

**YouGov**<sup>®</sup> What the world thinks



# Society of College, National and University Libraries Results

## Tuition Fees: Value for Money?

The maximum tuition fee for undergraduates studying at British universities is currently £9,000 a year.

Generally speaking, do you believe that paying £9,000 a year for British university tuition is good or bad value for money?

	British Adults (All)	Those Currently Studying at British University	Those Who Previously Studied at British University
Good value	23%	10%	20%
Bad value	55%	73%	65%
Don't know	22%	17%	15%

The maximum tuition fee for undergraduates studying at British universities is currently £9,000 a year.

Regardless of how much you are paying and taking everything into account, do you believe that paying £9,000 a year for the university tuition you are personally receiving / you personally received is / would be good or bad value for money?

	Those Currently Studying at British University	Those Who Previously Studied at British University
Good value	18%	21%
Bad value	66%	68%
Don't know	16%	10%

Fieldwork: 6<sup>th</sup> – 11<sup>th</sup> June 2012

Sample Size: 3590 British Adults, 166 currently studying at a British university, 1380 previously studied at a British university

### Additional research:

YouGov also conducted an extensive survey into the attitudes of parents of prospective university students on behalf of the Kindred Agency. To read an article on the results visit: <http://yougov.co.uk/news/2011/06/21/uni-fees-confusion/>

Full results of the survey conducted for the Kindred Agency are here: <http://y-g.co/LQPVjJ>

# Further Information

## YouGov SixthSense: Comprehensive Market Intelligence Reports

YouGov SixthSense reports offer access to leading, cutting-edge consumer research and analysis. The reports span multiple sectors and include niche markets, as well as hard to reach demographics.

Reports include:

- Market sizes
- Forecasts and trends
- Brand and competitor analysis
- Expert opinion
- Consumer analysis
- Behaviour and opinions
- Automotive
- Finance
- Food and Drink/Food Service
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- Technology
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### Why choose a YouGov SixthSense report?

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Data is collected through YouGov's proprietary panel of over 350,000 UK consumers which allows us to pack our reports with ten times the amount of original consumer research found in other market reports. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

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