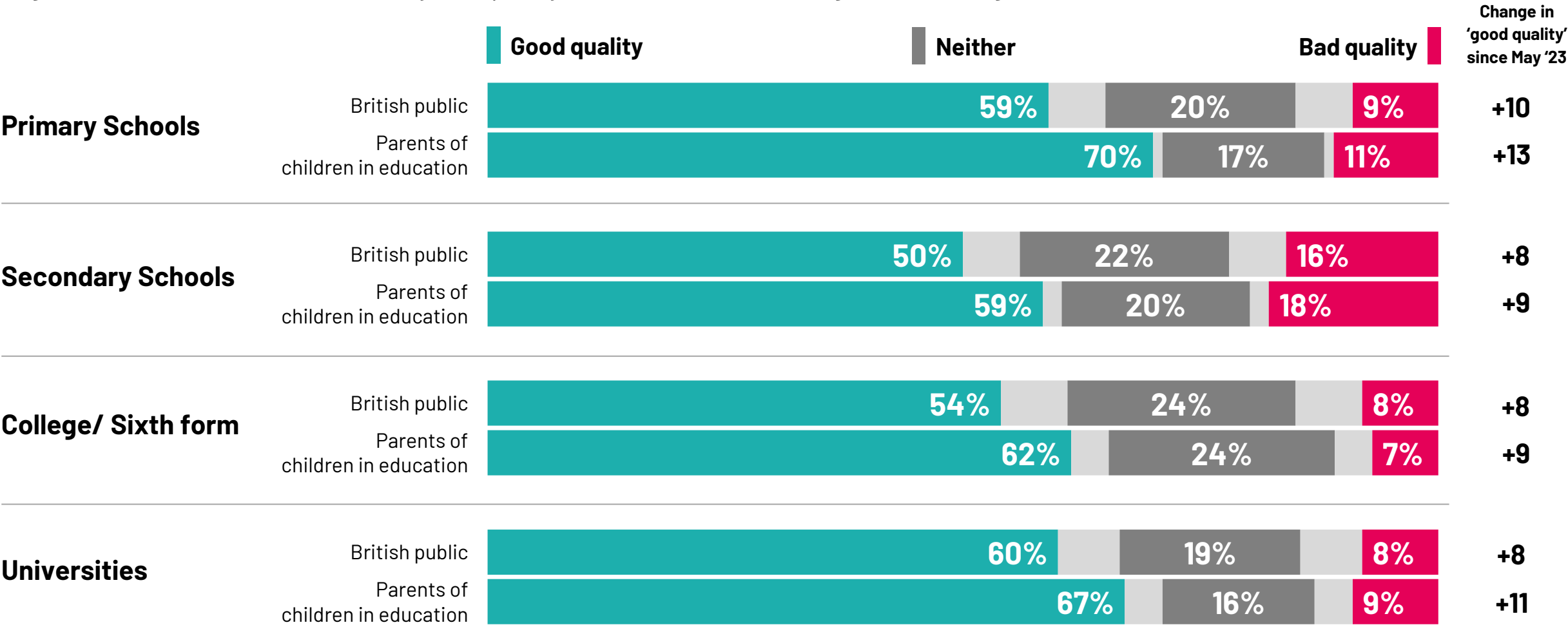


Ipsos Education polling

August 2024

Britons are more positive about the quality of education in Britain at all levels of the education system, compared to May 2023

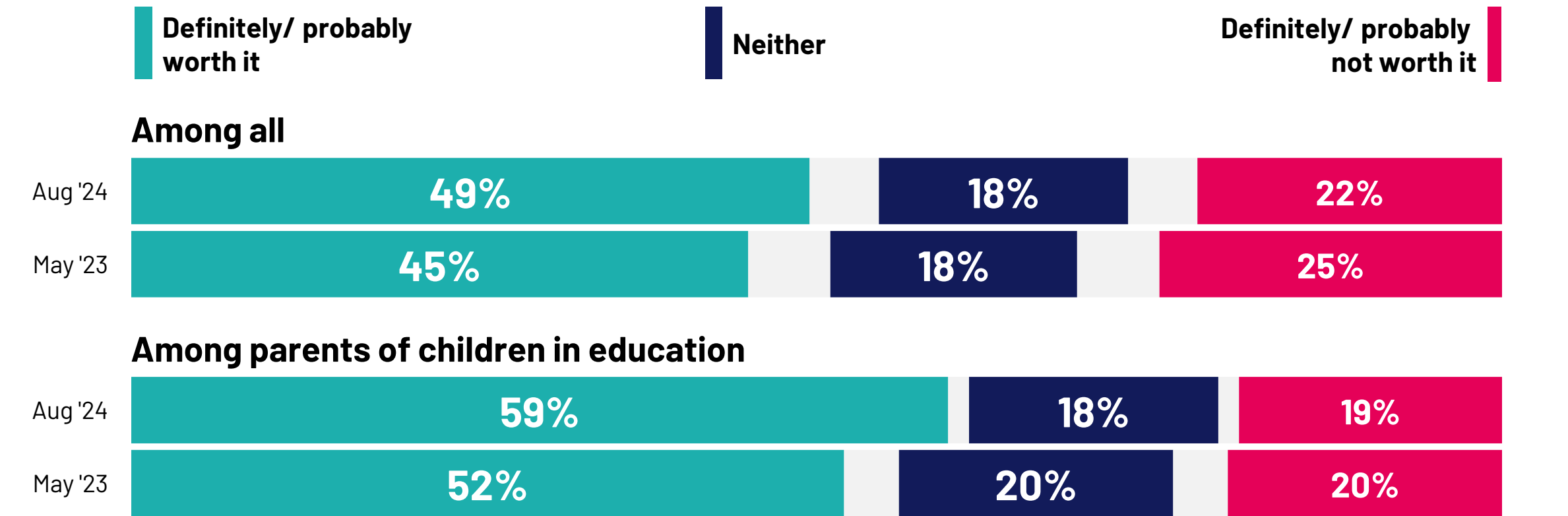
In general, to what extent, would say the quality of each of the following in Britain is good or bad?



Base: 1,130 Online British adults aged 18+, including (405) parents of children in education, 16 – 19 August 2024

Half of the British public think it would be worth a young person to go to university, rising to around three in five 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?

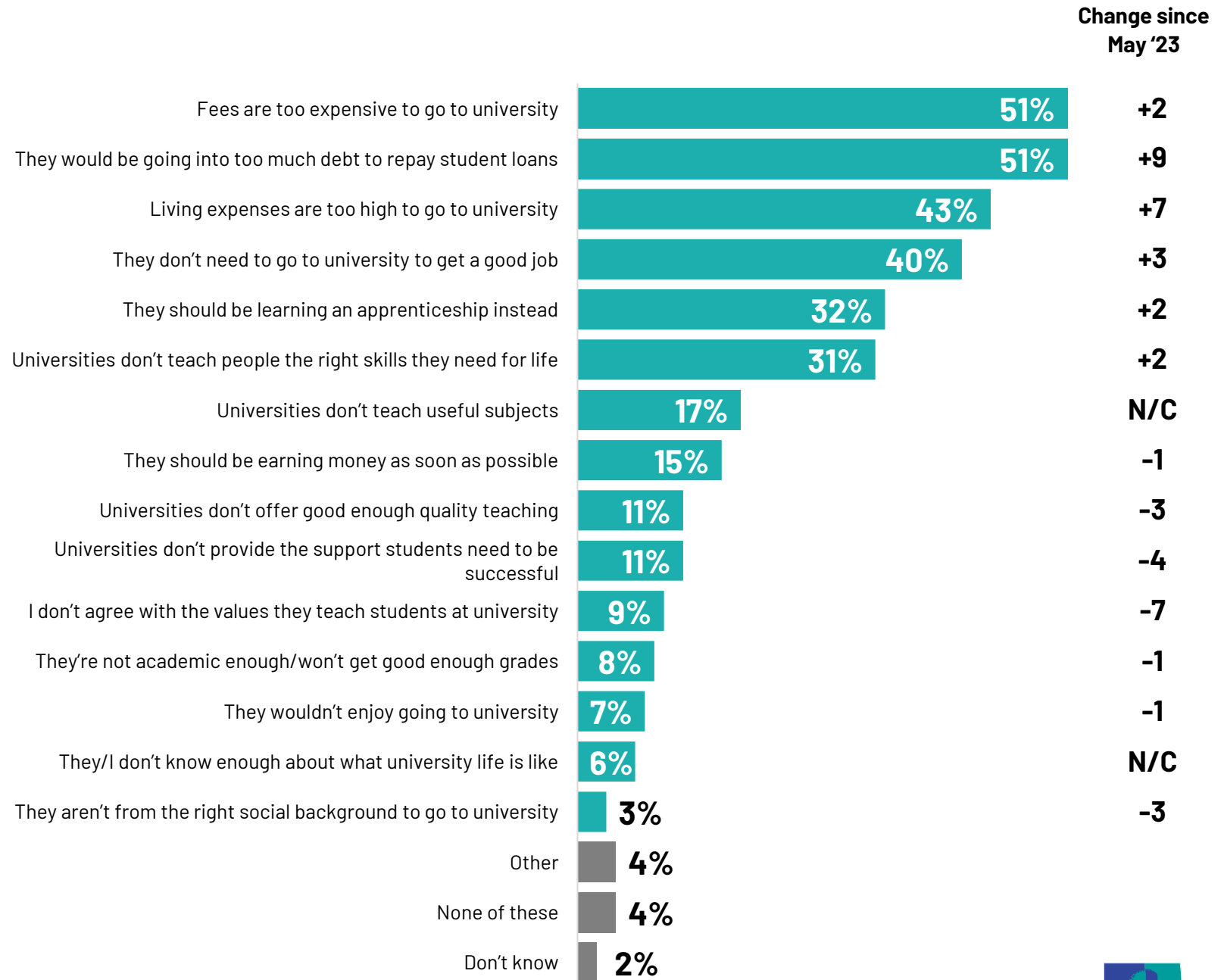


Base: 1,130 Online British adults aged 18+, including (405) parents of children in education, 16 – 19 August 2024

Among those who do not feel it is worth going to university, concerns around fees and debt remain the top reasons

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

Base: 446 Online British adults aged 18+ who say it's not worth going to university, 16 – 19 August 2024



The public remain divided towards undergraduate tuition fees – Gen Z are increasingly favourable towards making university free

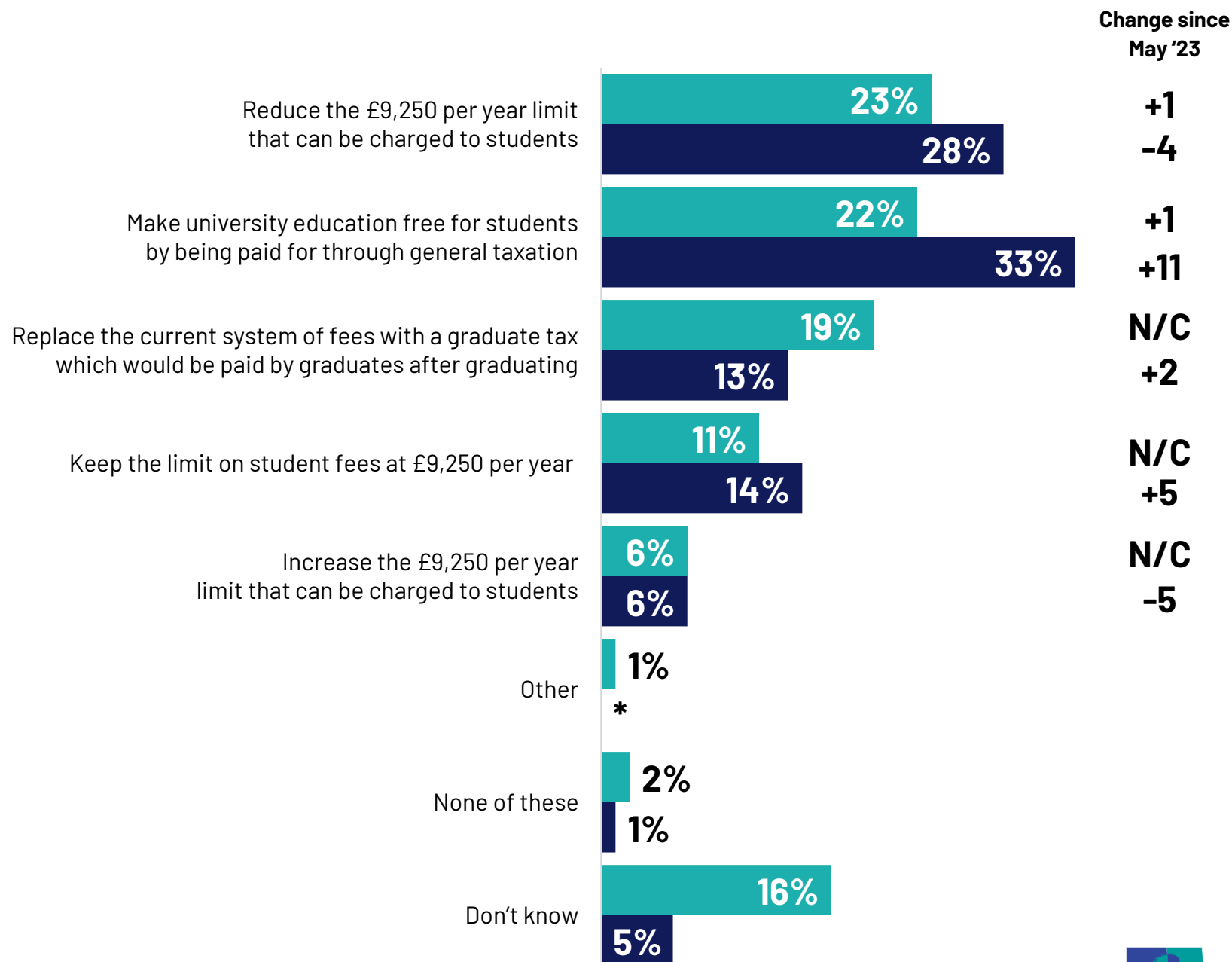
Which, if any, of the following best describes what you think the government should do with tuition fees for undergraduate degree programmes in England?

Base: 975 Online adults aged 18+ in England, including (163) Gen Z, 16 – 19th August 2024

* Note small base size for Gen Z

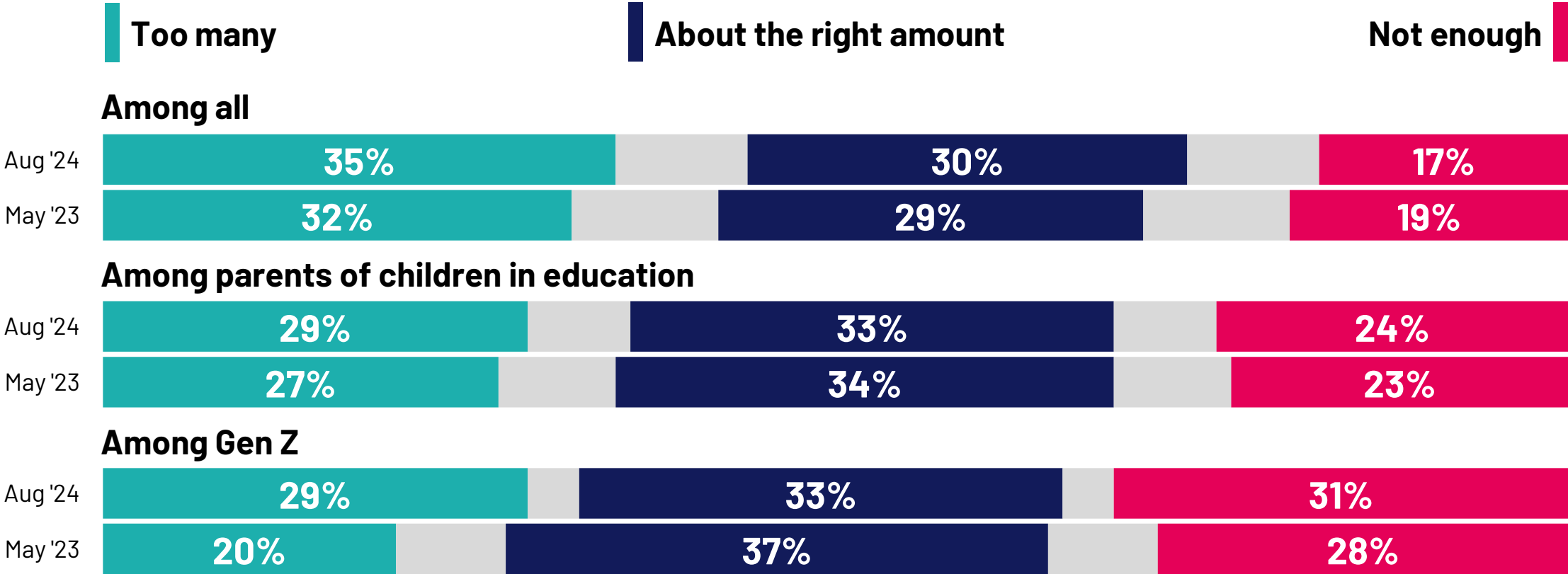
Among all living in England

Among Gen Z



The public remain split on whether too many, or about the right amount of young people, go 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: 1,130 Online British adults aged 18+, including (405) parents of children in education and (181) Gen Z, 16 – 19 August 2024
* Note small base size for Gen Z

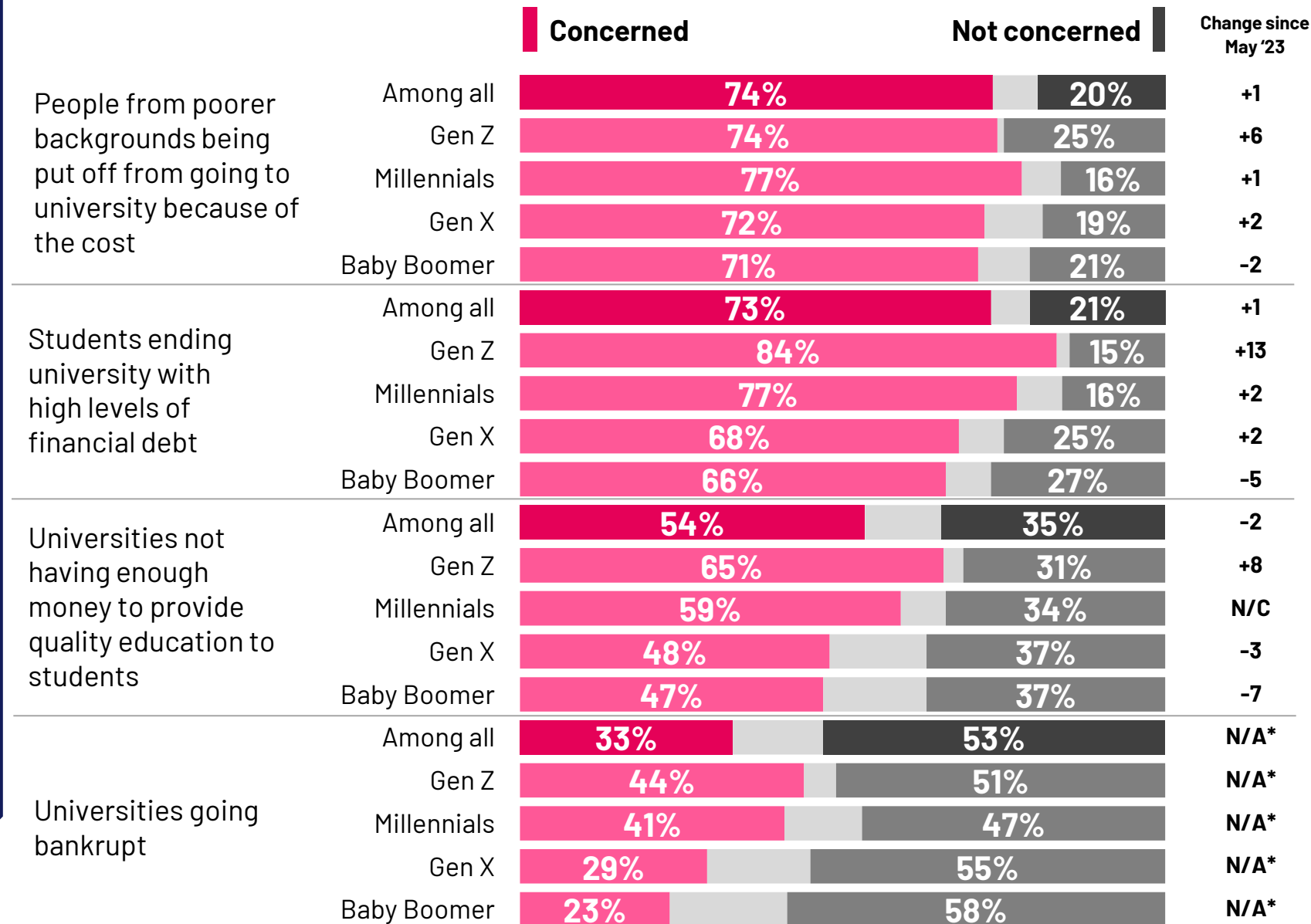


Three quarters are concerned that people from poorer backgrounds are put off from going to university because of the cost and students are ending university with high levels of debt

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

Base: 1,130 Online British adults aged 18+, including (181) Gen Z, (310) Millennials, (281) Gen X and (308) Baby Boomers, 16 - 19 August 2024.

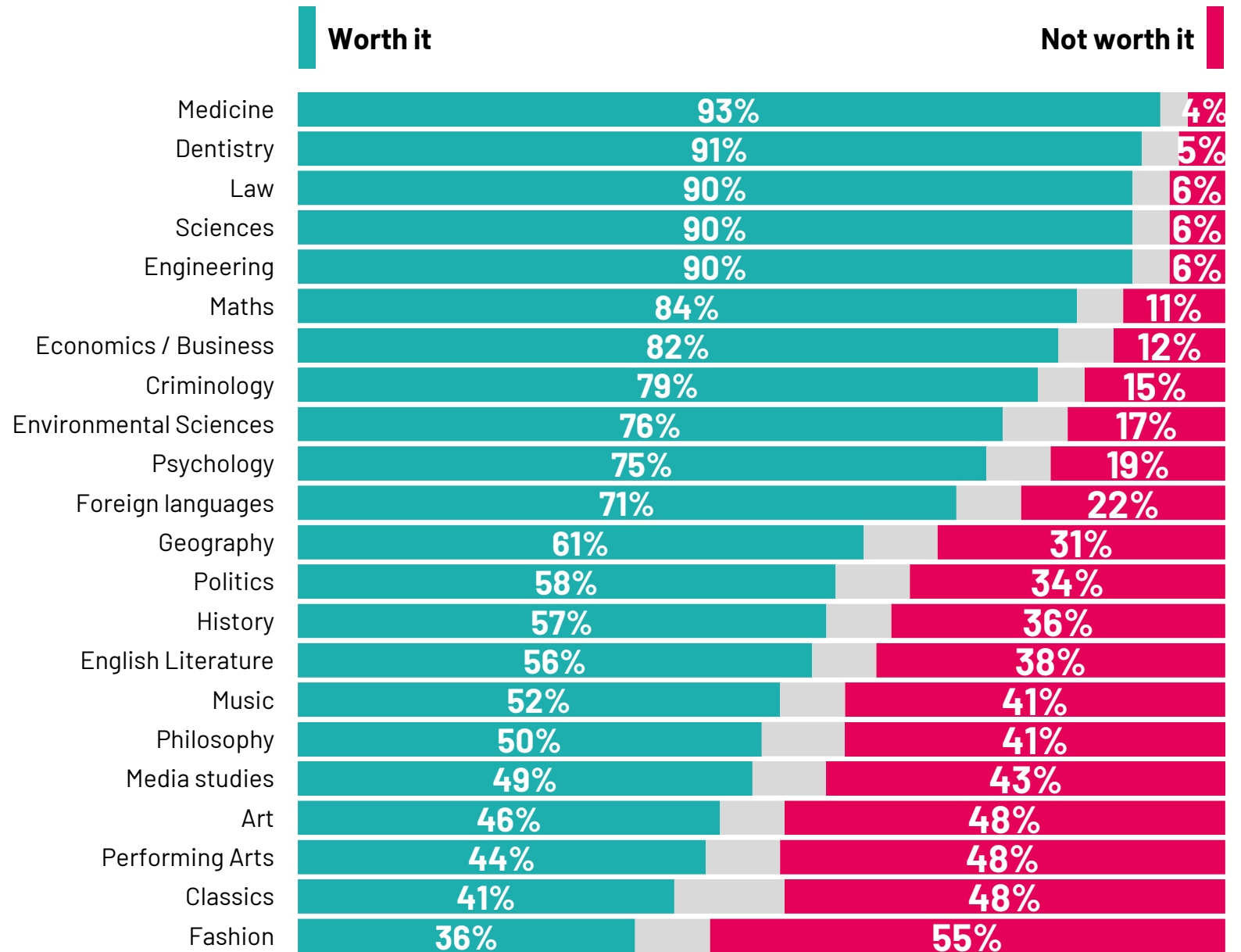
*N/A: This question was not asked in 2023.



An overwhelming majority think that Medicine, Dentistry, Law, Science, and Engineering are worth studying at university

Taking everything into account, to what extent, if at all, do you think it is generally worth or not worth a young person going to university to study the following courses?

Base: 1,130 Online British adults aged 18+, 16 - 19 August 2024





August 2024

Ipsos – Education Polling

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