | ej               |                               |                            |                               |              |                               | ko                            |                            |                               |

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

## Teach First survey of undergraduates

### Q6. Which of the following statements, if any, best describe your decision to apply for university?

Base: All respondents

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total  | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total  | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I was always certain I would apply for university                             | 643    | 272    | 371               | 53            | 107    | 12               | 28         | 64         | 75       | 38      | 85         | 37         | 31    | 50            | 64                     | 201  | 177  | 122  | 112   |
|   | 64%    | 60%    | 67%               | 70%           | 67%    | 61%              | 62%        | 62%        | 75%      | 64%     | 60%        | 60%        | 56%   | 58%           | 68%                    | 75%  | 66%  | 62%  | 53%   |
|   |        |        | a                 |               |        |                  |            | gijklm     |          |         |            |            |       |               | pqr                    | r    |      |      |       |
| I was unsure about applying for university until secondary school             | 124    | 63     | 61                | 9             | 21     | 5                | 4          | 9          | 17       | 7       | 16         | 11         | 5     | 12            | 8                      | 32   | 32   | 20   | 28    |
|   | 12%    | 14%    | 11%               | 12%           | 13%    | 27%              | 8%         | 9%         | 17%      | 12%     | 11%        | 18%        | 9%    | 14%           | 9%                     | 12%  | 12%  | 10%  | 13%   |
| I was unsure about applying for university until sixth form / college         | 196    | 97     | 99                | 10            | 24     | 2                | 11         | 28         | 5        | 13      | 37         | 12         | 16    | 21            | 18                     | 27   | 50   | 47   | 57    |
|   | 20%    | 22%    | 18%               | 13%           | 15%    | 8%               | 26%        | 26%        | 5%       | 21%     | 26%        | 20%        | 29%   | 24%           | 19%                    | 10%  | 19%  | 24%  | 27%   |
|   |        |        |                   | h             |        |                  | h          | cdh        |          | h       | cdh        | h          | cdh   | h             | h                      |      | o    | o    | op    |
| I was unsure about applying for university until I completed school / college | 39     | 19     | 20                | 4             | 7      | 1                | 2          | 3          | 4        | 2       | 5          | 1          | 3     | 4             | 4                      | 7    | 9    | 9    | 13    |
|   | 4%     | 4%     | 4%                | 5%            | 4%     | 4%               | 4%         | 3%         | 4%       | 3%      | 3%         | 2%         | 6%    | 4%            | 4%                     | 3%   | 3%   | 5%   | 6%    |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      | o     |

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

## Teach First survey of undergraduates

### Q6. Which of the following statements, if any, best describe your decision to apply for university?

Base: All respondents

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total  | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I was always certain I would apply for university                             | 643             | 208           | 162      | 240       | 24                          | 350          | 64             | 129              | 56                            | 31                         | 6                             | 206          | 25                            | 134                           | 130                        | 132                           |
|   | 64%             | 74%           | 70%      | 57%       | 50%                         | 95%          | 85%            | 66%              | 35%                           | 21%                        | 16%                           | 99%          | 96%                           | 83%                           | 69%                        | 38%                           |
|   |                 | c             | c        |           |                             | fg hij       | gh ij          | hij              | ij                            |                            |                               | mno          |                               | no                            | o                          |                               |
| I was unsure about applying for university until secondary school             | 124             | 34            | 27       | 49        | 11                          | 9            | 5              | 43               | 55                            | 10                         | 2                             | -            | 1                             | 21                            | 48                         | 48                            |
|   | 12%             | 12%           | 12%      | 12%       | 23%                         | 2%           | 6%             | 22%              | 34%                           | 6%                         | 5%                            | -            | 4%                            | 13%                           | 26%                        | 14%                           |
|   |                 |               |          |           |                             |              |                | ef ij            | efg ij                        | e                          |                               |              |                               | k                             | kmo                        | k                             |
| I was unsure about applying for university until sixth form / college         | 196             | 35            | 34       | 110       | 11                          | 9            | 5              | 21               | 46                            | 104                        | 11                            | -            | -                             | 3                             | 11                         | 167                           |
|   | 20%             | 12%           | 15%      | 26%       | 23%                         | 2%           | 6%             | 11%              | 28%                           | 69%                        | 28%                           | -            | -                             | 2%                            | 6%                         | 48%                           |
|   |                 |               |          | ab        |                             |              |                | e                | efg                           | efgh j                     | efg                           |              |                               | k                             | k                          | kmn                           |
| I was unsure about applying for university until I completed school / college | 39              | 4             | 8        | 22        | 2                           | 2            | 2              | 3                | 6                             | 6                          | 19                            | 1            | -                             | 3                             | -                          | 4                             |
|   | 4%              | 1%            | 3%       | 5%        | 4%                          | 1%           | 3%             | 1%               | 4%                            | 4%                         | 51%                           | 1%           | -                             | 2%                            | -                          | 1%                            |
|   |                 |               | a        |           |                             |              |                |                  | e                             | e                          | efghi                         |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

### Q7. Which of the following sources of information, if any, were influential in your decision to apply for university?

Base: All respondents

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total  | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total  | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| A visit to a university   | 609    | 263    | 345               | 53            | 76     | 11               | 27         | 69         | 59       | 30      | 84         | 42         | 33    | 59            | 66                     | 172  | 166  | 113  | 123   |
|   | 61%    | 58%    | 63%               | 70%           | 48%    | 58%              | 60%        | 66%        | 58%      | 51%     | 59%        | 68%        | 60%   | 68%           | 71%                    | 64%  | 62%  | 58%  | 58%   |
|   |        |        |                   | di            |        |                  | d          |            |          | d       | d          |            | di    | di            |                        |      |      |      |       |
| Information from your school / college                              | 583    | 263    | 320               | 47            | 99     | 11               | 22         | 66         | 59       | 28      | 77         | 39         | 34    | 49            | 51                     | 152  | 162  | 114  | 123   |
|   | 58%    | 58%    | 58%               | 63%           | 62%    | 58%              | 49%        | 63%        | 59%      | 48%     | 54%        | 63%        | 62%   | 57%           | 55%                    | 57%  | 60%  | 58%  | 58%   |
| Advice from parents or close family members                         | 551    | 257    | 293               | 43            | 78     | 14               | 31         | 60         | 59       | 33      | 73         | 41         | 29    | 35            | 56                     | 173  | 156  | 102  | 92    |
|   | 55%    | 57%    | 53%               | 58%           | 49%    | 69%              | 68%        | 57%        | 59%      | 55%     | 51%        | 66%        | 53%   | 41%           | 60%                    | 65%  | 58%  | 52%  | 44%   |
|   |        |        |                   | m             |        |                  | djm        | m          | m        |         | djm        |            |       | m             | qr                     | r    |      |      |       |
| Advice from siblings or friends                                     | 314    | 166    | 148               | 28            | 46     | 5                | 12         | 27         | 28       | 18      | 56         | 22         | 16    | 24            | 33                     | 84   | 78   | 70   | 62    |
|   | 31%    | 37%    | 27%               | 37%           | 29%    | 23%              | 28%        | 25%        | 28%      | 30%     | 39%        | 35%        | 29%   | 28%           | 35%                    | 32%  | 29%  | 35%  | 30%   |
|   |        | b      |                   |               |        |                  |            |            |          | g       |            |            |       |               |                        |      |      |      |       |
| A talk by a university representative held at your school / college | 276    | 131    | 145               | 13            | 41     | 7                | 11         | 34         | 31       | 14      | 34         | 20         | 20    | 26            | 25                     | 65   | 80   | 65   | 54    |
|   | 28%    | 29%    | 26%               | 18%           | 25%    | 35%              | 25%        | 32%        | 30%      | 24%     | 24%        | 32%        | 36%   | 30%           | 27%                    | 24%  | 30%  | 33%  | 26%   |
|   |        |        |                   |               |        |                  |            | c          |          |         |            |            | c     |               | o                      |      |      |      |       |
| Information gained on work experience                               | 193    | 69     | 124               | 13            | 40     | 6                | 6          | 29         | 23       | 13      | 18         | 9          | 10    | 14            | 12                     | 58   | 66   | 29   | 30    |
|   | 19%    | 15%    | 22%               | 18%           | 25%    | 31%              | 13%        | 28%        | 23%      | 22%     | 13%        | 14%        | 18%   | 16%           | 13%                    | 22%  | 25%  | 15%  | 14%   |
|   |        | a      |                   | jn            |        |                  | fjkn       | j          |          |         |            |            |       |               | r                      | qr   |      |      |       |
| Advice from a business or professionals                             | 167    | 91     | 76                | 12            | 30     | 3                | 8          | 21         | 17       | 6       | 30         | 9          | 13    | 9             | 9                      | 48   | 39   | 43   | 29    |
|   | 17%    | 20%    | 14%               | 16%           | 19%    | 15%              | 17%        | 20%        | 17%      | 10%     | 21%        | 14%        | 24%   | 11%           | 10%                    | 18%  | 14%  | 22%  | 14%   |
|   |        | b      |                   |               |        |                  |            |            |          | mn      |            | mn         |       |               | pr                     |      |      |      |       |
| Advice from a mentor or youth worker                                | 95     | 38     | 57                | 3             | 23     | 2                | 4          | 7          | 10       | 4       | 16         | 4          | 6     | 9             | 8                      | 22   | 15   | 29   | 23    |
|   | 9%     | 8%     | 10%               | 4%            | 15%    | 8%               | 8%         | 7%         | 10%      | 6%      | 11%        | 6%         | 11%   | 11%           | 9%                     | 8%   | 6%   | 15%  | 11%   |
|   |        |        |                   | c             |        |                  |            |            |          |         |            |            |       |               | op                     |      |      | p    |       |
| Other   | 27     | 13     | 14                | 1             | 4      | -                | 1          | 2          | 3        | 4       | 3          | 2          | 2     | 3             | 3                      | 10   | 7    | 4    | 6     |
|   | 3%     | 3%     | 3%                | 1%            | 3%     | -                | 2%         | 2%         | 3%       | 6%      | 2%         | 3%         | 4%    | 3%            | 3%                     | 4%   | 2%   | 2%   | 3%    |
| None of the above   | 68     | 31     | 37                | 6             | 14     | 1                | 3          | 4          | 7        | 5       | 11         | 1          | 5     | 6             | 6                      | 12   | 18   | 12   | 25    |
|   | 7%     | 7%     | 7%                | 8%            | 9%     | 4%               | 6%         | 4%         | 7%       | 9%      | 7%         | 2%         | 9%    | 7%            | 7%                     | 5%   | 7%   | 6%   | 12%   |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      | opq   |

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

## Teach First survey of undergraduates

### Q7. Which of the following sources of information, if any, were influential in your decision to apply for university?

Base: All respondents

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total  | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| A visit to a university   | 609             | 164           | 148      | 257       | 30                          | 219          | 43             | 132              | 108                           | 85                         | 19                            | 111          | 14                            | 106                           | 122                        | 221                           |
|   | 61%             | 59%           | 64%      | 61%       | 62%                         | 59%          | 57%            | 68%              | 66%                           | 56%                        | 49%                           | 54%          | 54%                           | 66%                           | 64%                        | 63%                           |
|   |                 |               |          |           |                             |              |                | ej               | j                             |                            |                               |              |                               | k                             | k                          | k                             |
| Information from your school / college                              | 583             | 168           | 147      | 233       | 22                          | 202          | 44             | 127              | 100                           | 92                         | 13                            | 118          | 8                             | 102                           | 111                        | 219                           |
|   | 58%             | 60%           | 64%      | 55%       | 46%                         | 55%          | 59%            | 65%              | 61%                           | 61%                        | 33%                           | 57%          | 32%                           | 63%                           | 59%                        | 62%                           |
|   |                 |               | c        |           |                             | j            | j              | ej               | j                             | j                          |                               |              |                               |                               |                            |                               |
| Advice from parents or close family members                         | 551             | 175           | 127      | 212       | 26                          | 225          | 47             | 107              | 94                            | 56                         | 16                            | 135          | 11                            | 92                            | 119                        | 164                           |
|   | 55%             | 62%           | 55%      | 50%       | 54%                         | 61%          | 63%            | 55%              | 58%                           | 37%                        | 40%                           | 65%          | 43%                           | 58%                           | 63%                        | 47%                           |
|   |                 | c             |          |           |                             | ij           | ij             | i                | i                             |                            |                               | o            |                               | o                             | o                          |                               |
| Advice from siblings or friends                                     | 314             | 79            | 80       | 135       | 13                          | 117          | 26             | 64               | 59                            | 33                         | 13                            | 71           | 6                             | 57                            | 55                         | 103                           |
|   | 31%             | 28%           | 35%      | 32%       | 27%                         | 32%          | 35%            | 33%              | 36%                           | 22%                        | 33%                           | 34%          | 21%                           | 36%                           | 29%                        | 29%                           |
|   |                 |               |          |           |                             | i            | i              | i                | i                             |                            |                               |              |                               |                               |                            |                               |
| A talk by a university representative held at your school / college | 276             | 82            | 78       | 103       | 2                           | 112          | 20             | 57               | 45                            | 37                         | 3                             | 67           | 5                             | 45                            | 58                         | 90                            |
|   | 28%             | 29%           | 34%      | 24%       | 4%                          | 30%          | 27%            | 29%              | 28%                           | 24%                        | 8%                            | 32%          | 18%                           | 28%                           | 30%                        | 26%                           |
|   |                 |               | c        |           |                             | j            | j              | j                | j                             | j                          |                               |              |                               |                               |                            |                               |
| Information gained on work experience                               | 193             | 51            | 43       | 70        | 24                          | 92           | 14             | 43               | 24                            | 16                         | 4                             | 46           | 10                            | 57                            | 35                         | 41                            |
|   | 19%             | 18%           | 19%      | 17%       | 50%                         | 25%          | 18%            | 22%              | 15%                           | 11%                        | 10%                           | 22%          | 39%                           | 35%                           | 19%                        | 12%                           |
|   |                 |               |          |           |                             | hij          |                | i                |                               |                            |                               | o            |                               | kno                           | o                          |                               |
| Advice from a business or professionals                             | 167             | 44            | 39       | 71        | 7                           | 66           | 13             | 35               | 25                            | 20                         | 7                             | 35           | 6                             | 31                            | 34                         | 46                            |
|   | 17%             | 16%           | 17%      | 17%       | 15%                         | 18%          | 17%            | 18%              | 16%                           | 14%                        | 17%                           | 17%          | 21%                           | 19%                           | 18%                        | 13%                           |
| Advice from a mentor or youth worker                                | 95              | 21            | 23       | 42        | 7                           | 33           | 4              | 24               | 14                            | 16                         | 4                             | 19           | 2                             | 14                            | 17                         | 36                            |
|   | 9%              | 7%            | 10%      | 10%       | 15%                         | 9%           | 5%             | 12%              | 8%                            | 11%                        | 10%                           | 9%           | 7%                            | 9%                            | 9%                         | 10%                           |
| Other   | 27              | 6             | 6        | 14        | 2                           | 4            | 2              | 6                | 6                             | 5                          | 5                             | 4            | -                             | 3                             | 3                          | 10                            |
|   | 3%              | 2%            | 2%       | 3%        | 4%                          | 1%           | 3%             | 3%               | 4%                            | 3%                         | 13%                           | 2%           | -                             | 2%                            | 2%                         | 3%                            |
|   |                 |               |          |           |                             |              |                | e                |                               | efghi                      |                               |              |                               |                               |                            |                               |
| None of the above   | 68              | 21            | 17       | 29        | -                           | 31           | 4              | 9                | 7                             | 11                         | 5                             | 20           | 4                             | 7                             | 6                          | 25                            |
|   | 7%              | 7%            | 7%       | 7%        | -                           | 8%           | 5%             | 4%               | 4%                            | 8%                         | 13%                           | 10%          | 14%                           | 4%                            | 3%                         | 7%                            |
|   |                 |               |          |           |                             |              |                |                  |                               |                            | gh                            | mn           |                               |                               |                            | n                             |

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

## Teach First survey of undergraduates

### Q8. What was the one most influential factor in helping you make your decision to apply for university?

Base: All respondents who used information

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total  | 932    | 419    | 513               | 72            | 136    | 25               | 43         | 98         | 97       | 52      | 132        | 63         | 50    | 81            | 83                     | 255  | 252  | 184  | 185   |
| Weighted Total  | 934    | 420    | 514               | 69            | 146    | 19               | 42         | 100        | 94       | 54      | 132        | 60         | 50    | 80            | 87                     | 255  | 251  | 185  | 186   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| A visit to a university   | 336    | 153    | 183               | 30            | 34     | 5                | 15         | 41         | 27       | 18      | 49         | 21         | 17    | 35            | 44                     | 98   | 93   | 63   | 63    |
|   | 36%    | 36%    | 36%               | 43%           | 23%    | 28%              | 37%        | 41%        | 29%      | 33%     | 37%        | 34%        | 34%   | 43%           | 51%                    | 38%  | 37%  | 34%  | 34%   |
|   |        |        |                   | d             |        |                  | d          |            |          | d       |            |            |       | d             | dhi                    |      |      |      |       |
| Advice from parents or close family members                         | 203    | 86     | 116               | 20            | 33     | 8                | 9          | 19         | 22       | 8       | 27         | 15         | 9     | 16            | 16                     | 71   | 56   | 37   | 32    |
|   | 22%    | 21%    | 23%               | 29%           | 23%    | 40%              | 22%        | 19%        | 24%      | 15%     | 20%        | 25%        | 18%   | 20%           | 19%                    | 28%  | 22%  | 20%  | 17%   |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        | r    |      |      |       |
| Information from your school / college                              | 141    | 59     | 81                | 7             | 30     | 1                | 6          | 18         | 17       | 6       | 14         | 7          | 12    | 10            | 12                     | 26   | 33   | 31   | 38    |
|   | 15%    | 14%    | 16%               | 10%           | 21%    | 4%               | 14%        | 18%        | 19%      | 11%     | 11%        | 11%        | 24%   | 13%           | 14%                    | 10%  | 13%  | 17%  | 20%   |
|   |        |        |                   |               | cj     |                  |            |            |          |         |            |            | cj    |               |                        |      |      | o    | op    |
| Information gained on work experience                               | 49     | 20     | 29                | 2             | 12     | 3                | 2          | 6          | 7        | 4       | 6          | 2          | 1     | 4             | 1                      | 16   | 20   | 4    | 7     |
|   | 5%     | 5%     | 6%                | 3%            | 8%     | 16%              | 5%         | 6%         | 7%       | 8%      | 4%         | 3%         | 2%    | 5%            | 1%                     | 6%   | 8%   | 2%   | 4%    |
|   |        |        |                   |               | n      |                  |            |            | n        | n       |            |            |       |               |                        | q    | q    |      |       |
| Advice from siblings or friends                                     | 40     | 25     | 15                | 3             | 4      | 1                | 2          | 3          | 8        | 4       | 6          | 6          | 1     | 2             | 2                      | 2    | 16   | 10   | 9     |
|   | 4%     | 6%     | 3%                | 4%            | 3%     | 4%               | 5%         | 3%         | 8%       | 7%      | 4%         | 9%         | 2%    | 2%            | 2%                     | 1%   | 6%   | 6%   | 5%    |
|   |        | b      |                   |               |        |                  |            |            |          |         |            | d          |       |               |                        | o    | o    | o    | o     |
| Advice from a business or professionals                             | 37     | 22     | 15                | 3             | 8      | -                | -          | 3          | 3        | 2       | 11         | 1          | 2     | 4             | 1                      | 13   | 8    | 9    | 7     |
|   | 4%     | 5%     | 3%                | 4%            | 5%     | -                | -          | 3%         | 3%       | 3%      | 8%         | 2%         | 4%    | 5%            | 1%                     | 5%   | 3%   | 5%   | 4%    |
|   |        |        |                   |               |        |                  |            |            |          | n       |            |            |       |               |                        |      |      |      |       |
| A talk by a university representative held at your school / college | 33     | 17     | 16                | 2             | 4      | 1                | 1          | 3          | 2        | 2       | 5          | 2          | 3     | 4             | 5                      | 8    | 6    | 10   | 9     |
|   | 4%     | 4%     | 3%                | 3%            | 3%     | 4%               | 2%         | 3%         | 2%       | 3%      | 4%         | 3%         | 6%    | 5%            | 6%                     | 3%   | 2%   | 5%   | 5%    |
| Advice from a mentor or youth worker                                | 14     | 4      | 10                | 1             | 4      | -                | 1          | -          | 2        | 1       | 2          | -          | -     | 2             | 2                      | 1    | -    | 6    | 6     |
|   | 2%     | 1%     | 2%                | 1%            | 3%     | -                | 2%         | -          | 2%       | 2%      | 1%         | -          | -     | 2%            | 2%                     | *    | -    | 3%   | 3%    |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      | op   | op    |
| Other   | 22     | 12     | 10                | 1             | 4      | -                | 1          | 2          | 2        | 3       | 2          | 2          | 2     | 2             | 2                      | 7    | 6    | 4    | 5     |
|   | 2%     | 3%     | 2%                | 1%            | 3%     | -                | 2%         | 2%         | 2%       | 5%      | 2%         | 3%         | 4%    | 2%            | 2%                     | 3%   | 2%   | 2%   | 3%    |
| None of the above   | 58     | 21     | 37                | 1             | 13     | 1                | 5          | 4          | 4        | 7       | 11         | 6          | 3     | 3             | 1                      | 14   | 14   | 12   | 10    |
|   | 6%     | 5%     | 7%                | 1%            | 9%     | 4%               | 11%        | 4%         | 4%       | 13%     | 8%         | 9%         | 6%    | 3%            | 1%                     | 6%   | 6%   | 6%   | 6%    |
|   |        |        |                   |               | cn     |                  | cn         |            |          | cghmn   | cn         | cn         |       |               |                        |      |      |      |       |

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

## Teach First survey of undergraduates

### Q8. What was the one most influential factor in helping you make your decision to apply for university?

Base: All respondents who used information

|   | UNIVERSITY TYPE |               |           |            | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|-----------|------------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992  | Post-1992  | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c         | *d         | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%   |                 |               |           |            |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 932             | 272           | 228       | 395        | 26                          | 341          | 73             | 186              | 155                           | 135                        | 33                            | 191          | 24                            | 155                           | 181                        | 323                           |
| Weighted Total  | 934             | 260           | 214       | 392        | 48                          | 339          | 71             | 187              | 156                           | 139                        | 33                            | 187          | 23                            | 154                           | 184                        | 326                           |
|   | 100%            | 100%          | 100%      | 100%       | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| A visit to a university   | 336<br>36%      | 84<br>32%     | 82<br>39% | 155<br>39% | 11<br>23%                   | 117<br>35%   | 19<br>27%      | 74<br>39%        | 66<br>42%                     | 51<br>36%                  | 9<br>27%                      | 61<br>33%    | 6<br>26%                      | 50<br>33%                     | 67<br>37%                  | 135<br>42%                    |
| Advice from parents or close family members                         | 203<br>22%      | 71<br>27%     | 45<br>21% | 72<br>18%  | 7<br>16%                    | 89<br>26%    | 23<br>33%      | 36<br>19%        | 28<br>18%                     | 20<br>15%                  | 3<br>8%                       | 61<br>32%    | 5<br>24%                      | 29<br>19%                     | 42<br>23%                  | 55<br>17%                     |
| Information from your school / college                              | 141<br>15%      | 41<br>16%     | 32<br>15% | 58<br>15%  | 4<br>8%                     | 43<br>13%    | 8<br>11%       | 28<br>15%        | 28<br>18%                     | 28<br>20%                  | 3<br>9%                       | 18<br>10%    | 2<br>9%                       | 26<br>17%                     | 25<br>13%                  | 66<br>20%                     |
| Information gained on work experience                               | 49<br>5%        | 12<br>5%      | 8<br>4%   | 20<br>5%   | 9<br>19%                    | 25<br>7%     | 2<br>3%        | 10<br>6%         | 7<br>4%                       | 4<br>3%                    | 1<br>3%                       | 9<br>5%      | 4<br>17%                      | 17<br>11%                     | 12<br>6%                   | 8<br>2%                       |
| Advice from siblings or friends                                     | 40<br>4%        | 7<br>3%       | 13<br>6%  | 17<br>4%   | 4<br>8%                     | 9<br>3%      | 4<br>5%        | 4<br>2%          | 7<br>5%                       | 11<br>8%                   | 5<br>15%                      | 7<br>4%      | -<br>-                        | 2<br>1%                       | 5<br>3%                    | 18<br>6%                      |
| Advice from a business or professionals                             | 37<br>4%        | 9<br>3%       | 7<br>3%   | 20<br>5%   | 2<br>4%                     | 10<br>3%     | 6<br>8%        | 8<br>4%          | 3<br>2%                       | 8<br>6%                    | 2<br>6%                       | 3<br>2%      | 3<br>13%                      | 10<br>6%                      | 5<br>3%                    | 12<br>4%                      |
| A talk by a university representative held at your school / college | 33<br>4%        | 11<br>4%      | 6<br>3%   | 12<br>3%   | -<br>-                      | 13<br>4%     | 2<br>3%        | 6<br>3%          | 6<br>4%                       | 5<br>3%                    | 1<br>3%                       | 6<br>3%      | 1<br>4%                       | 5<br>3%                       | 11<br>6%                   | 8<br>2%                       |
| Advice from a mentor or youth worker                                | 14<br>2%        | 3<br>1%       | 6<br>3%   | 6<br>2%    | -<br>-                      | 4<br>1%      | -<br>-         | 3<br>2%          | 1<br>1%                       | 5<br>3%                    | 2<br>6%                       | -<br>-       | -<br>-                        | 1<br>1%                       | 5<br>3%                    | 8<br>2%                       |
| Other   | 22<br>2%        | 4<br>1%       | 4<br>2%   | 13<br>3%   | 2<br>4%                     | 4<br>1%      | 1<br>1%        | 5<br>3%          | 4<br>3%                       | 4<br>3%                    | 5<br>15%                      | 4<br>2%      | -<br>-                        | 3<br>2%                       | 2<br>1%                    | 6<br>2%                       |

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



## Teach First survey of undergraduates

### Q8. What was the one most influential factor in helping you make your decision to apply for university?

Base: All respondents who used information

|                         | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|-------------------------|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|                         | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|                         | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95% |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total        | 932             | 272           | 228      | 395       | 26                          | 341          | 73             | 186              | 155                           | 135                        | 33                            | 191          | 24                            | 155                           | 181                        | 323                           |
| Weighted Total          | 934             | 260           | 214      | 392       | 48                          | 339          | 71             | 187              | 156                           | 139                        | 33                            | 187          | 23                            | 154                           | 184                        | 326                           |
|                         | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| None of the above       | 58              | 18            | 11       | 20        | 9                           | 25           | 7              | 13               | 6                             | 4                          | 3                             | 18           | 2                             | 11                            | 11                         | 11                            |
|                         | 6%              | 7%            | 5%       | 5%        | 19%                         | 7%           | 9%             | 7%               | 4%                            | 3%                         | 8%                            | 10%          | 7%                            | 7%                            | 6%                         | 3%                            |
|                         |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

**Q9\_1. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total   | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total   | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I received little support from my school / college in my planning for university   | 401    | 161    | 240               | 26            | 71     | 8                | 13         | 37         | 42       | 26      | 51         | 17         | 21    | 47            | 42                     | 102  | 101  | 83   | 86    |
|  | 40%    | 36%    | 44%               | 34%           | 44%    | 42%              | 30%        | 36%        | 41%      | 43%     | 36%        | 28%        | 38%   | 54%           | 45%                    | 38%  | 38%  | 42%  | 41%   |
|  |        |        | a                 |               | k      |                  |            |            |          |         |            |            |       | cfgjk         | k                      |      |      |      |       |
| I received a lot of support from my school / college in my planning for university | 601    | 290    | 311               | 49            | 89     | 11               | 32         | 67         | 59       | 34      | 91         | 44         | 34    | 40            | 51                     | 166  | 168  | 114  | 124   |
|  | 60%    | 64%    | 56%               | 66%           | 56%    | 58%              | 70%        | 64%        | 59%      | 57%     | 64%        | 72%        | 62%   | 46%           | 55%                    | 62%  | 62%  | 58%  | 59%   |
|  |        | b      | m                 |               |        |                  | m          | m          |          |         | m          | dmn        |       |               |                        |      |      |      |       |

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

## Teach First survey of undergraduates

**Q9\_1. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%  |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total   | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total   | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I received little support from my school / college in my planning for university   | 401             | 94            | 91       | 181       | 20                          | 150          | 34             | 73               | 59                            | 68                         | 15                            | 87           | 13                            | 69                            | 65                         | 140                           |
|  | 40%             | 34%           | 39%      | 43%       | 42%                         | 41%          | 46%            | 37%              | 36%                           | 45%                        | 38%                           | 42%          | 50%                           | 43%                           | 35%                        | 40%                           |
|  |                 |               | a        |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| I received a lot of support from my school / college in my planning for university | 601             | 186           | 140      | 240       | 28                          | 220          | 41             | 123              | 103                           | 83                         | 24                            | 120          | 13                            | 91                            | 124                        | 211                           |
|  | 60%             | 66%           | 61%      | 57%       | 58%                         | 59%          | 54%            | 63%              | 64%                           | 55%                        | 62%                           | 58%          | 50%                           | 57%                           | 65%                        | 60%                           |
|  |                 | c             |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

**Q9\_2. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|                                       | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---------------------------------------|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|                                       | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|                                       | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%               |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                      | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                        | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|                                       | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| Applying for university was easy      | 701    | 338    | 363               | 49            | 109    | 14               | 30         | 70         | 76       | 43      | 107        | 42         | 39    | 60            | 62                     | 192  | 189  | 134  | 151   |
|                                       | 70%    | 75%    | 66%               | 66%           | 68%    | 73%              | 66%        | 67%        | 75%      | 73%     | 75%        | 69%        | 71%   | 70%           | 66%                    | 72%  | 71%  | 68%  | 72%   |
|                                       |        | b      |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Applying for university was difficult | 301    | 113    | 188               | 26            | 51     | 5                | 15         | 34         | 25       | 16      | 36         | 19         | 16    | 26            | 32                     | 75   | 79   | 63   | 60    |
|                                       | 30%    | 25%    | 34%               | 34%           | 32%    | 27%              | 34%        | 33%        | 25%      | 27%     | 25%        | 31%        | 29%   | 30%           | 34%                    | 28%  | 29%  | 32%  | 28%   |
|                                       |        | a      |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |

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

## Teach First survey of undergraduates

**Q9\_2. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|                                       | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---------------------------------------|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|                                       | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|                                       | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%               |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                      | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                        | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|                                       | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| Applying for university was easy      | 701             | 201           | 160      | 283       | 39                          | 279          | 49             | 135              | 106                           | 99                         | 27                            | 158          | 15                            | 117                           | 128                        | 231                           |
|                                       | 70%             | 72%           | 69%      | 67%       | 81%                         | 76%          | 65%            | 69%              | 65%                           | 66%                        | 70%                           | 76%          | 57%                           | 73%                           | 68%                        | 66%                           |
|                                       |                 |               |          |           |                             | hi           |                |                  |                               |                            |                               | o            |                               |                               |                            |                               |
| Applying for university was difficult | 301             | 80            | 71       | 137       | 9                           | 90           | 27             | 60               | 57                            | 52                         | 12                            | 49           | 11                            | 43                            | 61                         | 120                           |
|                                       | 30%             | 28%           | 31%      | 33%       | 19%                         | 24%          | 35%            | 31%              | 35%                           | 34%                        | 30%                           | 24%          | 43%                           | 27%                           | 32%                        | 34%                           |
|                                       |                 |               |          |           |                             |              |                |                  | e                             | e                          |                               |              |                               |                               |                            | k                             |

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

## Teach First survey of undergraduates

**Q9\_3. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                    |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                           | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                             | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| I felt intimidated applying for university | 378    | 145    | 233               | 27            | 56     | 5                | 17         | 46         | 41       | 19      | 58         | 22         | 21    | 33            | 35                     | 99   | 96   | 82   | 82    |
|  | 38%    | 32%    | 42%               | 36%           | 35%    | 27%              | 38%        | 44%        | 40%      | 31%     | 41%        | 35%        | 38%   | 38%           | 37%                    | 37%  | 36%  | 42%  | 39%   |
|  |        |        | a                 |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| I felt confident applying for university   | 624    | 306    | 318               | 48            | 104    | 14               | 28         | 58         | 60       | 41      | 85         | 40         | 34    | 54            | 58                     | 169  | 172  | 115  | 129   |
|  | 62%    | 68%    | 58%               | 64%           | 65%    | 73%              | 62%        | 56%        | 60%      | 69%     | 59%        | 65%        | 62%   | 62%           | 63%                    | 63%  | 64%  | 58%  | 61%   |
|  |        |        | b                 |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |

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

## Teach First survey of undergraduates

**Q9\_3. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                    |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                           | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                             | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| I felt intimidated applying for university | 378             | 102           | 78       | 178       | 17                          | 127          | 33             | 68               | 68                            | 64                         | 15                            | 61           | 12                            | 55                            | 74                         | 151                           |
|  | 38%             | 36%           | 34%      | 42%       | 35%                         | 34%          | 44%            | 35%              | 42%                           | 42%                        | 38%                           | 29%          | 47%                           | 34%                           | 39%                        | 43%                           |
|  |                 |               | b        |           |                             |              |                |                  |                               |                            |                               |              |                               | k                             | k                          |                               |
| I felt confident applying for university   | 624             | 179           | 153      | 243       | 31                          | 242          | 42             | 127              | 95                            | 87                         | 24                            | 147          | 14                            | 105                           | 115                        | 200                           |
|  | 62%             | 64%           | 66%      | 58%       | 65%                         | 66%          | 56%            | 65%              | 58%                           | 58%                        | 62%                           | 71%          | 53%                           | 66%                           | 61%                        | 57%                           |
|  |                 |               | c        |           |                             |              |                |                  |                               |                            |                               | no           |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

**Q9\_4. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                              |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total                                     | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total                                       | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| The majority of my peers also applied for university | 826    | 366    | 460               | 61            | 131    | 18               | 38         | 80         | 89       | 43      | 122        | 53         | 46    | 72            | 73                     | 232  | 221  | 168  | 163   |
|  | 82%    | 81%    | 83%               | 81%           | 82%    | 92%              | 85%        | 77%        | 88%      | 73%     | 86%        | 86%        | 84%   | 84%           | 78%                    | 87%  | 82%  | 85%  | 77%   |
|  |        |        |                   |               |        |                  |            | gi         |          | i       |            |            |       |               | r                      |      | r    |      |       |
| Very few of my peers also applied for university     | 176    | 85     | 91                | 15            | 29     | 2                | 7          | 24         | 12       | 16      | 20         | 9          | 9     | 14            | 21                     | 36   | 48   | 29   | 48    |
|  | 18%    | 19%    | 17%               | 19%           | 18%    | 8%               | 15%        | 23%        | 12%      | 27%     | 14%        | 14%        | 16%   | 16%           | 22%                    | 13%  | 18%  | 15%  | 23%   |
|  |        |        |                   |               |        |                  |            | h          |          | hj      |            |            |       |               |                        |      |      | oq   |       |

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



## Teach First survey of undergraduates

**Q9\_4. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                              |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total                                     | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total                                       | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| The majority of my peers also applied for university | 826             | 248           | 198      | 326       | 39                          | 321          | 60             | 174              | 135                           | 108                        | 20                            | 179          | 21                            | 137                           | 163                        | 280                           |
|  | 82%             | 88%           | 86%      | 78%       | 81%                         | 87%          | 80%            | 89%              | 83%                           | 72%                        | 53%                           | 86%          | 78%                           | 85%                           | 86%                        | 80%                           |
|  |                 | c             | c        |           |                             | ij           | j              | ij               | ij                            | j                          |                               |              |                               |                               |                            |                               |
| Very few of my peers also applied for university     | 176             | 33            | 32       | 95        | 9                           | 48           | 15             | 21               | 27                            | 43                         | 18                            | 29           | 6                             | 24                            | 26                         | 71                            |
|  | 18%             | 12%           | 14%      | 22%       | 19%                         | 13%          | 20%            | 11%              | 17%                           | 28%                        | 47%                           | 14%          | 22%                           | 15%                           | 14%                        | 20%                           |
|  |                 |               | ab       |           |                             |              |                |                  |                               | efgh                       | efghi                         |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

**Q9\_5. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|--|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|  | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|  | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%  |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total   | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55    | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total   | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55    | 86            | 93                     | 268  | 268  | 197  | 211   |
|  | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| My family and friends expected me to apply for university                | 814    | 365    | 449               | 62            | 135    | 15               | 37         | 86         | 88       | 46      | 113        | 49         | 43    | 63            | 76                     | 246  | 219  | 150  | 160   |
|  | 81%    | 81%    | 82%               | 83%           | 85%    | 77%              | 83%        | 83%        | 87%      | 78%     | 79%        | 80%        | 78%   | 73%           | 81%                    | 92%  | 82%  | 76%  | 76%   |
|  |        |        |                   | m             |        |                  |            | m          |          |         |            |            |       |               | pqr                    |      |      |      |       |
| It was a surprise to my family and friends that I applied for university | 188    | 86     | 102               | 13            | 25     | 5                | 8          | 18         | 13       | 13      | 29         | 12         | 12    | 23            | 18                     | 22   | 49   | 47   | 50    |
|  | 19%    | 19%    | 18%               | 17%           | 15%    | 23%              | 17%        | 17%        | 13%      | 22%     | 21%        | 20%        | 22%   | 27%           | 19%                    | 8%   | 18%  | 24%  | 24%   |
|  |        |        |                   |               |        |                  |            |            |          |         |            |            | dh    |               | o                      | o    | o    |      |       |

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

## Teach First survey of undergraduates

**Q9\_5. For each of the following pairs of statements, please select the one which best describes your experience of applying to university.**

Base: All respondents

|  | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|--|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|  | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|  | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%  |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total   | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total   | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|  | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| My family and friends expected me to apply for university                | 814             | 246           | 196      | 318       | 33                          | 338          | 65             | 165              | 133                           | 85                         | 19                            | 190          | 25                            | 139                           | 160                        | 263                           |
|  | 81%             | 88%           | 85%      | 76%       | 69%                         | 91%          | 86%            | 84%              | 82%                           | 56%                        | 51%                           | 92%          | 93%                           | 87%                           | 85%                        | 75%                           |
|  |                 | c             | c        |           |                             | ghij         | ij             | ij               | ij                            |                            |                               | no           |                               | o                             | o                          |                               |
| It was a surprise to my family and friends that I applied for university | 188             | 34            | 34       | 103       | 15                          | 32           | 11             | 31               | 30                            | 66                         | 19                            | 17           | 2                             | 21                            | 29                         | 88                            |
|  | 19%             | 12%           | 15%      | 24%       | 31%                         | 9%           | 14%            | 16%              | 18%                           | 44%                        | 49%                           | 8%           | 7%                            | 13%                           | 15%                        | 25%                           |
|  |                 |               | ab       |           |                             |              |                | e                | e                             | efgh                       | efgh                          |              |                               |                               | k                          | kmn                           |

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

## Teach First survey of undergraduates

### Q10. Which of the following, if any, influenced the choice of universities you applied for?

Base: All respondents

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |          |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|----------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales    | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m        | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                                   |        |        |                   |               |        |                  |            |            |          |         |            |            |          |               |                        |      |      |      |       |
| Unweighted Total  | 1002   | 451    | 551               | 78            | 150    | 26               | 46         | 102        | 104      | 58      | 142        | 64         | 55       | 88            | 89                     | 268  | 270  | 196  | 210   |
| Weighted Total  | 1002   | 451    | 551               | 75            | 160    | 20               | 45         | 104        | 101      | 59      | 143        | 61         | 55       | 86            | 93                     | 268  | 268  | 197  | 211   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%     | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| Reputation of the university                              | 715    | 326    | 389               | 54            | 111    | 14               | 36         | 70         | 74       | 43      | 100        | 51         | 31       | 60            | 72                     | 222  | 204  | 124  | 129   |
|   | 71%    | 72%    | 71%               | 71%           | 69%    | 69%              | 80%        | 68%        | 74%      | 73%     | 70%        | 83%        | 56%      | 70%           | 77%                    | 83%  | 76%  | 63%  | 61%   |
|   |        |        |                   |               |        |                  | l          |            | l        |         | dgl        |            |          | l             | pqr                    | qr   |      |      |       |
| Reputation of the course                                  | 674    | 309    | 364               | 53            | 104    | 12               | 30         | 70         | 70       | 39      | 97         | 50         | 33       | 49            | 67                     | 211  | 184  | 121  | 123   |
|   | 67%    | 69%    | 66%               | 70%           | 65%    | 62%              | 66%        | 68%        | 70%      | 65%     | 68%        | 81%        | 60%      | 57%           | 71%                    | 79%  | 69%  | 61%  | 59%   |
|   |        |        |                   |               |        |                  |            |            |          |         | dijlm      |            |          | m             | pqr                    | r    |      |      |       |
| Achievable grades for entry                               | 642    | 288    | 355               | 57            | 94     | 8                | 31         | 77         | 61       | 34      | 90         | 39         | 44       | 55            | 53                     | 181  | 171  | 126  | 129   |
|   | 64%    | 64%    | 64%               | 76%           | 59%    | 42%              | 68%        | 74%        | 60%      | 57%     | 63%        | 63%        | 80%      | 63%           | 57%                    | 68%  | 64%  | 64%  | 61%   |
|   |        |        |                   | dhin          |        |                  |            | dhin       |          |         |            |            | dhijklmn |               |                        |      |      |      |       |
| Finances (e.g. cost of living, availability of bursaries) | 416    | 186    | 230               | 29            | 63     | 16               | 22         | 51         | 45       | 25      | 52         | 17         | 25       | 38            | 34                     | 84   | 107  | 96   | 97    |
|   | 42%    | 41%    | 42%               | 39%           | 39%    | 81%              | 49%        | 49%        | 44%      | 42%     | 37%        | 28%        | 46%      | 44%           | 36%                    | 31%  | 40%  | 49%  | 46%   |
|   |        |        |                   |               |        |                  | k          | k          | k        |         |            |            | k        | k             |                        | o    | o    | o    | o     |
| The university being close to home                        | 334    | 136    | 198               | 22            | 57     | 14               | 13         | 40         | 29       | 12      | 52         | 19         | 20       | 29            | 28                     | 67   | 84   | 72   | 89    |
|   | 33%    | 30%    | 36%               | 30%           | 36%    | 69%              | 30%        | 38%        | 29%      | 20%     | 36%        | 31%        | 36%      | 33%           | 30%                    | 25%  | 31%  | 37%  | 42%   |
|   |        |        |                   |               | i      |                  |            | i          |          |         | i          |            |          |               |                        | o    |      | op   |       |
| The university being far from home                        | 234    | 107    | 127               | 18            | 32     | -                | 13         | 27         | 29       | 15      | 22         | 17         | 14       | 24            | 23                     | 67   | 66   | 39   | 47    |
|   | 23%    | 24%    | 23%               | 25%           | 20%    | -                | 30%        | 26%        | 29%      | 25%     | 15%        | 28%        | 25%      | 28%           | 24%                    | 25%  | 25%  | 20%  | 22%   |
|   |        |        |                   |               |        |                  | j          | j          | j        |         | j          |            |          | j             |                        |      |      |      |       |
| Knew someone who recommended it                           | 228    | 118    | 110               | 19            | 31     | 5                | 16         | 20         | 24       | 11      | 31         | 12         | 14       | 24            | 18                     | 63   | 54   | 41   | 51    |
|   | 23%    | 26%    | 20%               | 26%           | 20%    | 27%              | 36%        | 20%        | 24%      | 19%     | 22%        | 20%        | 26%      | 28%           | 20%                    | 24%  | 20%  | 21%  | 24%   |
|   |        | b      |                   |               |        |                  | dgn        |            |          |         |            |            |          |               |                        |      |      |      |       |
| Friends applied for the same university                   | 99     | 59     | 40                | 10            | 12     | 5                | 6          | 7          | 13       | 6       | 10         | 6          | 10       | 9             | 6                      | 13   | 32   | 29   | 20    |
|   | 10%    | 13%    | 7%                | 13%           | 7%     | 23%              | 13%        | 7%         | 12%      | 11%     | 7%         | 9%         | 18%      | 11%           | 7%                     | 5%   | 12%  | 15%  | 10%   |
|   |        | b      |                   |               |        |                  |            |            |          |         |            |            | dgin     |               |                        | o    | o    | o    | o     |
| Other   | 34     | 15     | 19                | 3             | 8      | -                | 2          | 2          | 5        | 3       | 7          | -          | 2        | 1             | 10                     | 9    | 7    | 6    |       |
|   | 3%     | 3%     | 3%                | 4%            | 5%     | -                | 4%         | 2%         | 5%       | 5%      | 5%         | -          | 4%       | 2%            | 4%                     | 3%   | 3%   | 3%   |       |
|   |        |        |                   |               |        |                  |            |            |          |         |            |            |          |               |                        |      |      |      |       |
| None of the above   | 8      | 3      | 5                 | -             | 4      | -                | -          | 1          | -        | -       | 1          | -          | -        | -             | 2                      | 1    | 3    | 2    | 1     |
|   | 1%     | 1%     | 1%                | -             | 2%     | -                | -          | 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

## Teach First survey of undergraduates

### Q10. Which of the following, if any, influenced the choice of universities you applied for?

Base: All respondents

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                                   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 1002            | 294           | 246      | 424       | 26                          | 373          | 77             | 195              | 162                           | 146                        | 38                            | 212          | 28                            | 162                           | 187                        | 348                           |
| Weighted Total  | 1002            | 281           | 230      | 421       | 48                          | 370          | 75             | 195              | 163                           | 150                        | 38                            | 207          | 26                            | 160                           | 189                        | 351                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| Reputation of the university                              | 715             | 262           | 186      | 222       | 33                          | 293          | 58             | 140              | 112                           | 83                         | 20                            | 174          | 23                            | 119                           | 133                        | 228                           |
|   | 71%             | 93%           | 81%      | 53%       | 69%                         | 79%          | 78%            | 72%              | 69%                           | 55%                        | 51%                           | 84%          | 89%                           | 74%                           | 70%                        | 65%                           |
|   |                 | bc            | c        |           |                             | ghij         | ij             | ij               | ij                            |                            |                               | mno          |                               | o                             |                            |                               |
| Reputation of the course                                  | 674             | 222           | 169      | 237       | 35                          | 268          | 48             | 141              | 105                           | 84                         | 21                            | 145          | 17                            | 124                           | 133                        | 220                           |
|   | 67%             | 79%           | 73%      | 56%       | 73%                         | 72%          | 64%            | 72%              | 65%                           | 56%                        | 54%                           | 70%          | 64%                           | 77%                           | 70%                        | 63%                           |
|   |                 | c             | c        |           |                             | ij           |                | ij               |                               |                            |                               |              |                               | o                             |                            |                               |
| Achievable grades for entry                               | 642             | 160           | 154      | 298       | 24                          | 228          | 47             | 128              | 114                           | 96                         | 22                            | 124          | 13                            | 100                           | 123                        | 245                           |
|   | 64%             | 57%           | 67%      | 71%       | 50%                         | 62%          | 63%            | 66%              | 70%                           | 64%                        | 57%                           | 60%          | 51%                           | 62%                           | 65%                        | 70%                           |
|   |                 |               | a        | a         |                             |              |                |                  |                               |                            |                               |              |                               |                               | k                          |                               |
| Finances (e.g. cost of living, availability of bursaries) | 416             | 104           | 100      | 179       | 22                          | 161          | 37             | 86               | 56                            | 56                         | 16                            | 86           | 10                            | 72                            | 77                         | 146                           |
|   | 42%             | 37%           | 43%      | 42%       | 46%                         | 43%          | 49%            | 44%              | 34%                           | 38%                        | 43%                           | 41%          | 39%                           | 45%                           | 41%                        | 42%                           |
|   |                 |               |          |           |                             |              | h              |                  |                               |                            |                               |              |                               |                               |                            |                               |
| The university being close to home                        | 334             | 69            | 81       | 164       | 13                          | 114          | 30             | 56               | 52                            | 62                         | 16                            | 57           | 10                            | 53                            | 54                         | 132                           |
|   | 33%             | 25%           | 35%      | 39%       | 27%                         | 31%          | 40%            | 29%              | 32%                           | 41%                        | 41%                           | 27%          | 39%                           | 33%                           | 29%                        | 38%                           |
|   |                 |               | a        | a         |                             |              |                |                  |                               | eg                         |                               |              |                               |                               |                            | kn                            |
| The university being far from home                        | 234             | 68            | 61       | 91        | 9                           | 96           | 14             | 39               | 42                            | 34                         | 8                             | 55           | 6                             | 30                            | 49                         | 83                            |
|   | 23%             | 24%           | 26%      | 22%       | 19%                         | 26%          | 19%            | 20%              | 26%                           | 23%                        | 21%                           | 27%          | 22%                           | 19%                           | 26%                        | 24%                           |
| Knew someone who recommended it                           | 228             | 72            | 56       | 84        | 13                          | 89           | 16             | 38               | 49                            | 29                         | 8                             | 55           | 6                             | 31                            | 46                         | 73                            |
|   | 23%             | 26%           | 24%      | 20%       | 27%                         | 24%          | 22%            | 19%              | 30%                           | 19%                        | 21%                           | 27%          | 22%                           | 19%                           | 24%                        | 21%                           |
|   |                 |               |          |           |                             |              |                | gi               |                               |                            |                               |              |                               |                               |                            |                               |
| Friends applied for the same university                   | 99              | 26            | 19       | 51        | 2                           | 36           | 9              | 10               | 22                            | 18                         | 4                             | 22           | 1                             | 14                            | 18                         | 37                            |
|   | 10%             | 9%            | 8%       | 12%       | 4%                          | 10%          | 11%            | 5%               | 14%                           | 12%                        | 10%                           | 11%          | 4%                            | 9%                            | 10%                        | 11%                           |
|   |                 |               |          |           |                             |              |                | g                | g                             |                            |                               |              |                               |                               |                            |                               |
| Other   | 34              | 3             | 10       | 15        | 6                           | 15           | -              | 10               | 3                             | 5                          | 2                             | 5            | -                             | 7                             | 7                          | 11                            |
|   | 3%              | 1%            | 5%       | 4%        | 12%                         | 4%           | -              | 5%               | 2%                            | 3%                         | 5%                            | 2%           | -                             | 4%                            | 4%                         | 3%                            |
|   |                 |               | a        | a         |                             |              |                | f                |                               | f                          |                               |              |                               |                               |                            |                               |
| None of the above   | 8               | 1             | 2        | 5         | -                           | 2            | 1              | 1                | 1                             | 1                          | 2                             | 2            | 1                             | 1                             | -                          | 2                             |
|   | 1%              | *             | 1%       | 1%        | -                           | 1%           | 1%             | *                | 1%                            | 1%                         | 5%                            | 1%           | 4%                            | 1%                            | -                          | 1%                            |
|   |                 |               |          |           |                             |              |                |                  |                               |                            | eghi                          |              |                               |                               |                            |                               |

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

## Teach First survey of undergraduates

### Q11. Which of the following, if any, influenced the choice of university you have attended?

Base: All respondents who report an influence

|   | GENDER |        | UNIVERSITY REGION |               |        |                  |            |            |          |         |            |            |       |               | SEG                    |      |      |      |       |
|---|--------|--------|-------------------|---------------|--------|------------------|------------|------------|----------|---------|------------|------------|-------|---------------|------------------------|------|------|------|-------|
|   | Total  | Female | Male              | East Midlands | London | Northern Ireland | North East | North West | Scotland | Eastern | South East | South West | Wales | West Midlands | Yorkshire & the Humber | A    | B    | C1   | C2/DE |
|   | a      | b      | c                 | d             | e      | f                | g          | h          | i        | j       | k          | l          | m     | n             | o                      | p    | q    | r    |       |
| Significance Level: 95%                                   |        |        |                   |               |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |
| Unweighted Total  | 994    | 448    | 546               | 78            | 146    | 26               | 46         | 101        | 104      | 58      | 141        | 64         | 55    | 88            | 87                     | 267  | 267  | 194  | 209   |
| Weighted Total  | 994    | 448    | 546               | 75            | 156    | 20               | 45         | 103        | 101      | 59      | 141        | 61         | 55    | 86            | 91                     | 267  | 265  | 195  | 210   |
|   | 100%   | 100%   | 100%              | 100%          | 100%   | 100%             | 100%       | 100%       | 100%     | 100%    | 100%       | 100%       | 100%  | 100%          | 100%                   | 100% | 100% | 100% | 100%  |
| Reputation of the course                                  | 526    | 250    | 276               | 43            | 87     | 9                | 24         | 58         | 50       | 32      | 78         | 37         | 26    | 32            | 49                     | 172  | 145  | 93   | 87    |
|   | 53%    | 56%    | 51%               | 58%           | 56%    | 46%              | 53%        | 56%        | 50%      | 53%     | 55%        | 60%        | 47%   | 38%           | 54%                    | 64%  | 55%  | 48%  | 41%   |
|   |        |        |                   | m             | m      |                  |            | m          |          |         | m          | m          |       |               | m                      | pqr  | r    |      |       |
| Achievable grades for entry                               | 460    | 211    | 250               | 42            | 68     | 6                | 24         | 57         | 42       | 23      | 68         | 24         | 29    | 41            | 37                     | 132  | 123  | 88   | 92    |
|   | 46%    | 47%    | 46%               | 56%           | 44%    | 31%              | 53%        | 55%        | 41%      | 39%     | 48%        | 39%        | 53%   | 47%           | 40%                    | 50%  | 46%  | 45%  | 44%   |
|   |        |        |                   | hikn          |        |                  |            | hkn        |          |         |            |            |       |               |                        |      |      |      |       |
| The university being close to home                        | 253    | 101    | 152               | 14            | 42     | 12               | 13         | 34         | 21       | 5       | 39         | 14         | 17    | 20            | 22                     | 49   | 66   | 55   | 69    |
|   | 25%    | 23%    | 28%               | 18%           | 27%    | 62%              | 28%        | 33%        | 21%      | 9%      | 28%        | 23%        | 31%   | 24%           | 24%                    | 18%  | 25%  | 28%  | 33%   |
|   |        |        |                   |               | i      |                  | i          | ci         |          |         | i          | i          | i     | i             | i                      |      |      | o    | o     |
| Finances (e.g. cost of living, availability of bursaries) | 239    | 109    | 130               | 15            | 35     | 8                | 17         | 26         | 29       | 12      | 35         | 6          | 12    | 21            | 23                     | 59   | 64   | 52   | 50    |
|   | 24%    | 24%    | 24%               | 20%           | 22%    | 42%              | 38%        | 25%        | 29%      | 21%     | 24%        | 9%         | 22%   | 25%           | 25%                    | 22%  | 24%  | 27%  | 24%   |
|   |        |        |                   | k             |        |                  | cdk        | k          | k        |         | k          |            |       | k             | k                      |      |      |      |       |
| The university being far from home                        | 132    | 59     | 73                | 10            | 15     | -                | 8          | 15         | 19       | 9       | 13         | 7          | 8     | 14            | 14                     | 38   | 38   | 26   | 24    |
|   | 13%    | 13%    | 13%               | 13%           | 10%    | -                | 17%        | 15%        | 19%      | 15%     | 9%         | 12%        | 15%   | 16%           | 16%                    | 14%  | 14%  | 13%  | 12%   |
|   |        |        |                   |               |        |                  |            |            | dj       |         |            |            |       |               |                        |      |      |      |       |
| Knew someone who recommended it                           | 125    | 67     | 58                | 11            | 19     | 2                | 10         | 11         | 13       | 4       | 19         | 4          | 5     | 15            | 12                     | 35   | 31   | 20   | 27    |
|   | 13%    | 15%    | 11%               | 14%           | 12%    | 8%               | 21%        | 11%        | 12%      | 7%      | 14%        | 6%         | 9%    | 17%           | 13%                    | 13%  | 12%  | 10%  | 13%   |
|   |        | b      |                   |               |        |                  | ik         |            |          |         |            |            |       | k             |                        |      |      |      |       |
| Friends applied for the same university                   | 45     | 27     | 18                | 3             | 4      | 3                | 5          | 2          | 5        | 2       | 5          | 2          | 4     | 6             | 5                      | 6    | 16   | 14   | 7     |
|   | 5%     | 6%     | 3%                | 4%            | 2%     | 15%              | 11%        | 2%         | 5%       | 3%      | 3%         | 3%         | 7%    | 6%            | 6%                     | 2%   | 6%   | 7%   | 3%    |
|   |        | b      |                   |               |        |                  | dg         |            |          |         |            |            |       |               |                        |      | o    | o    |       |
| Other   | 33     | 15     | 18                | 3             | 7      | -                | 2          | 2          | 5        | 3       | 7          | -          | 2     | 2             | 1                      | 10   | 9    | 7    | 6     |
|   | 3%     | 3%     | 3%                | 4%            | 4%     | -                | 4%         | 2%         | 5%       | 5%      | 5%         | -          | 4%    | 2%            | 1%                     | 4%   | 3%   | 3%   | 3%    |
| None of the above   | 10     | 4      | 7                 | 3             | 2      | 1                | -          | -          | 2        | -       | 1          | 1          | -     | 1             | -                      | 4    | 3    | 2    | -     |
|   | 1%     | 1%     | 1%                | 4%            | 1%     | 4%               | -          | -          | 2%       | -       | 1%         | 2%         | -     | 1%            | -                      | 1%   | 1%   | 1%   | -     |
|   |        |        |                   | g             |        |                  |            |            |          |         |            |            |       |               |                        |      |      |      |       |

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

## Teach First survey of undergraduates

### Q11. Which of the following, if any, influenced the choice of university you have attended?

Base: All respondents who report an influence

|   | UNIVERSITY TYPE |               |          |           | FIRST CONSIDERED UNIVERSITY |              |                |                  |                               |                            | DECIDED TO DEFINITELY APPLY   |              |                               |                               |                            |                               |
|---|-----------------|---------------|----------|-----------|-----------------------------|--------------|----------------|------------------|-------------------------------|----------------------------|-------------------------------|--------------|-------------------------------|-------------------------------|----------------------------|-------------------------------|
|   | Total           | Russell Group | Pre-1992 | Post-1992 | Specialist institution      | Always known | Primary school | Secondary school | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college | Always known | Secondary school before GCSEs | Secondary school during GCSEs | During Sixth form/ college | After leaving school/ college |
|   | a               | b             | c        | *d        | e                           | f            | g              | h                | i                             | j                          | k                             | *l           | m                             | n                             | o                          |                               |
| Significance Level: 95%                                   |                 |               |          |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Unweighted Total  | 994             | 293           | 244      | 419       | 26                          | 371          | 76             | 194              | 161                           | 145                        | 36                            | 210          | 27                            | 161                           | 187                        | 346                           |
| Weighted Total  | 994             | 280           | 229      | 416       | 48                          | 368          | 74             | 194              | 162                           | 149                        | 36                            | 205          | 25                            | 159                           | 189                        | 349                           |
|   | 100%            | 100%          | 100%     | 100%      | 100%                        | 100%         | 100%           | 100%             | 100%                          | 100%                       | 100%                          | 100%         | 100%                          | 100%                          | 100%                       | 100%                          |
| Reputation of the course                                  | 526             | 192           | 133      | 163       | 28                          | 210          | 42             | 112              | 80                            | 61                         | 15                            | 119          | 14                            | 96                            | 106                        | 163                           |
|   | 53%             | 69%           | 58%      | 39%       | 58%                         | 57%          | 56%            | 58%              | 50%                           | 41%                        | 40%                           | 58%          | 56%                           | 60%                           | 56%                        | 47%                           |
|   |                 | bc            | c        |           |                             | i            | i              | i                |                               |                            |                               | o            |                               | o                             | o                          |                               |
| Achievable grades for entry                               | 460             | 107           | 116      | 208       | 24                          | 165          | 29             | 98               | 82                            | 66                         | 16                            | 94           | 9                             | 68                            | 90                         | 176                           |
|   | 46%             | 38%           | 51%      | 50%       | 50%                         | 45%          | 39%            | 50%              | 51%                           | 44%                        | 43%                           | 46%          | 34%                           | 43%                           | 47%                        | 50%                           |
|   |                 | a             | a        |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| The university being close to home                        | 253             | 51            | 58       | 128       | 9                           | 87           | 24             | 37               | 42                            | 46                         | 13                            | 47           | 7                             | 34                            | 38                         | 102                           |
|   | 25%             | 18%           | 26%      | 31%       | 20%                         | 24%          | 32%            | 19%              | 26%                           | 31%                        | 35%                           | 23%          | 29%                           | 22%                           | 20%                        | 29%                           |
|   |                 |               | a        | a         |                             |              | g              |                  |                               | g                          | g                             |              |                               |                               | n                          | n                             |
| Finances (e.g. cost of living, availability of bursaries) | 239             | 89            | 66       | 67        | 11                          | 104          | 21             | 48               | 22                            | 29                         | 12                            | 51           | 8                             | 41                            | 49                         | 73                            |
|   | 24%             | 32%           | 29%      | 16%       | 23%                         | 28%          | 29%            | 25%              | 14%                           | 19%                        | 32%                           | 25%          | 30%                           | 26%                           | 26%                        | 21%                           |
|   |                 | c             | c        |           |                             | hi           | h              | h                |                               |                            | h                             |              |                               |                               |                            |                               |
| The university being far from home                        | 132             | 37            | 39       | 48        | 7                           | 42           | 10             | 29               | 24                            | 21                         | 6                             | 22           | 3                             | 19                            | 33                         | 46                            |
|   | 13%             | 13%           | 17%      | 11%       | 15%                         | 11%          | 13%            | 15%              | 15%                           | 14%                        | 16%                           | 11%          | 11%                           | 12%                           | 18%                        | 13%                           |
|   |                 |               | c        |           |                             |              |                |                  |                               |                            |                               |              |                               |                               |                            |                               |
| Knew someone who recommended it                           | 125             | 39            | 26       | 47        | 9                           | 47           | 11             | 22               | 22                            | 19                         | 3                             | 28           | 4                             | 21                            | 26                         | 40                            |
|   | 13%             | 14%           | 11%      | 11%       | 20%                         | 13%          | 15%            | 11%              | 14%                           | 13%                        | 8%                            | 14%          | 15%                           | 13%                           | 14%                        | 11%                           |
| Friends applied for the same university                   | 45              | 11            | 14       | 18        | -                           | 13           | 5              | 6                | 10                            | 8                          | 2                             | 8            | -                             | 9                             | 9                          | 17                            |
|   | 5%              | 4%            | 6%       | 4%        | -                           | 4%           | 6%             | 3%               | 6%                            | 5%                         | 5%                            | 4%           | -                             | 5%                            | 5%                         | 5%                            |
| Other   | 33              | 3             | 10       | 15        | 6                           | 14           | -              | 10               | 3                             | 5                          | 2                             | 5            | -                             | 7                             | 6                          | 11                            |
|   | 3%              | 1%            | 4%       | 4%        | 12%                         | 4%           | -              | 5%               | 2%                            | 3%                         | 5%                            | 2%           | -                             | 4%                            | 3%                         | 3%                            |
|   |                 |               | a        | a         |                             |              |                | f                |                               |                            | f                             |              |                               |                               |                            |                               |
| None of the above   | 10              | 5             | 1        | 5         | -                           | 6            | 2              | 1                | 1                             | -                          | -                             | 3            | 1                             | 1                             | 1                          | 3                             |
|   | 1%              | 2%            | *        | 1%        | -                           | 2%           | 3%             | 1%               | 1%                            | -                          | -                             | 1%           | 4%                            | *                             | 1%                         | 1%                            |

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