

**Opinionpanel**Research

# Higher Expectations 2007/08

Unique insight into the student verdict on admissions, recruitment marketing and fees

## Appendix

- Guide to contents of Modules 1 to 3
- Achieved sample sizes by institution - 2006/07 Study



A Research Prospectus  
Reports available from March 2008

**Opinionpanel**Research  
in association with

The  
Knowledge  
Partnership  
Marketing, strategy and  
communications for an  
educated world

# Module 1 - The Higher Expectations Overview Report

new content for 2007/08  
see main brochure for details

- **Introduction** Foreword, Introduction to the Study, Methodology, Module overview
- **The student population** Demographics including: Ethnicity, Widening participation, Children, Disabilities and health issues, Type of school attended, Family experience of higher education, Grants and bursaries, Distance travelled to attend university, Type of university, Subject of study, UCAS tariff points, Student segments
- **Applying to university** Application route, Timing of UCAS form submission, Numbers of applications, Numbers of offers
- **Key reasons for choosing and declining universities** Key reason for choosing a university, Key reasons for declining a university, What universities can do to attract decliners
- **University choice factors** Pre-application factors, UCAS tariff university, Subject of study chosen, Widening participation, International students, Performance
- **Choosing a course** Reasons for choosing subject of study, Timing of choices, Course attributes, Sources of information about the university course, Admission materials, Admission process attributes
- **Location** Proximity to home, The university setting, Cultural life, Outdoor life, Community life, Location attributes.
- **Open days** Activities during the open day, Open day attributes
- **Facilities and student life** Campus facilities attributes, Social life attributes
- **Recommendations, reputation and future employability** Employability, attributes, Reputation attributes, League tables, Recommendation attributes
- **Costs** Cost attributes
- **Satisfaction with university** Rating the university experience, Meeting expectations, Regretting the choice of university
- **Widening participation**
- **International students** and Overseas fee payers
- **Appendices** Opinionpanel, Institutions in sample, Questionnaire, Attributes used for cluster analysis to identify student segments, Subgroup analysis, Weighting matrix, Usage of findings

# Module 2 - The Customised Benchmarking Report

new content for 2007/08  
see main brochure for details

One attribute per table, one table per page:

- **Introduction** Foreword, Introduction to the Study, Methodology, Module overview
- **Location** Close to home, Where my friends are going, Good transport links to other towns and cities, Good local transport links, Location overall
- **Course** Course content and structure is what I wanted, Good teaching, Good course facilities, Course overall
- **Campus Facilities** Guaranteed accommodation in a hall of residence, Good quality accommodation, Good social life, Good student union, Good sporting facilities, Good learning resources (e.g. computers and libraries), Campus facilities overall
- **Recommendations** University comes highly recommended, University recommended by my teachers/careers advisor, University recommended by current or previous students, University recommended by my family, Recommendations overall
- **University reputation** Strong in league tables, Seen as being a prestigious place to go, Reputation of course / department / lecturer, Traditional and solid reputation, Research reputation, University reputation overall
- **Dealings with you** Seemed interested in me during the application, Useful and appealing prospectus, Useful and appealing web site, Helpful administration, Dealings with you overall
- **Cost** for bursaries or scholarships, Lower tuition fees compared with alternatives, Reasonable cost of living, Easy place to find part time work, Costs overall
- **Social life** Friendly feel to the university, Fun nightlife nearby, Exciting city, In a city or town I want to be in, Social life overall
- **Future Employability** Course has a good reputation among potential employers, Offers good placement or travel opportunities, High employability of graduates, Has strong links with industry, Cutting edge and full of ideas, Future employability overall
- **Open day** Impressed by the city / location, Impressed by the students I met, Impressed by staff I met, Informative open day, Impressed by campus (buildings and facilities), Open day overall
- **Demographics / analysis** UCAS points achieved – by institution, UCAS points achieved by course (JACS subject area), UCAS points achieved by course (JACS principal), Average miles travelled to university (from pre university home), Proportion from Widening Access home postcodes – by institution, Proportion from fee paying school – by institution, Proportion of students where a parent went to university, Proportion from each of our five marketing segments – by institution (New Life, Life Goes On, Surviving the Experience, Party People, Mature Minded)

# Module 3 - The Customised Institution Report

new content for 2007/08  
see main brochure for details

• **Introduction** Foreword, Introduction to the Study, Methodology, Module overview, Defining your competitors, Defining the customer segments, Definitions, Management summary, Your competitors, Your students

• **Demographics** Gender, Age, Nationality, Ethnicity, Proportions paying overseas fees, Proportions receiving means-tested financial support, Proportions of widening-access students, UCAS points, Type of school attended, Family members attended university, Term-time accommodation, Term-time distance from home / permanent address, Postcodes your students are most likely to come from, Attitude to life, Customer segmentation – demographic profile and characteristics, Clusters in comparison

• **Applying to university** Introduction, How place at university was acquired, Average number of institutions applied to, Average number of unconditional and conditional offers received, Whether current university was firm choice or insurance choice, Firm choice universities, Insurance choice universities, Timing of university application, Proportions taking a year out before starting university

• **Key reasons for choosing and declining** Introduction, Unprompted reasons for attending current university – UK sample, Key unprompted reasons for choosing you / your competitors, Verbatims from reasons for choosing you\*, Verbatims from reasons for choosing your competitors\*, Unprompted reasons for declining any university – all UK decliners, Key unprompted reasons for declining your offer – your decliners, Verbatim quotes from reasons for declining your offer\*, Key unprompted factors that would have attracted all UK decliners, Key unprompted factors that would have attracted your decliners, Verbatims from factors that would have attracted your decliners\*

• **Choosing a course** Introduction, Key reasons for choosing the subject currently being studied, When current subject was decided on, When current course was decided on, When subject was decided vs. when course was chosen, Marketing channels used when making university choice, Differences in use of marketing materials, Marketing channels used – by gender – UK sample, Marketing channels used – by age – UK sample, Marketing channels used – by nationality – UK sample, Marketing

channels used – by fee status – UK sample, Marketing channels used – by WP group – UK sample, Marketing channel that most effectively conveys what institution is like, Differences in perceived effectiveness of marketing channels, Most effective marketing channel – by gender – UK sample, Most effective marketing channel – by age – UK sample, Most effective marketing channel – by nationality – UK sample, Most effective marketing channel – by fee status – UK sample, Most effective marketing channel – by WP group – UK sample, Course – importance & performance – how you compare, Application process – importance & performance – how you compare

• **Preferred location** Introduction, Preference for living at home vs. living away from home, Intended home visit frequency amongst those who prefer to live away, Preferred proximity from home amongst those who prefer to live away, Preference for campus vs. non-campus institutions, Preference for modern vs. traditional institutions, Preference for in town vs. out of town locations, Importance of cultural, outdoor and community life, Key cultural resources amongst those who value cultural life, Key outdoor resources amongst those who value outdoor life, Key community resources amongst those who value community life, Location – importance & performance – how you compare

• **Open days** Introduction, Proportions attending an open day or visiting institutions applied to, Open days attended at institutions applied to – by nationality – UK sample, Open days attended at institutions applied to – by WP group – UK sample, Number of open days attended/visits made at institutions applied to, Number of open days attended at institutions applied to – by age – UK sample, No. of open days attended at institutions applied to – by nationality – UK sample, No. of open days attended at institutions applied to – by fee status – UK sample, No. of open days attended at institutions applied to – by WP group – UK sample, Proportions who attended an open day at their current institution, Timing of open day visits – yours vs. your competitors', Who organised open days – yours vs. your competitors', Actual and desired activities – at current institution – UK sample, Actual and desired activities – at institutions not attended – UK sample, Actual and desired open day activities – your students, Actual and desired open day activities – your competitors'

students, Usefulness of open day activities – at your institution – all attendees, Usefulness of open day activities – competitor institutions – all attendees, Base sizes for those attending different open-day activities, Open days – importance & performance – how you compare

• **Campus facilities and social life** Introduction, Campus facilities – importance & performance – how you compare, Social life – importance & performance – how you compare

• **Reputation and recommendations** Introduction, Recommendations – importance & performance – how you compare, Reputation – importance & performance – how you compare, League tables used when making university choice, Future employability – importance & performance – how you compare

• **Costs** Introduction, Costs – importance & performance – how you compare (See Module 4 for detail on Fees research)

• **Satisfaction with current university** Introduction, Satisfaction with current institution, Extent to which current institution meets expectations, Extent to which expectations are met – by age – UK sample, Extent to which expectations are met – by fee status – UK sample, Extent to which expectations are met – by WP group – UK sample, Proportions seriously regretting their choice of institution, Unprompted reasons for regretting institution choice – UK sample, Verbatims from reasons for regretting their choice – your students\*, Proportion who have seriously considered switching institutions

• **Appendices** Institutions in sample, list of competitors, Questions used to identify student segments, Usage of findings

\* In addition to highlight verbatim comments in the report the full verbatim files supplied in Word format

# Higher Expectations 2006/07 sample sizes

These are the sample sizes for last year's Study, so are only indicative for 2007/08.  
Contact us to discuss sample boosting.

The University of Leeds	405	University of Wales, Aberystwyth	95	Cumbria Institute of the Arts	<50
University of Manchester	396	The University of Dundee	94	Scottish Agricultural College	<50
The University of Birmingham	329	Canterbury Christ Church University	93	University of London	<50
The University of Sheffield	299	Glasgow Caledonian University	93	(Institutes and activities)	
The University of Oxford	282	De Montfort University	91	Royal Agricultural College	<50
The Queen's University of Belfast	264	City University	91	Royal Northern College of Music	<50
The University of Newcastle-upon-Tyne	261	University of Chester	90	Bell College	<50
University of Durham	260	The University of Teesside	90	Birkbeck College	<50
The University of Southampton	259	University of Glamorgan	86	Central School of Speech and Drama	<50
Sheffield Hallam University	251	Imperial College of Science, Technology	84	The University College of St. Mark	<50
The University of Bristol	236	& Medicine		and St. John	
The University of Cambridge	234	Bath Spa University	83	Conservatoire for Dance and Drama	<50
The University of Nottingham	228	The University of Essex	78	Cranfield University	<50
The University of Warwick	213	Royal Holloway, University of London	77	Homerton College	<50
The Manchester Metropolitan University	210	University of Gloucestershire	74	Royal College of Nursing	<50
Cardiff University	206	Queen Mary, University of London	74	Institute of Education	<50
The University of Edinburgh	205	The University of Sunderland	71	University College for the Creative Arts	<50
The University of York	203	University of Derby	70	at Canterbury, Epsom, Farnham,	
The University of East Anglia	199	The University of Bradford	70	Maidstone and Rochester	
The University of Glasgow	197	London School of Economics and	63	London Guildhall University	<50
The University of Liverpool	188	Political Science		Northern School of Contemporary Dance	<50
The University of Kent at Canterbury	187	University of Winchester	62	Queen Margaret University College,	<50
The University of Northumbria	186	The University of Greenwich	61	Edinburgh	
at Newcastle		Southampton Solent University	60	Royal Academy of Music	<50
The University of Reading	182	University of Wales, Bangor	59	Royal College of Music	<50
The University of Lancaster	181	University of Northampton	59	Royal Welsh College of Music and Drama	<50
Leeds Metropolitan University	179	The University of Stirling	58	St George's Medical School	<50
The University of Portsmouth	162	Goldsmiths College	51	St Martin's College	<50
The University of Bath	159	The University of East London	<50	The Institute of Cancer Research	<50
The University of Plymouth	153	London Metropolitan University	<50	University of the Arts London	<50
The University of Salford	152	London South Bank University	<50	The North-East Wales Institute of	<50
University College London	152	The Robert Gordon University	<50	Higher Education	
The University of Exeter	151	Heriot-Watt University	<50	The Royal Scottish Academy of Music	<50
The Nottingham Trent University	149	York St John University College	<50	and Drama	
University of Wales, Swansea	149	University of Wales Institute, Cardiff	<50	The School of Pharmacy	<50
King's College London	146	The School of Oriental and African Studies	<50	Surrey Institute of Art and Design,	<50
Brunel University	144	Liverpool Hope University	<50	University College, The	
The University of Central Lancashire	141	University of Chichester	<50	Manchester Institute of Science &	<50
Aston University	141	Edge Hill University	<50	Technology, The University of	
University of Hertfordshire	140	Napier University	<50	The University of North London	<50
Loughborough University	139	University of Worcester	<50	The University of Wales, Lampeter	<50
The University of Leicester	139	The University of Paisley	<50	Trinity And All Saints College	<50
Middlesex University	138	University College Falmouth	<50	Trinity College of Music	<50
The University of Sussex	137	University of Luton / Bedfordshire	<50	UHI Millennium Institute	<50
The University of Hull	134	Newman College	<50	Wales College of Medicine, University of	<50
University of the West of England, Bristol	132	The Arts Institute at Bournemouth	<50	University of Wales College, Newport	<50
The University of Strathclyde	124	University of Abertay Dundee	<50	Wimbledon School of Art	<50
Kingston University	124	The Royal Veterinary College	<50	Royal College of Art	<50
Liverpool John Moores University	121	Thames Valley University	<50	London School of Hygiene and Tropical	<50
The University of Lincoln	117	Buckinghamshire Chilterns	<50	Medicine	
Coventry University	116	University College		Birmingham College of Food, Tourism	<50
The University of Keele	114	Stranmillis University College	<50	and Creative Studies	
Oxford Brookes University	110	Norwich School of Art and Design	<50	Courtauld Institute of Art	<50
The University of Brighton	106	Harper Adams University College	<50	London Business School	<50
Roehampton University	102	Rose Bruford College	<50	Open University	<50
The University of Surrey	101	University of Bolton	<50	Leeds College of Music	<50
Bournemouth University	100	Ravensbourne College of Design	<50		
The University of Huddersfield	100	and Communication			
The University of Wolverhampton	100	Swansea Institute of Higher Education	<50		
The University of St Andrews	99	Bishop Grosseteste University College	<50		
The University of Central England	99	Trinity College, Carmarthen	<50		
in Birmingham		Dartington College of Arts	<50		
The University of Westminster	99	Edinburgh College of Art	<50		
University of Ulster	98	Glasgow School of Art	<50		
The University of Aberdeen	97	St Mary's College	<50		
Anglia Ruskin University	96	St Mary's University College	<50		
Staffordshire University	95	Writtle College	<50		
				<b>Total</b>	<b>13,827</b>

**OpinionpanelResearch**

Aberdeen House, Highbury Grove,  
London N5 2EA

t. 020 7288 8789

e. [benchmarks@opinionpanel.co.uk](mailto:benchmarks@opinionpanel.co.uk)