

YouGov / News UK Survey Results Good University Guide

Sample size: 635 senior managers and above in businesses of all sizes

Fieldwork: 7th - 13th August 2013

Total	Gender		Age					Region							Organisation size		
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	435	200	9	67	125	172	262	98	96	72	117	194	25	33	427	104	104
The university they attended	8%	8%	7%	11%	10%	6%	6%	9%	5%	7%	4%	22%	4%	-	-	7%	5%	12%
The course they studied	61%	60%	64%	67%	52%	66%	61%	61%	59%	64%	63%	47%	66%	76%	67%	64%	56%	54%
The grade they achieved	17%	18%	16%	11%	24%	17%	17%	15%	18%	13%	21%	18%	16%	12%	24%	13%	26%	24%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	7%	7%	-	7%	8%	7%	7%	8%	5%	6%	9%	8%	4%	6%	6%	12%	7%
Don't know	7%	7%	8%	11%	6%	4%	8%	8%	9%	11%	7%	4%	6%	8%	3%	9%	2%	4%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	435	200	9	67	125	172	262	98	96	72	117	194	25	33	427	104	104
Strongly agree	12%	12%	13%	22%	19%	18%	11%	8%	12%	8%	10%	20%	10%	4%	21%	11%	13%	16%
Tend to agree	37%	38%	36%	33%	33%	42%	38%	36%	32%	31%	31%	51%	37%	40%	36%	36%	35%	44%
Tend to disagree	31%	32%	30%	22%	28%	26%	30%	35%	35%	36%	33%	18%	35%	28%	27%	31%	37%	27%
Strongly disagree	12%	11%	13%	11%	9%	10%	12%	14%	11%	16%	21%	5%	10%	20%	12%	13%	12%	10%
Don't know	7%	7%	9%	11%	10%	3%	9%	7%	10%	8%	6%	6%	8%	8%	3%	9%	4%	3%

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Sample size: 635 senior managers and above in businesses of all sizes
Fieldwork: 7th - 13th August 2013

Total	Work industry												
Base	Manufacturing	Construction	Retail	Hospitality and leisure	Finance and Accounting	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	62	61	63	48	76	76	71	73	9	10	13	10	63
The university they attended	8%	2%	7%	3%	4%	17%	14%	8%	7%	11%	10%	8%	-	3%
The course they studied	61%	73%	69%	63%	65%	47%	49%	73%	62%	78%	40%	62%	80%	52%
The grade they achieved	17%	16%	15%	22%	15%	18%	29%	11%	4%	11%	20%	15%	10%	24%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	5%	5%	5%	10%	13%	3%	1%	12%	-	30%	-	10%	10%
Don't know	7%	5%	5%	6%	6%	4%	5%	6%	15%	-	-	15%	-	11%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	62	61	63	48	76	76	71	73	9	10	13	10	63
Strongly agree	12%	6%	11%	3%	8%	17%	24%	11%	15%	22%	20%	8%	-	8%
Tend to agree	37%	37%	16%	30%	27%	41%	49%	38%	40%	33%	40%	38%	40%	51%
Tend to disagree	31%	37%	43%	29%	42%	29%	18%	28%	34%	22%	30%	15%	50%	29%
Strongly disagree	12%	13%	23%	24%	17%	8%	4%	13%	10%	11%	-	-	-	8%
Don't know	7%	6%	7%	14%	6%	5%	5%	10%	1%	11%	10%	38%	10%	5%

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Fieldwork: 7th - 13th August 2013

Total	Company annual turnover						Age within Gender								The Express
	Base	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Males under 35	Males 35+	Females under 35	Females 35+	Males under 45	Males 45+	Females under 45	

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

	Base: All B2B senior decision makers	635	14	261	123	135	43	59	37	398	39	161	118	317	83	117	13
The university they attended	8%	-	8%	8%	8%	5%	7%	11%	8%	10%	6%	7%	9%	8%	5%	-	
The course they studied	61%	64%	62%	64%	61%	60%	49%	57%	60%	51%	66%	61%	60%	61%	65%	31%	
The grade they achieved	17%	21%	11%	20%	24%	21%	17%	30%	17%	15%	16%	21%	16%	16%	15%	46%	
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	7%	7%	7%	4%	2%	22%	3%	8%	10%	6%	8%	7%	7%	7%	8%	
Don't know	7%	7%	11%	2%	3%	12%	5%	-	7%	13%	6%	3%	8%	7%	8%	15%	

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

	Base: All B2B senior decision makers	635	14	261	123	135	43	59	37	398	39	161	118	317	83	117	13
Strongly agree	12%	14%	12%	15%	13%	16%	2%	22%	11%	18%	12%	21%	8%	16%	11%	8%	
Tend to agree	37%	21%	34%	35%	45%	35%	42%	32%	39%	33%	36%	35%	39%	43%	30%	31%	
Tend to disagree	31%	43%	30%	35%	28%	37%	31%	22%	33%	33%	29%	28%	33%	25%	33%	31%	
Strongly disagree	12%	14%	13%	11%	10%	5%	22%	11%	12%	8%	14%	9%	12%	11%	15%	-	
Don't know	7%	7%	11%	5%	4%	7%	3%	14%	6%	8%	9%	7%	7%	5%	11%	31%	

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Fieldwork: 7th - 13th August 2013

Total	Newspaper Readership														
Base	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	The Scotsman	The Herald (Glasgow)	The Western Mail	Other local daily morning newspaper	Other Newspaper	None

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	106	10	3	26	85	16	66	27	83	2	2	1	13	27	155
The university they attended	8%	8%	-	-	4%	11%	25%	8%	11%	11%	-	-	-	15%	15%	2%
The course they studied	61%	67%	40%	-	54%	54%	50%	67%	63%	60%	50%	50%	-	62%	63%	66%
The grade they achieved	17%	14%	40%	-	27%	16%	19%	18%	15%	18%	50%	50%	-	8%	11%	14%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	6%	20%	100%	4%	8%	6%	5%	11%	5%	-	-	100%	15%	7%	6%
Don't know	7%	5%	-	-	12%	11%	-	3%	-	6%	-	-	-	-	4%	11%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	106	10	3	26	85	16	66	27	83	2	2	1	13	27	155
Strongly agree	12%	8%	10%	33%	-	15%	31%	20%	11%	13%	-	-	-	23%	7%	10%
Tend to agree	37%	30%	20%	-	35%	42%	25%	56%	30%	52%	50%	50%	-	15%	48%	29%
Tend to disagree	31%	41%	40%	33%	35%	32%	31%	15%	37%	19%	50%	50%	100%	38%	19%	36%
Strongly disagree	12%	15%	20%	33%	23%	7%	6%	6%	22%	7%	-	-	-	8%	22%	14%
Don't know	7%	6%	10%	-	8%	4%	6%	3%	-	8%	-	-	-	15%	4%	12%

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Fieldwork: 7th - 13th August 2013

Total	Sun Readership				Sun on Sunday Readership				The Times Readership				The Sunday Times Readership			
Base	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	24	31	61	116	49	54	131	234	16	27	31	74	97	54	106	257
The university they attended	8%	17%	10%	10%	11%	16%	9%	10%	11%	6%	22%	3%	11%	14%	11%	8%	11%
The course they studied	61%	38%	42%	62%	52%	45%	50%	62%	56%	50%	30%	55%	45%	56%	50%	60%	56%
The grade they achieved	17%	33%	42%	10%	23%	24%	26%	18%	21%	31%	30%	29%	30%	19%	30%	19%	21%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	8%	3%	10%	8%	8%	11%	7%	8%	6%	15%	6%	9%	7%	6%	9%	8%
Don't know	7%	4%	3%	8%	6%	6%	4%	3%	4%	6%	4%	6%	5%	4%	4%	3%	4%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	24	31	61	116	49	54	131	234	16	27	31	74	97	54	106	257
Strongly agree	12%	17%	6%	7%	9%	18%	17%	15%	16%	13%	19%	10%	14%	19%	20%	16%	18%
Tend to agree	37%	46%	48%	33%	40%	49%	44%	49%	48%	50%	59%	26%	43%	41%	54%	35%	41%
Tend to disagree	31%	17%	13%	39%	28%	16%	19%	26%	22%	19%	11%	26%	19%	25%	20%	32%	27%
Strongly disagree	12%	21%	19%	15%	17%	8%	11%	7%	8%	19%	7%	26%	18%	6%	2%	10%	7%
Don't know	7%	-	13%	7%	7%	8%	9%	4%	6%	-	4%	13%	7%	9%	4%	7%	7%

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Fieldwork: 7th - 13th August 2013

Total	How often, if at all, do you visit thesun.co.uk?						How often, if at all, do you visit thetimes.co.uk?						How often, if at all, do you visit sundaytimes.co.uk?					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	4	14	11	11	46	516	19	22	20	21	95	425	11	11	14	31	83	452
The university they attended	8%	-	14%	18%	18%	4%	8%	11%	27%	5%	10%	4%	8%	27%	18%	7%	6%	7%	8%
The course they studied	61%	25%	7%	55%	36%	67%	63%	42%	50%	35%	52%	62%	64%	45%	27%	21%	68%	57%	64%
The grade they achieved	17%	50%	36%	27%	36%	13%	16%	26%	9%	45%	29%	21%	14%	18%	36%	43%	19%	24%	14%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	25%	29%	-	-	7%	7%	16%	14%	-	10%	6%	7%	9%	18%	21%	-	6%	7%
Don't know	7%	-	14%	-	9%	9%	7%	5%	-	15%	-	6%	8%	-	-	7%	6%	6%	8%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	4	14	11	11	46	516	19	22	20	21	95	425	11	11	14	31	83	452
Strongly agree	12%	50%	14%	9%	18%	9%	11%	32%	9%	20%	19%	11%	10%	45%	9%	-	16%	12%	11%
Tend to agree	37%	50%	57%	64%	27%	39%	36%	47%	55%	50%	48%	48%	32%	36%	73%	71%	35%	48%	34%
Tend to disagree	31%	-	21%	27%	27%	33%	32%	16%	18%	15%	14%	24%	36%	18%	-	14%	23%	29%	34%
Strongly disagree	12%	-	7%	-	18%	11%	12%	5%	14%	-	14%	8%	13%	-	18%	7%	13%	5%	14%
Don't know	7%	-	-	-	9%	9%	8%	-	5%	15%	5%	8%	8%	-	-	7%	13%	6%	8%

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Fieldwork: 7th - 13th August 2013

Total	How often, if at all, do you visit thescottishsun.co.uk?						How often, if at all, do you visit thetimes.co.uk? (Scotland)						How often, if at all, do you visit sundaytimes.co.uk? (Scotland)					
Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	-	2	2	-	3	26	-	3	-	1	7	22	-	-	-	4	5	24
The university they attended	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The course they studied	61%	-	100%	100%	-	67%	62%	-	100%	-	100%	57%	64%	-	-	-	100%	60%	63%
The grade they achieved	17%	-	-	-	-	33%	27%	-	-	-	-	43%	23%	-	-	-	-	40%	25%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	-	-	-	-	-	8%	-	-	-	-	-	9%	-	-	-	-	-	8%
Don't know	7%	-	-	-	-	-	4%	-	-	-	-	-	5%	-	-	-	-	-	4%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	-	2	2	-	3	26	-	3	-	1	7	22	-	-	-	4	5	24
Strongly agree	12%	-	50%	-	-	-	23%	-	-	-	-	14%	27%	-	-	-	-	-	29%
Tend to agree	37%	-	50%	100%	-	67%	27%	-	100%	-	-	57%	23%	-	-	-	75%	60%	25%
Tend to disagree	31%	-	-	-	-	33%	31%	-	-	-	100%	14%	32%	-	-	-	25%	20%	29%
Strongly disagree	12%	-	-	-	-	-	15%	-	-	-	-	14%	14%	-	-	-	-	20%	13%
Don't know	7%	-	-	-	-	-	4%	-	-	-	-	-	5%	-	-	-	-	-	4%

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Total	Subscription Package				
Base	The Digital Pack	The Classic Pack	The Ultimate Pack	I have a different Times subscription not shown above	I do not subscribe

Please imagine that you were considering applicants for a new graduate role...

In your opinion, and if you had to choose, which ONE of the following aspects of university would be MOST important in deciding which graduate to select?

Base: All B2B senior decision makers	635	22	29	16	14	554
The university they attended	8%	5%	21%	6%	14%	7%
The course they studied	61%	59%	28%	44%	79%	63%
The grade they achieved	17%	14%	34%	38%	-	16%
Their involvement in extra-curricular activities at university (e.g. clubs and associations)	7%	18%	14%	6%	-	7%
Don't know	7%	5%	3%	6%	7%	7%

To what extent do you agree or disagree with the following statement?

"When considering applicants for a new role, I would favour a university graduate over someone without a degree"

Base: All B2B senior decision makers	635	22	29	16	14	554
Strongly agree	12%	23%	10%	13%	14%	12%
Tend to agree	37%	50%	62%	63%	50%	34%
Tend to disagree	31%	14%	17%	6%	21%	34%
Strongly disagree	12%	14%	7%	6%	7%	12%
Don't know	7%	-	3%	13%	7%	8%

Fieldwork: 7th - 13th August 2013

Total	Gender		Age					Region							Organisation size		
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	435	200	9	67	125	172	262	98	96	72	117	194	25	33	427	104	104
Pay the graduate more	18%	18%	20%	33%	28%	25%	16%	13%	13%	16%	17%	25%	19%	16%	18%	15%	24%	26%
Pay them equally	75%	77%	73%	44%	63%	73%	76%	81%	76%	76%	79%	68%	77%	80%	79%	77%	73%	71%
Pay the non-graduate more	1%	1%	2%	11%	1%	-	2%	1%	-	2%	1%	3%	1%	-	-	1%	2%	-
Don't know	5%	4%	7%	11%	7%	2%	6%	5%	11%	6%	3%	5%	3%	4%	3%	7%	1%	3%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	435	200	9	67	125	172	262	98	96	72	117	194	25	33	427	104	104
All of them	3%	2%	5%	-	4%	3%	3%	3%	1%	3%	3%	3%	4%	4%	3%	3%	3%	4%
Most of them	10%	9%	11%	11%	15%	13%	10%	6%	7%	7%	17%	15%	6%	12%	6%	8%	13%	13%
Some of them	15%	15%	16%	33%	25%	11%	15%	14%	15%	9%	10%	26%	13%	24%	12%	12%	19%	26%
Few of them	23%	26%	18%	22%	18%	30%	20%	23%	24%	20%	25%	19%	26%	8%	33%	16%	37%	38%
None of them	12%	13%	8%	-	9%	10%	12%	13%	11%	18%	15%	9%	9%	12%	12%	12%	13%	9%
Don't know	4%	4%	3%	-	3%	4%	4%	4%	5%	4%	-	5%	4%	-	3%	4%	3%	6%
Not applicable - my company does not employ any graduates	34%	30%	41%	33%	25%	29%	36%	37%	36%	39%	31%	23%	38%	40%	30%	46%	13%	5%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	303	118	6	50	89	110	166	63	59	50	90	121	15	23	232	90	99
All of them	5%	3%	8%	-	6%	4%	5%	4%	2%	5%	4%	4%	7%	7%	4%	6%	3%	4%
Most of them	14%	13%	18%	17%	20%	18%	15%	10%	11%	12%	24%	20%	10%	20%	9%	15%	14%	14%
Some of them	23%	22%	26%	50%	34%	16%	24%	22%	24%	15%	14%	33%	21%	40%	17%	22%	22%	27%
Few of them	35%	37%	30%	33%	24%	43%	31%	36%	38%	32%	36%	24%	41%	13%	48%	30%	42%	39%
None of them	17%	19%	14%	-	12%	13%	18%	21%	17%	29%	22%	11%	14%	20%	17%	22%	14%	9%
Don't know	6%	6%	4%	-	4%	6%	6%	6%	8%	7%	-	7%	7%	-	4%	6%	3%	6%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	Work industry												
Base	Manufacturing	Construction	Retail	Hospitality and leisure	Finance and Accounting	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	62	61	63	48	76	76	71	73	9	10	13	10	63
Pay the graduate more	18%	23%	11%	8%	10%	26%	32%	17%	5%	22%	50%	8%	20%	24%
Pay them equally	75%	77%	79%	84%	83%	71%	59%	72%	89%	78%	40%	85%	80%	71%
Pay the non-graduate more	1%	-	3%	-	4%	-	1%	3%	1%	-	-	-	-	-
Don't know	5%	-	7%	8%	2%	3%	8%	8%	4%	-	10%	8%	-	5%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	62	61	63	48	76	76	71	73	9	10	13	10	63
All of them	3%	5%	-	-	6%	3%	3%	6%	3%	-	-	-	-	6%
Most of them	10%	8%	5%	14%	10%	9%	12%	8%	8%	22%	20%	15%	10%	6%
Some of them	15%	13%	10%	13%	19%	22%	18%	11%	15%	11%	-	15%	20%	17%
Few of them	23%	31%	25%	21%	21%	32%	20%	24%	19%	22%	10%	38%	20%	14%
None of them	12%	16%	13%	10%	13%	8%	13%	10%	14%	-	10%	-	40%	8%
Don't know	4%	5%	5%	2%	4%	5%	1%	3%	7%	-	20%	-	-	2%
Not applicable - my company does not employ any graduates	34%	23%	43%	41%	27%	21%	33%	38%	34%	44%	40%	31%	10%	46%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	48	35	37	35	60	51	44	48	5	6	9	9	34
All of them	5%	6%	-	-	9%	3%	4%	9%	4%	-	-	-	-	12%
Most of them	14%	10%	9%	24%	14%	12%	18%	14%	13%	40%	33%	22%	11%	12%
Some of them	23%	17%	17%	22%	26%	28%	27%	18%	23%	20%	-	22%	22%	32%
Few of them	35%	40%	43%	35%	29%	40%	29%	39%	29%	40%	17%	56%	22%	26%
None of them	17%	21%	23%	16%	17%	10%	20%	16%	21%	-	17%	-	44%	15%
Don't know	6%	6%	9%	3%	6%	7%	2%	5%	10%	-	33%	-	-	3%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	Company annual turnover						Age within Gender								
Base	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Males under 35	Males 35+	Females under 35	Females 35+	Males under 45	Males 45+	Females under 45	Females 45+	The Express

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	14	261	123	135	43	59	37	398	39	161	118	317	83	117	13
Pay the graduate more	18%	14%	16%	20%	21%	21%	17%	32%	16%	26%	18%	28%	14%	24%	16%	8%
Pay them equally	75%	71%	75%	78%	75%	67%	78%	54%	79%	67%	74%	66%	81%	71%	74%	85%
Pay the non-graduate more	1%	-	2%	-	1%	-	3%	3%	1%	3%	1%	1%	1%	1%	2%	-
Don't know	5%	14%	7%	2%	2%	12%	2%	11%	4%	5%	7%	5%	4%	4%	9%	8%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	14	261	123	135	43	59	37	398	39	161	118	317	83	117	13
All of them	3%	-	5%	1%	3%	2%	2%	-	3%	8%	4%	3%	2%	5%	5%	8%
Most of them	10%	7%	8%	12%	10%	16%	3%	19%	8%	10%	11%	14%	8%	13%	9%	15%
Some of them	15%	7%	9%	23%	25%	9%	12%	27%	14%	26%	13%	17%	15%	17%	15%	8%
Few of them	23%	7%	10%	28%	41%	37%	22%	16%	26%	21%	17%	28%	25%	23%	14%	15%
None of them	12%	7%	11%	15%	10%	7%	14%	8%	14%	8%	8%	11%	14%	6%	9%	8%
Don't know	4%	7%	3%	2%	5%	7%	3%	5%	4%	-	3%	5%	4%	1%	3%	-
Not applicable - my company does not employ any graduates	34%	64%	53%	20%	5%	21%	44%	24%	31%	28%	44%	23%	33%	35%	45%	46%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	5	122	99	128	34	33	28	275	28	90	91	212	54	64	7
All of them	5%	-	11%	1%	3%	3%	3%	-	4%	11%	8%	3%	3%	7%	9%	14%
Most of them	14%	20%	18%	15%	11%	21%	6%	25%	12%	14%	19%	18%	11%	20%	16%	29%
Some of them	23%	20%	19%	28%	27%	12%	21%	36%	20%	36%	23%	22%	22%	26%	27%	14%
Few of them	35%	20%	22%	34%	43%	47%	39%	21%	38%	29%	30%	36%	37%	35%	25%	29%
None of them	17%	20%	24%	18%	11%	9%	24%	11%	20%	11%	14%	14%	21%	9%	17%	14%
Don't know	6%	20%	7%	3%	5%	9%	6%	7%	6%	-	6%	7%	6%	2%	6%	-
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	Newspaper Readership														
Base	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Financial Times	The Guardian	The Independent	The Times	The Scotsman	The Herald (Glasgow)	The Western Mail	Other local daily morning newspaper	Other Newspaper	None

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	106	10	3	26	85	16	66	27	83	2	2	1	13	27	155
Pay the graduate more	18%	23%	10%	67%	15%	25%	25%	17%	7%	27%	-	50%	-	15%	19%	10%
Pay them equally	75%	68%	90%	33%	73%	69%	63%	77%	89%	67%	100%	50%	100%	77%	78%	85%
Pay the non-graduate more	1%	4%	-	-	-	2%	6%	-	4%	-	-	-	-	-	-	-
Don't know	5%	6%	-	-	12%	4%	6%	6%	-	6%	-	-	-	8%	4%	5%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	106	10	3	26	85	16	66	27	83	2	2	1	13	27	155
All of them	3%	3%	10%	-	-	2%	-	6%	4%	5%	-	-	-	-	-	3%
Most of them	10%	8%	-	33%	-	13%	19%	11%	4%	13%	-	-	-	-	19%	8%
Some of them	15%	8%	10%	-	38%	16%	31%	21%	19%	18%	50%	50%	100%	15%	22%	8%
Few of them	23%	27%	10%	33%	8%	25%	19%	18%	30%	31%	-	-	-	38%	15%	21%
None of them	12%	15%	10%	-	4%	18%	19%	8%	15%	6%	-	50%	-	8%	11%	11%
Don't know	4%	2%	-	-	4%	2%	6%	8%	7%	5%	-	-	-	-	4%	4%
Not applicable - my company does not employ any graduates	34%	37%	60%	33%	46%	24%	6%	29%	22%	22%	50%	-	-	38%	30%	46%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	67	4	2	14	65	15	47	21	65	1	2	1	8	19	83
All of them	5%	4%	25%	-	-	3%	-	9%	5%	6%	-	-	-	-	-	5%
Most of them	14%	12%	-	50%	-	17%	20%	15%	5%	17%	-	-	-	-	26%	14%
Some of them	23%	13%	25%	-	71%	22%	33%	30%	24%	23%	100%	50%	100%	25%	32%	14%
Few of them	35%	43%	25%	50%	14%	32%	20%	26%	38%	40%	-	-	-	63%	21%	39%
None of them	17%	24%	25%	-	7%	23%	20%	11%	19%	8%	-	50%	-	13%	16%	20%
Don't know	6%	3%	-	-	7%	3%	7%	11%	10%	6%	-	-	-	-	5%	7%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	Sun Readership				Sun on Sunday Readership				The Times Readership				The Sunday Times Readership			
Base	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O	AA	AQ	OO	AA/A Q/O O

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	24	31	61	116	49	54	131	234	16	27	31	74	97	54	106	257
Pay the graduate more	18%	29%	16%	15%	18%	35%	26%	26%	28%	13%	37%	19%	24%	22%	28%	22%	23%
Pay them equally	75%	63%	77%	75%	73%	55%	67%	68%	65%	75%	52%	74%	66%	71%	61%	74%	70%
Pay the non-graduate more	1%	8%	-	3%	3%	4%	2%	2%	2%	6%	7%	-	4%	1%	6%	2%	2%
Don't know	5%	-	6%	7%	5%	6%	6%	5%	5%	6%	4%	6%	5%	6%	6%	3%	5%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	24	31	61	116	49	54	131	234	16	27	31	74	97	54	106	257
All of them	3%	21%	3%	-	5%	8%	6%	2%	4%	13%	11%	3%	8%	7%	2%	2%	4%
Most of them	10%	8%	19%	13%	14%	12%	24%	8%	13%	13%	37%	-	16%	12%	24%	8%	13%
Some of them	15%	29%	32%	13%	22%	18%	24%	15%	18%	25%	33%	26%	28%	18%	33%	11%	18%
Few of them	23%	21%	13%	28%	22%	29%	26%	31%	29%	31%	4%	26%	19%	29%	26%	26%	27%
None of them	12%	8%	10%	7%	8%	8%	11%	11%	10%	6%	4%	10%	7%	14%	-	10%	10%
Don't know	4%	-	3%	3%	3%	6%	2%	4%	4%	6%	4%	6%	5%	4%	2%	4%	4%
Not applicable - my company does not employ any graduates	34%	13%	19%	36%	27%	18%	7%	30%	22%	6%	7%	29%	16%	15%	13%	39%	25%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	21	25	39	85	40	50	92	182	15	25	22	62	82	47	65	194
All of them	5%	24%	4%	-	7%	10%	6%	2%	5%	13%	12%	5%	10%	9%	2%	3%	5%
Most of them	14%	10%	24%	21%	19%	15%	26%	12%	16%	13%	40%	-	19%	15%	28%	12%	17%
Some of them	23%	33%	40%	21%	29%	23%	26%	22%	23%	27%	36%	36%	34%	21%	38%	18%	24%
Few of them	35%	24%	16%	44%	31%	35%	28%	43%	37%	33%	4%	36%	23%	34%	30%	43%	36%
None of them	17%	10%	12%	10%	11%	10%	12%	15%	13%	7%	4%	14%	8%	17%	-	17%	13%
Don't know	6%	-	4%	5%	4%	8%	2%	5%	5%	7%	4%	9%	6%	5%	2%	6%	5%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	How often, if at all, do you visit thesun.co.uk?						How often, if at all, do you visit thetimes.co.uk?						How often, if at all, do you visit sundaytimes.co.uk?					
	Base	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	4	14	11	11	46	516	19	22	20	21	95	425	11	11	14	31	83	452
Pay the graduate more	18%	25%	36%	27%	27%	24%	17%	32%	27%	45%	24%	24%	14%	36%	36%	29%	23%	33%	14%
Pay them equally	75%	25%	57%	73%	64%	67%	77%	58%	64%	50%	67%	67%	80%	55%	45%	57%	74%	59%	80%
Pay the non-graduate more	1%	50%	7%	-	-	2%	1%	11%	5%	-	5%	1%	1%	9%	18%	7%	-	1%	1%
Don't know	5%	-	-	-	9%	7%	5%	-	5%	5%	5%	7%	5%	-	-	7%	3%	7%	5%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	4	14	11	11	46	516	19	22	20	21	95	425	11	11	14	31	83	452
All of them	3%	25%	21%	18%	-	4%	2%	16%	5%	5%	-	7%	2%	18%	9%	14%	-	6%	2%
Most of them	10%	50%	21%	18%	9%	13%	9%	26%	18%	20%	19%	11%	8%	27%	18%	14%	13%	13%	8%
Some of them	15%	25%	29%	45%	36%	15%	14%	21%	32%	45%	33%	11%	13%	27%	36%	14%	42%	17%	13%
Few of them	23%	-	29%	18%	18%	24%	22%	26%	18%	15%	-	33%	22%	18%	9%	43%	13%	28%	22%
None of them	12%	-	-	-	9%	4%	13%	-	5%	-	24%	6%	13%	-	9%	-	16%	5%	13%
Don't know	4%	-	-	-	9%	4%	4%	-	5%	5%	-	5%	4%	-	-	7%	-	4%	4%
Not applicable - my company does not employ any graduates	34%	-	-	-	18%	35%	36%	11%	18%	10%	24%	27%	39%	9%	18%	7%	16%	28%	38%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	4	14	11	9	30	330	17	18	18	16	69	260	10	9	13	26	60	280
All of them	5%	25%	21%	18%	-	7%	3%	18%	6%	6%	-	10%	3%	20%	11%	15%	-	8%	3%
Most of them	14%	50%	21%	18%	11%	20%	14%	29%	22%	22%	25%	14%	12%	30%	22%	15%	15%	18%	13%
Some of them	23%	25%	29%	45%	44%	23%	22%	24%	39%	50%	44%	14%	22%	30%	44%	15%	50%	23%	20%
Few of them	35%	-	29%	18%	22%	37%	35%	29%	22%	17%	-	45%	35%	20%	11%	46%	15%	38%	35%
None of them	17%	-	-	-	11%	7%	20%	-	6%	-	31%	9%	22%	-	11%	-	19%	7%	21%
Don't know	6%	-	-	-	11%	7%	6%	-	6%	6%	-	7%	6%	-	-	8%	-	5%	7%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	How often, if at all, do you visit thescottishsun.co.uk?						How often, if at all, do you visit thetimes.co.uk? (Scotland)						How often, if at all, do you visit sundaytimes.co.uk? (Scotland)					
	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	-	2	2	-	3	26	-	3	-	1	7	22	-	-	-	4	5	24
Pay the graduate more	18%	-	50%	100%	-	-	12%	-	67%	-	-	-	18%	-	-	-	50%	-	17%
Pay them equally	75%	-	50%	-	-	100%	85%	-	33%	-	100%	86%	82%	-	-	-	50%	100%	79%
Pay the non-graduate more	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	4%	-	-	-	-	14%	-	-	-	-	-	-	4%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	-	2	2	-	3	26	-	3	-	1	7	22	-	-	-	4	5	24
All of them	3%	-	-	-	-	-	4%	-	-	-	-	-	5%	-	-	-	-	-	4%
Most of them	10%	-	-	50%	-	-	4%	-	33%	-	-	-	5%	-	-	-	25%	-	4%
Some of them	15%	-	-	50%	-	-	12%	-	33%	-	-	14%	9%	-	-	-	25%	-	13%
Few of them	23%	-	50%	-	-	67%	31%	-	33%	-	100%	29%	32%	-	-	-	50%	20%	33%
None of them	12%	-	50%	-	-	-	12%	-	-	-	-	-	18%	-	-	-	-	20%	13%
Don't know	4%	-	-	-	-	-	4%	-	-	-	-	-	5%	-	-	-	-	-	4%
Not applicable - my company does not employ any graduates	34%	-	-	-	-	33%	35%	-	-	-	-	57%	27%	-	-	-	-	60%	29%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	-	2	2	-	2	17	-	3	-	1	3	16	-	-	-	4	2	17
All of them	5%	-	-	-	-	-	6%	-	-	-	-	-	6%	-	-	-	-	-	6%
Most of them	14%	-	-	50%	-	-	6%	-	33%	-	-	-	6%	-	-	-	25%	-	6%
Some of them	23%	-	-	50%	-	-	18%	-	33%	-	-	33%	13%	-	-	-	25%	-	18%
Few of them	35%	-	50%	-	-	100%	47%	-	33%	-	100%	67%	44%	-	-	-	50%	50%	47%
None of them	17%	-	50%	-	-	-	18%	-	-	-	-	-	25%	-	-	-	-	50%	18%
Don't know	6%	-	-	-	-	-	6%	-	-	-	-	-	6%	-	-	-	-	-	6%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 7th - 13th August 2013

Total	Subscription Package				
Base	The Digital Pack	The Classic Pack	The Ultimate Pack	I have a different Times subscription not shown above	I do not subscribe

Please imagine you have employed two people for two identical roles: a university graduate and a non-graduate...

Do you think that you would pay the graduate more or the non-graduate more, or would you pay them both equally for the roles?

Base: All B2B senior decision makers	635	22	29	16	14	554
Pay the graduate more	18%	36%	34%	44%	7%	16%
Pay them equally	75%	55%	55%	44%	86%	78%
Pay the non-graduate more	1%	5%	7%	-	-	1%
Don't know	5%	5%	3%	13%	7%	5%

In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers	635	22	29	16	14	554
All of them	3%	5%	14%	-	7%	3%
Most of them	10%	32%	17%	25%	-	8%
Some of them	15%	18%	41%	44%	-	13%
Few of them	23%	23%	10%	13%	43%	23%
None of them	12%	5%	3%	6%	21%	12%
Don't know	4%	-	7%	6%	-	4%
Not applicable - my company does not employ any graduates	34%	18%	7%	6%	29%	37%

REBASE: In general, how many of the graduates that your company employs would you say were "work ready" when they joined? (Please give your best estimate)

Base: All B2B senior decision makers who employ graduates	421	18	27	15	10	351
All of them	5%	6%	15%	-	10%	4%
Most of them	14%	39%	19%	27%	-	13%
Some of them	23%	22%	44%	47%	-	21%
Few of them	35%	28%	11%	13%	60%	37%
None of them	17%	6%	4%	7%	30%	19%
Don't know	6%	-	7%	7%	-	6%
Not applicable - my company does not employ any graduates	-	-	-	-	-	-