

# Ipsos Education UK polling

May 2023

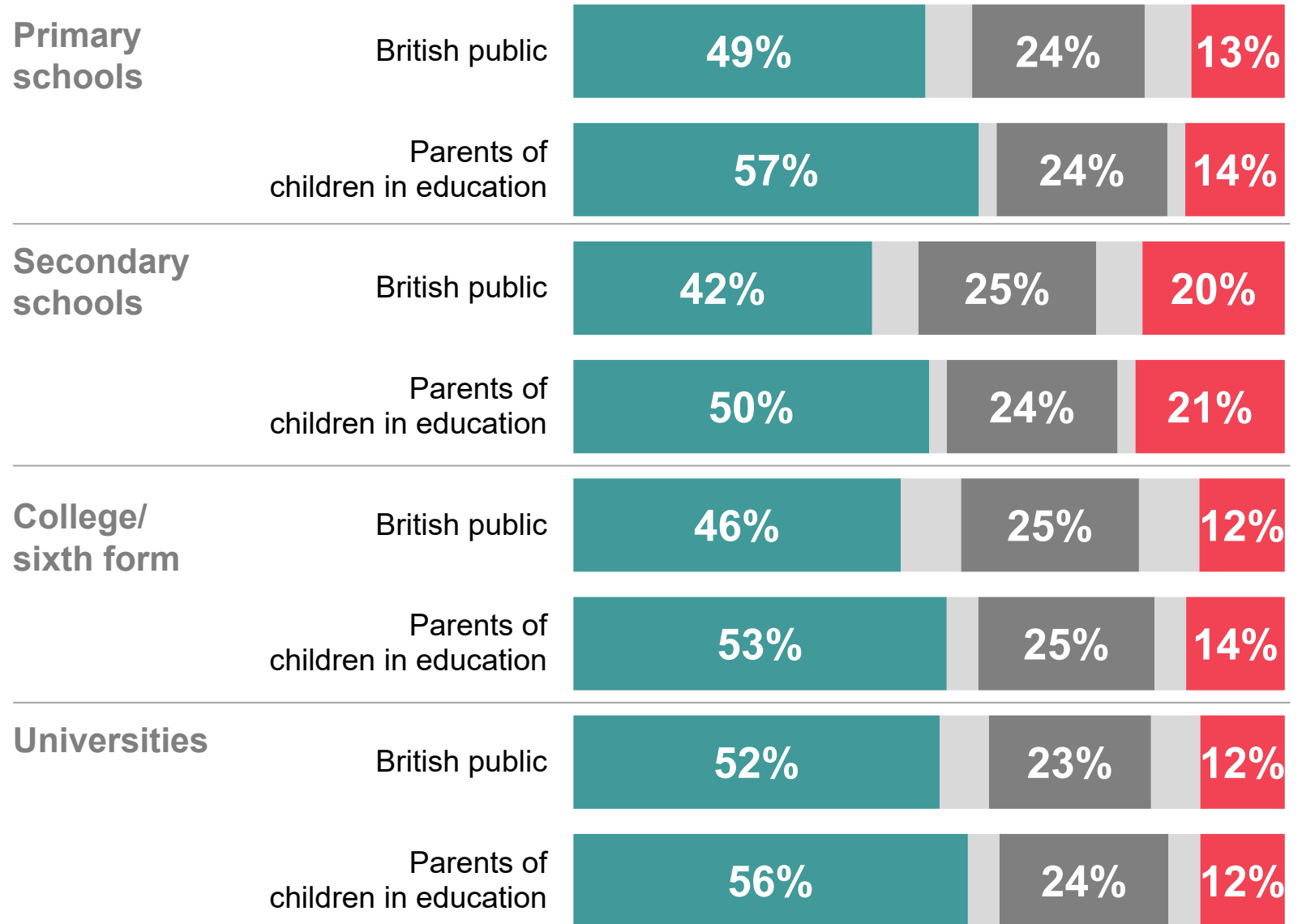
**Parents of children in education are more positive about the quality of education in Britain at all levels relative to the public as a whole.**

In general, to what extent, would say the quality of each of the following in Britain is good or bad?

**Very/ fairly good quality**

**Neither good nor bad quality**

**Very/ fairly bad quality**



Base: 2,221 Online British adults aged 18, 26 – 30 May 2023, including parents with children in education (801)



# Just under half of the public think it would be worth it for a young person to go to university, rising to just over half among parents of children in education

Thinking about the young people in your family or that you might know, to what extent do you think it would be worth it or not worth it for them to go to university?

**Definitely/ probably worth it**   **Neither/nor**   **Definitely/ probably not worth it**   **Don't know**   **Don't know any young people**

## Among all



## Among parents of children in education

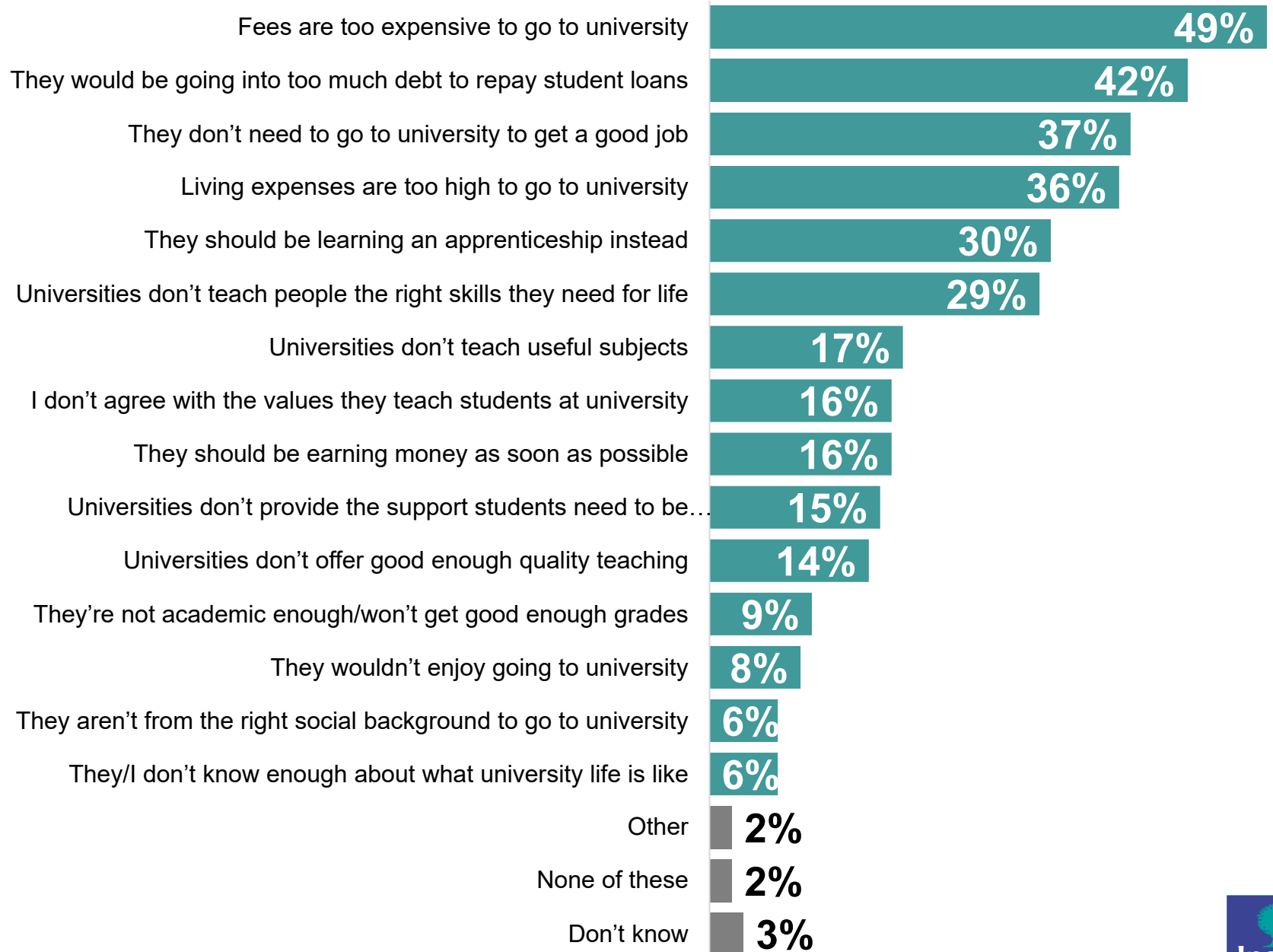


Base: 2,221 Online British adults aged 18+, 26 – 30 May 2023, including parents of school aged children (801)



# Among those who don't think it's worth it to go to university, the main reasons concern fees / debt

Why do you not feel it is not worth it for them to go to university?



Base: 895 Online British adults aged 18+ who say it's not worth going to university, 26 – 30 May 2023

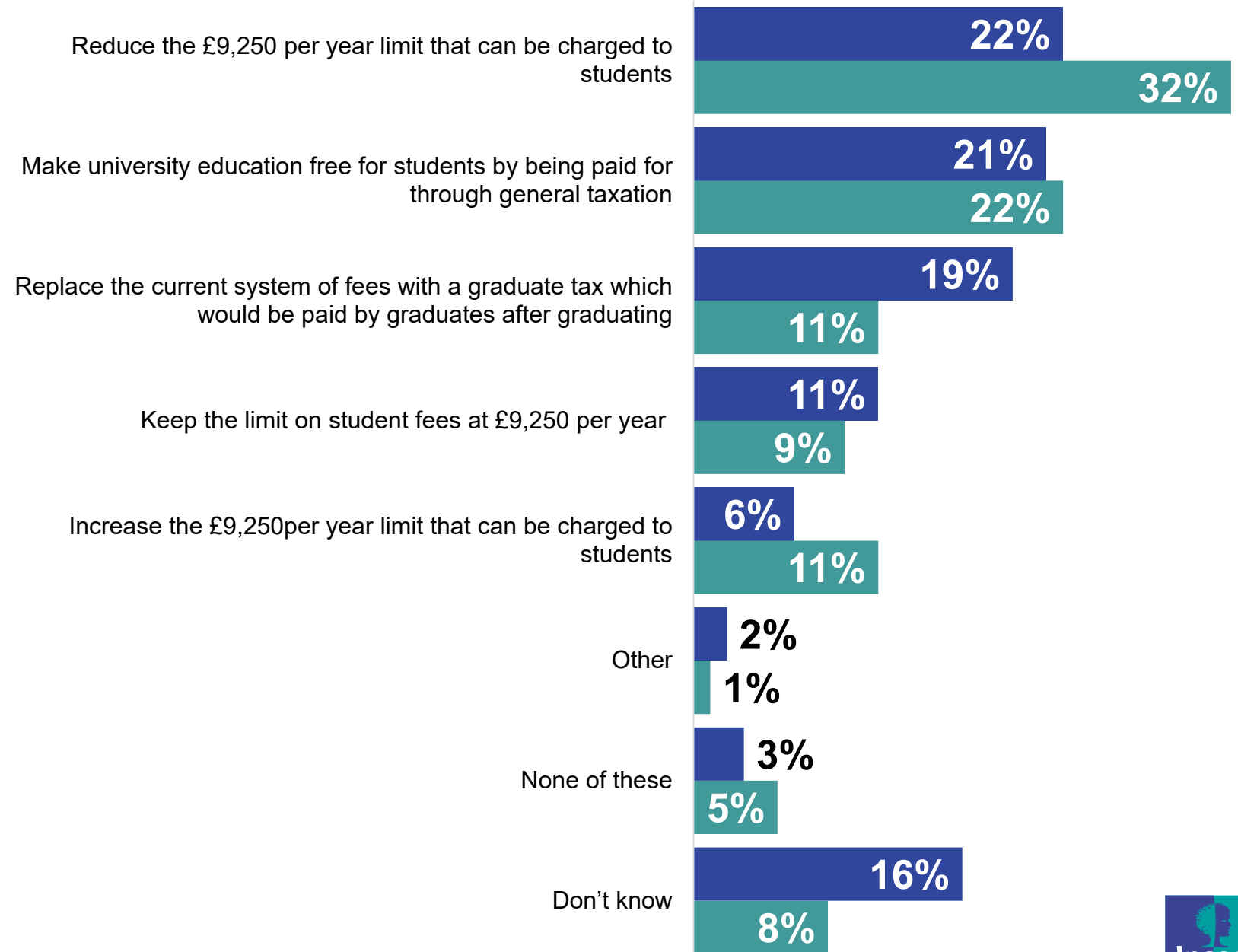


# The public is divided as to the best path forward for undergraduate tuition fees – with Gen Z preferring cutting fees and less in favour of a graduate tax

Which, if any, of the following best describes what you think the government should do with tuition fees for undergraduate degree programmes in England?

Among all living in England

Gen Z



Base: 1,919 Online adults aged 18+ in England, 26 – 30 May 2023, including Gen Z (292)

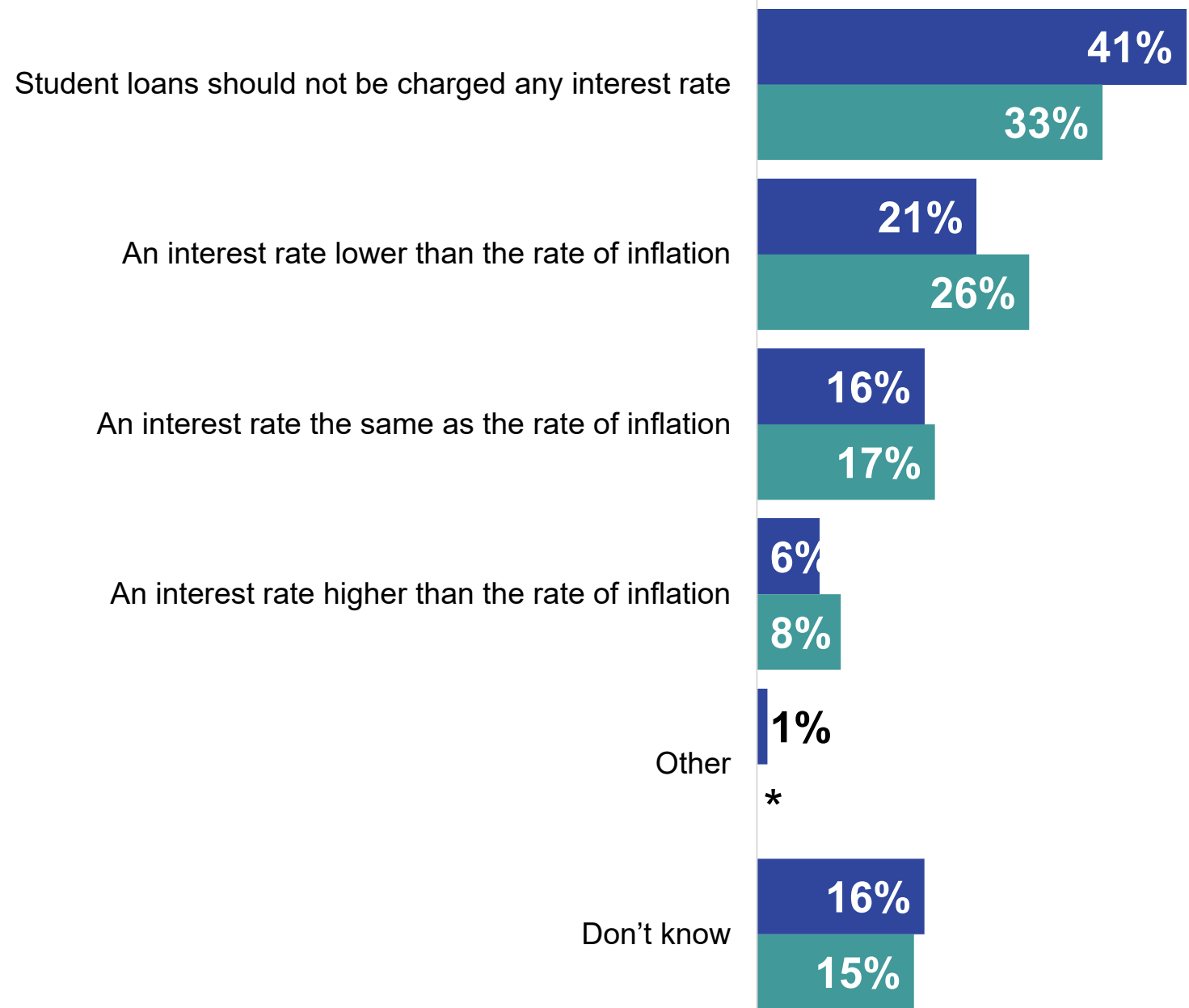


# 4 in 10 amongst the British public think student loans shouldn't be charged any interest rate – slightly lower at 1 in 3 amongst Gen Z

Which of the following, if any, best describes what interest rate you think should be charged on student loans?

■ Among all living in England

■ Gen Z

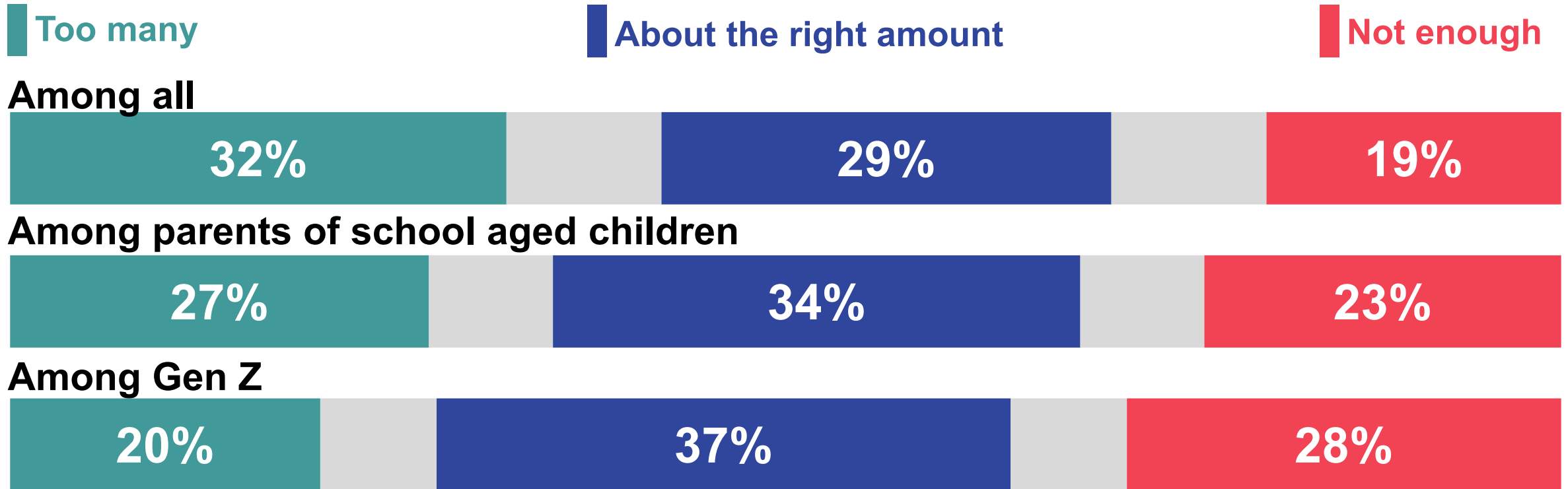


Base: 1,919 Online British adults aged 18+ in England, 26 – 30 May 2023, including Gen Z (292)



# The public are split on the number of young people going to university

When thinking about the amount of young people who go to university, in your opinion, is it too many young people, not enough young people, or about the right amount?



Base: 2,221 Online British adults aged 18+, 26 – 30 May 2023, including parents of children in education (801) and Gen Z (332)



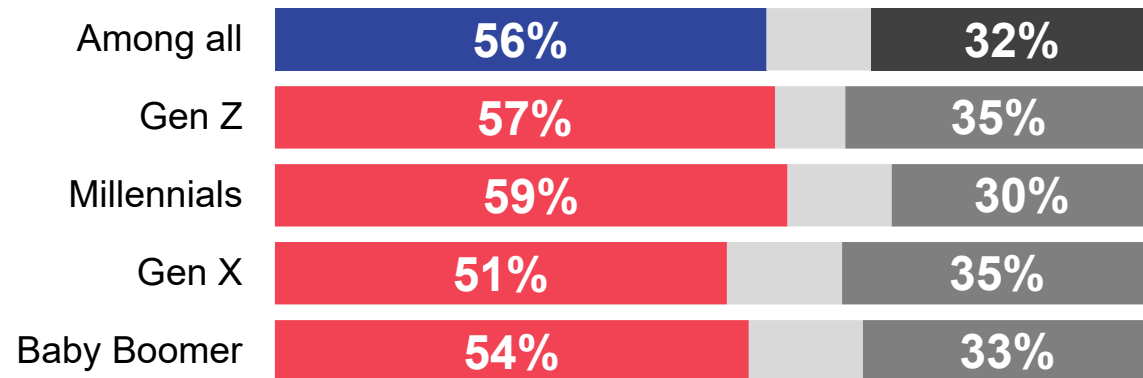
# Nearly 3 in 4 are concerned about university students leaving with high levels of debt, with an equal share concerned about people from poorer backgrounds put off from going to university because of the cost

When thinking about universities in Britain, to what extent, if at all, are you concerned about each of the following?

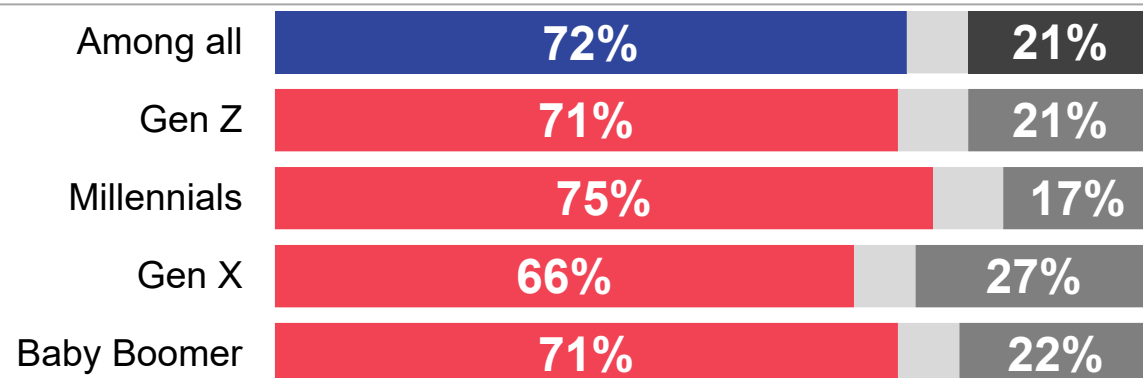
**Concerned**

**Not concerned**

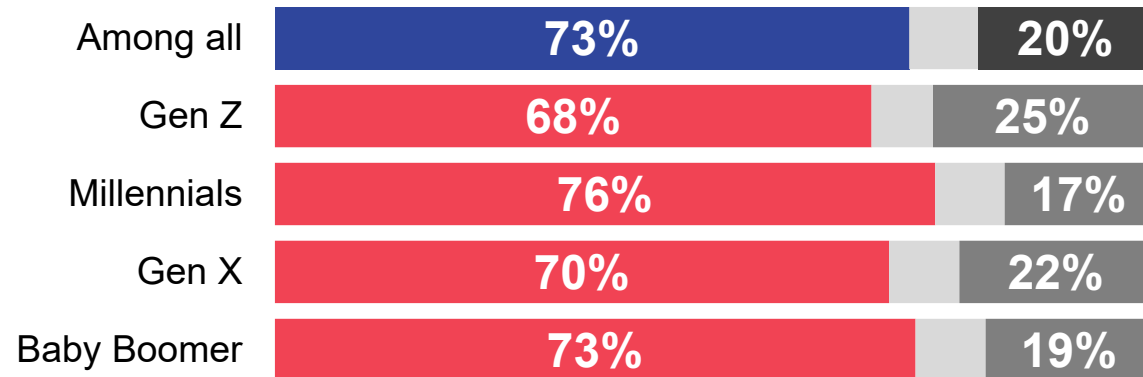
Universities not having enough money to provide quality education to students



Students ending university with high levels of financial debt



People from poorer backgrounds being put off from going to university because of the cost



Base: 2,221 Online British adults aged 18+, 26 – 30 May 2023, including Gen Z (332), Millennials (641), Gen X (528), Baby Boomers (619)





# Ipsos

## For more information

Jordana Moser  
Associate Director  
[Jordana.Moser@ipsos.com](mailto:Jordana.Moser@ipsos.com)

Gideon Skinner  
Research Director  
[Gideon.Skinner@ipsos.com](mailto:Gideon.Skinner@ipsos.com)

Laura King  
Graduate Research Executive  
[Laura.King@ipsos.com](mailto:Laura.King@ipsos.com)