

On a 0-10 scale, how likely is it that you would recommend to somebody that they go into higher education? (1,542 base)

		Total	2010 Vote			Voting Intention			Gender		Age			Social Grade		Region								
		Base	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	North	Mid lands	East	London	South	Wales	Scot land	N. Ire.	
How likely is it that you would recommend to somebody that they should go into higher education? (0-10 NPS scale) All results																								
Weighted base		1452	382	249	240	344	385	77	698	754	402	533	517	799	653	347	232	135	180	322	71	123	41	
Jan 2012 field work	10 - Likely	25%	24%	26%	21%	26%	28%	20%	23%	26%	45%	50%	27%	26%	24%	31%	25%	16%	24%	20%	24%	27%	46%	
	9	12%	15%	13%	13%	10%	14%	19%	11%	14%	26%	22%	13%	14%	9%	10%	14%	14%	12%	14%	7%	10%	9%	
	8	19%	22%	16%	30%	20%	18%	22%	20%	19%	42%	37%	19%	21%	17%	17%	17%	28%	15%	22%	31%	20%	1%	
	7	14%	16%	18%	10%	15%	16%	9%	14%	14%	21%	27%	16%	14%	13%	12%	11%	17%	17%	17%	6%	13%	9%	
	6	7%	6%	8%	7%	6%	7%	15%	9%	6%	15%	18%	5%	7%	8%	9%	6%	8%	3%	8%	8%	7%	11%	
	5	10%	7%	9%	8%	11%	8%	4%	11%	9%	25%	21%	7%	9%	11%	9%	13%	8%	14%	9%	7%	6%	11%	
	4	2%	3%	1%	1%	0%	2%	5%	2%	2%	5%	4%	2%	1%	3%	2%	4%	0%	1%	1%	5%	4%	0%	
	3	2%	2%	2%	2%	3%	2%	0%	3%	2%	6%	4%	3%	2%	3%	2%	2%	2%	2%	2%	2%	4%	6%	6%
	2	1%	1%	0%	0%	0%	1%	1%	2%	1%	2%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	
	1	1%	0%	1%	2%	1%	1%	2%	1%	1%	2%	4%	0%	1%	1%	0%	1%	2%	2%	1%	0%	1%	0%	
0 - Not at all likely		2%	1%	2%	1%	3%	1%	0%	2%	2%	6%	2%	2%	1%	3%	3%	2%	0%	3%	1%	0%	2%	2%	
Don't know		4%	4%	5%	4%	5%	2%	5%	3%	4%	6%	7%	5%	2%	6%	4%	3%	3%	7%	3%	8%	2%	7%	
Promoters		37%	39%	39%	34%	36%	42%	39%	34%	40%	71%	72%	40%	40%	33%	41%	39%	30%	35%	34%	31%	37%	54%	
Passives		33%	38%	34%	40%	35%	34%	30%	33%	33%	63%	64%	35%	35%	31%	29%	28%	45%	32%	39%	36%	33%	10%	
Detractors		26%	20%	23%	22%	24%	22%	26%	29%	23%	61%	57%	20%	23%	30%	26%	30%	22%	26%	24%	25%	27%	29%	
NPS		11%	19%	16%	12%	12%	20%	13%	5%	17%	10%	15%	20%	18%	3%	15%	9%	9%	9%	10%	6%	10%	25%	
Apr-May 2011 fieldwork	Promoters	31%							30%	31%	29%	28%	34%	32%	28%	27%	34%	31%	34%	27%	29%	39%		
	Passives	28%							30%	27%	27%	29%	28%	29%	25%	30%	24%	28%	29%	26%	30%	30%		
	Detractors	38%							36%	39%	41%	40%	36%	36%	43%	39%	42%	39%	33%	44%	41%	30%		
	NPS	-7%							-6%	-8%	-12%	-12%	-2%	-4%	-15%	-12%	-8%	-8%	1%	-17%	-12%	9%		
Difference	Promoters	6%							4%	9%	42%	44%	6%	8%	5%	14%	5%	-1%	1%	7%	2%	-2%		
	Passives	5%							3%	6%	36%	35%	7%	6%	6%	-1%	4%	17%	3%	13%	6%	3%		
	Detractors	-12%							-7%	-16%	20%	17%	-16%	-13%	-13%	-13%	-12%	-17%	-7%	-20%	-16%	-3%		
	NPS	18%							11%	25%	22%	27%	22%	22%	18%	27%	17%	17%	8%	27%	18%	1%		