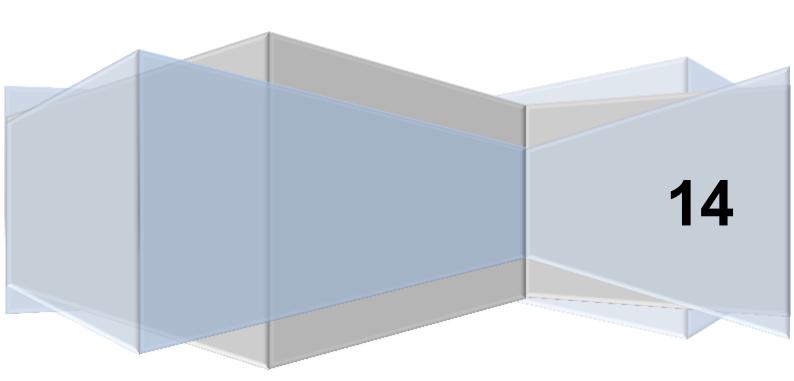


Higher Education Funding

Survey Analysis

Alex Savell - Deputy President (Finance & Services)



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Why did we Conduct the Survey?

In June 2014 the Union's previous Higher Education Policy expired. Union Council, the main policy setting body of the Union, mandated the Officer Trustees to collate direct information reflective of the views of all students in order to form a new policy. With approval from the Union Council of the 2014-15 years we took the decision to do this by implementing a survey.

The issue is important to the Union because it will affect thousands of students over the coming years from every possible background. In particular, with a general election occurring in May 2015 there could be significant changes to policy occurring in the coming years and the debate in the lead-up to the elections could feature Higher Education Funding prominently. As a leading university who have recently been ranked 2nd in the world in the QS survey we have a very strong platform to lobby from and our views may genuinely influence opinion at a high level. As such, forming a strong policy that is well founded on the opinions of our real students and based on evidence is highly important in giving us our best chance to exert this influence.

How did we Conduct the Survey?

A survey, such as this, allows a great deal of information to be gained and it was important to us to try to use this opportunity to gain data on a number of issues to try to create a thorough policy. However, this has to be tempered with respect to how many people would fill in the survey and so the decision was taken to focus primarily around Home Undergraduate funding. While this narrowed the scope of the survey significantly, it allowed a relatively extensive exploration of the issues surrounding the current and other proposed systems without making the survey too long and onerous to complete. This was also assisted by the use of the colleges online survey platform; qualtrics, which allowed a great deal of data to be gathered without manual user input based on respondant college logins. The platform does have potential downsides though, some comments suggested that the look of the platform was unappealing and inaccessible and there is the disadvantage with a purely online survey that there may be accessibility problems, however it was felt that this was the best option.

The survey was initially drafted by the Officer Trustee team and focussed on three issues around higher education funding before asking some more general questions. This draft was then fed back to Union Council for feedback and input prior to the final version being launched at midday on 4 November 2014. The survey ran for two weeks closing on 19 November with open surveys being allowed to conclude.

The full text of the presented survey can be found in screenshots appended to this document. However, format remained as described. The three issues probed were:

- 1. 'The Price and Who Pays It' intended to discover how much we think university should cost and who we believe should be contributing to paying it
- 'How do we Ensure the Best Education' intended to look at how the way we fund higher education may affect the quality and calibre of education students receive

3. 'Will I be in debt' – intended to look at how perception of the price of university and the debt accrued affects attitudes towards education

We finally then asked students to rank these areas in what they felt was importance order as well as asking them both what system of funding they would ultimately like to see as well as what they felt was the model that was most pressing in terms of a lobbying objective. The models focussed upon were Tuition Fees, Free Education and Graduate Tax. For a description of these models please see our HEF Factsheet at imperialcollegeunion.org/HEF-Factsheet.

How did we Advertise the Survey?

One criticism of the survey was that it was not well publicised. As such, an explanation of our marketing strategy for the survey seems appropriate. The first port of call for the survey was intended to be the Union website. A news piece about the survey was promoted to the website homepage during the course of the survey. In addition we used Union twitter accounts to promote this further with the #HEF ICU hashtag. Further to this we made use of posters in the bar area and circulated promotional material and information to the ~500 strong rep network. Finally, with thanks to Andrew Tranter for his contribution here, we added to that an article on the HEF debate and mentioning the survey, kindly published by our student newspaper Felix. which can be found felixonline.co.uk/features/4871/educating-the-masses-on-funding/. It is our hope that this shows sufficient effort was made to try to gain a broad reach and exposure for the survey in order to try to get a representative set of responses.



Does it Reflect what Respondents Thought?

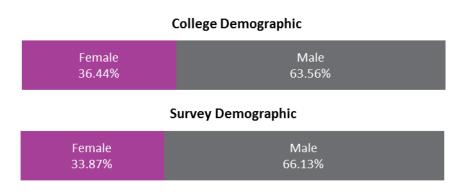
It would be very easy to relate the results of this survey without assessing its validity. With such a limited space available it is important that our survey is addressing the correct issues and within those issues allowing options that reflect the spread of opinions. As such we used several metrics within the survey that gave a hint as to whether these opinions were actively reflecting opinions. Firstly, when asked to rank the three main issues in order of importance over ¾ of students had "Issues we have not covered" as last on their list of priorities and only 5% had this as their most important. These students, in their free-text comments, mentioned a number of interesting things including reverting to previous systems of university funding as well as the problems of university living costs, the system of grants

and student loans available being made or maintained to support any student attending university and the system letting down PG students, particularly those on 1 year masters courses. These thoughts were often echoed by other students and also featured the cost for overseas students and a number of comments about transparency about how Tuition Fees are spent.

For all our questions we tried to give a negative response option. In our 3 main opinion questions regarding the issues described we had less than 2% return a negative response for Issue 1 above and less than 10% for Issue 3. For Issue 2 there was a higher (~20%) rate of students feeling that none of the statements matched their opinion suggesting that a range of opinions were felt about this difficult issue. We also looked at how closely peoples opinion's matched with the statements they chose. Using a ranking running from Exactly at 100% down through 75% for Small differences, 50% for Significant differences and 25% for Poorly but closest option we took an average and found that most people considered they had small differences of opinion to their chosen statement and on average for all but one issue people had 70% confidence in their answer or better. As such we feel that this is good evidence that the issues probed and the options given were valid and did reflect reasonably well most respondents' views.

How did we Handle the Data?

After the survey closed a period of time for open surveys to conclude was given prior to downloading the tabulated results as a spreadsheet. This raw data contained personal login data. This was used to add departmental, course and fee status data to the results before individual information was deleted to maintain anonymity. Duplicate results were then reconciled using the most recent answers to questions chronologically or combining free text responses where possible. Results from non-students, incorrect login details and empty surveys were eliminated. The resulting spreadsheet was compared with historical and current demographic information and statistics created primarily using automated formulas.



Who Took the Survey?

There is another aspect to assessing the validity of the survey responses. Are the respondents reasonably reflective of the makeup of the college and are there sufficient numbers of

them to be valid. The final number of respondants to the survey was 310. This is 1.84% of our current 16,838 students (according to Registry data taken at 15:30 on 25 November 2014). For a large population this is likely to be a reasonable estimator if it is an unbiased sample. However, the Union is made up of a diverse range of students; UG and PG(R&T); Home, EU or Overseas and from a variety of subjects and faculties. It is worth noticing how

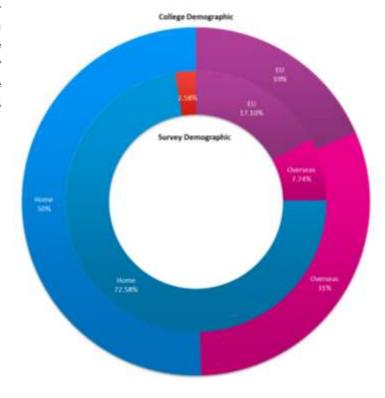
closely our survey aligns with the Student population. Perhaps the easiest statistic to look at is the gender ratio. As can be seen below, good agreement between our survey data and the historic (June 2013) college gender ratio.

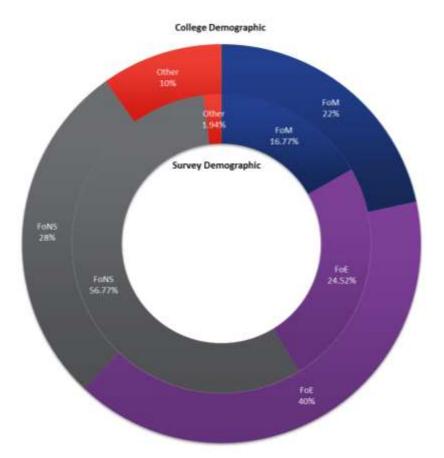
However, if we look instead at the different course types (UG, PGR and PGT) we find



that we are significantly under-representing both groups of post graduate students in this sample. The un-labled bar in the below graphic is the results from Officer Trustees. This is not greatly surprising but should be borne in mind when interpreting the results. In general it

is more difficult to engage with Post-Graduate Students who have high workloads and less interest in many of the Union's services. In addition, this survey focussed primarily on Home Undergraduate Fees and therefore may have been of less perceived value in answering.



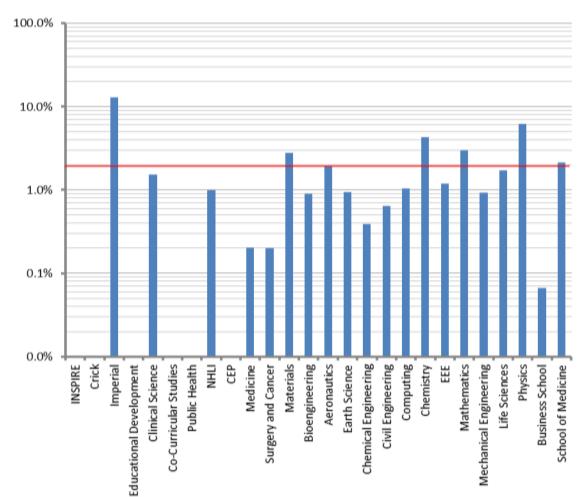


This may also be true for EU and Overseas students. As we can see from the chart here this is surprisingly not the case for EU students who have a very similar response rate to their proportion in the June 2013 makeup of college. However, this is not the case for Overseas students who are again, underrepresented here quite significantly and commensurately our Home students are the best represented set of opinions here.

Our other statistic, for which we have up to date data is which Faculties and Departments respondents come from.

As you can see, the Faculty of Natural Sciences (FoNS) is particularly well

represented with over 50% of respondents compared with just under 30% of current students. Both the Faculties of Engineering and Medicine (FoE and FoM respectively) lose out to Natural sciences. But where Medicine is reasonably well represented with just under 17% compared with 22% of actual students Engineering loses out significantly with only 24.5% of survey respondents compared with 40% of current students in that faculty. We can



probe this slightly further by looking at the percentage of each individual department that responded.

In the graph shown below departments (which are in some cases noted with abbreviated names) are arranged by size and the percentage of the department that responded to the survey. As can be seen many of the particularly small departments have quite a high variance compared with the average (shown approximately with the red line in the bar chart). Most of these are under-represented, which suggests there are a number of underrepresented groups within college here; many of whom differ greatly in terms of their primary research/study interest from the rest of the university. In terms of the larger departments we can see that Physics responded at about three times the average percentage, being the 3rd largest department this, along with above average responses from Mathematics and Chemistry) mostly explains the above average response of FoNS. It is notable that engineering was widely below average but were not as under-represented as the Business School or Post-graduate Medical subjects.

Overall, the data does appear to be useful. But it should be remembered that it doesn't represent potentially significant perspective at Imperial and that those underrepresented groups should be bourne in mind when forming a policy.

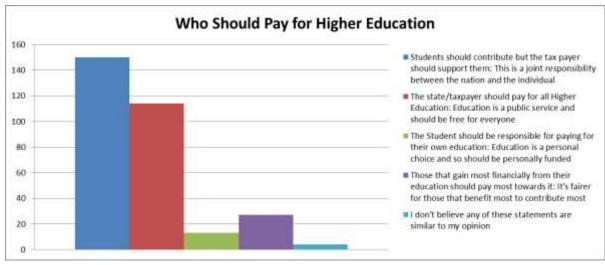
How did People Answer?

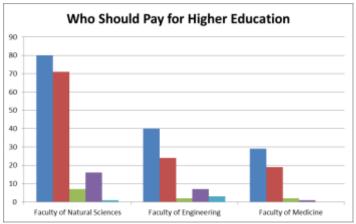
With a lot of data available, we analysed both what the general consensus was and looked at any shifts in that trend based on faculty, fee status or degree type. Presented below are those results where we have also highlighted such changes in trend as far as possible.

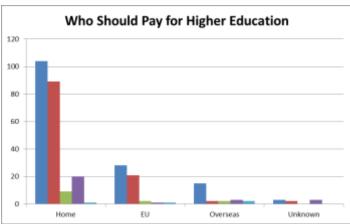
Issue 1

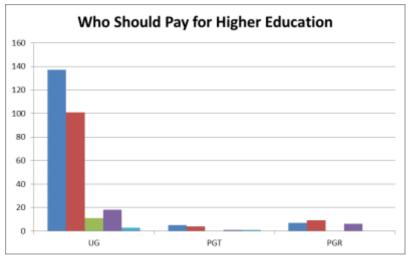
The first issue we addressed is who should pay for Higher Education. 308 responses to the question were recorded with the two responses in particular being overwhelmingly the most popular. Both of these responses (shown in the graph below) imply that the state should contribute to higher education funding. However, the most popular answer, with 150 selections, implies that Students should contribute to the cost of their Education. This trend appears to be similar for all of the groups. There is no major shift between faculties in particular. One notable exception is Overseas students. While only 24 overseas students responded to the question there was a clear majority in favour of some student contribution, but not the strong second placing for the State/Taxpayer paying for higher education. There was also a different result among the 22 Postgraduate Research students that answered, who preferred State Funding to Joint Student and State funding.

Only one comment particularly addressed this issue, stating that the cost of Tuition fees prohibited taking second or further degree courses. Overseas students mostly addressed a different issue in their comments; that the difference between Home funded

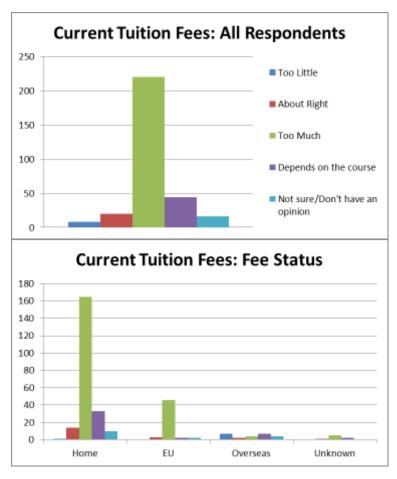








students and International student fees was too high. This may reflect a viewpoint that if Tuition Fees are reduced there may be a further increase to already high Overseas tuition fees. One comment also mentioned that while ideally they would like Free-Education for everyone that realistically very few governments were likely to submit to this level of expense.

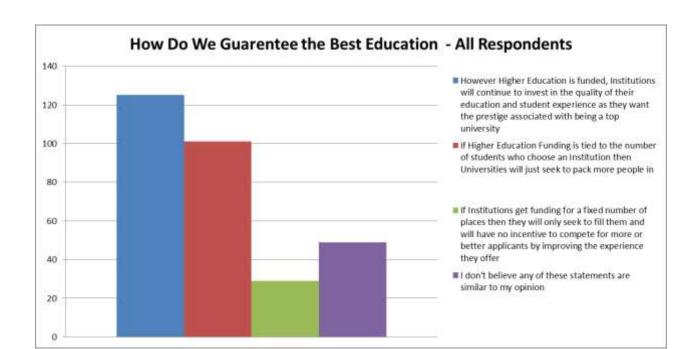


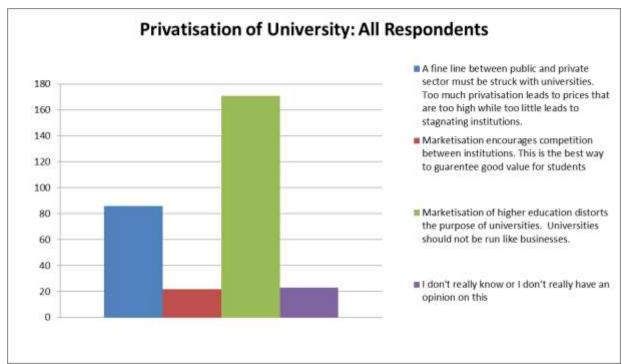
In this section we also asked what people thought about level current of Home Undergraduate Tuition Fees which at present lie at £9000 per year. As might expect. overwhelming response was that they were too high. This result was across representative group except one. Overseas students had a bimodal distribution with the joint leaders being that £9000 is either 'Too Little' or 'Depends on the course. This seems in keeping with a feeling of frustration at the fact that Overseas fees are so much higher than that Home Undergraduates.

Issue 2

The next issue that we approached was How we Ensure

the Best Education. This was the question with the highest level of uncertainty and the highest rate of negative responses. The free text answers to the issue raised some interesting points. A lot of people seemed to feel they could not answer the question because different institutions are fundamentally different and there is no one size fits all rule for how they will react. The majority of comments however seemed to be against further (or even the current level of) privatisation of Universities making a number of pertinent and interesting points; for instance pointing out that there are a number of socially beneficial courses that would likely not be funded in a purely private university model and that Universities will seek more and more to target high fee paying Overseas and Masters students if they cannot break even on Home and EU undergraduate fees.



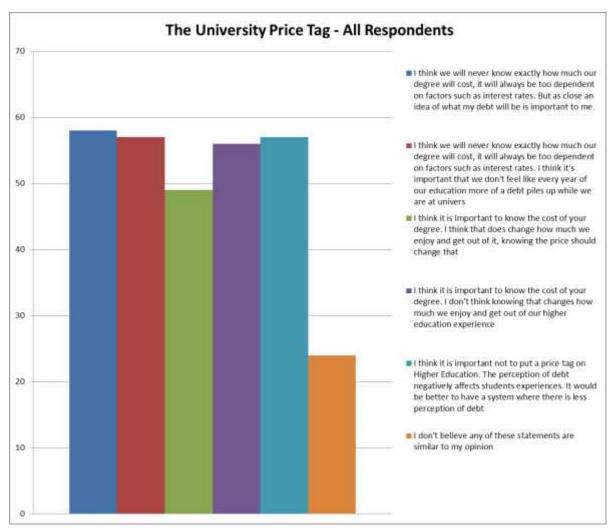


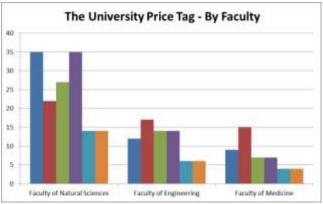
Interestingly, when asked to pick a statement which most matched their opinion regarding the fact that 'Higher Education Funding can intrinsically affect how much institutions strive to offer a great education and student experience' there was a strong bias among all undergraduates towards the statement 'However Higher Education is funded, Institutions will continue to invest in the quality of their education and student experience as they want the prestige associated with being a top university'. 125 out of 304 respondents picked this while 101 picked 'If Higher Education Funding is tied to the number of students who choose an Institution then Universities will just seek to pack more people in'. Interestingly very few students primary worry was that 'If Institutions get funding for a fixed number of places then they will only seek to fill them and will have no incentive to compete for more or better applicants by improving the experience they offer'. This trend had good agreement among most respondent groups.

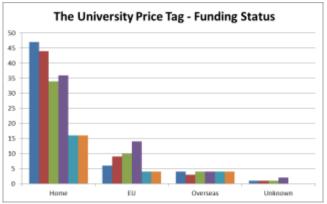
Alongside this we asked more specifically about the marketisation of Universities. Of the 302 responses 171 were firmly in the belief that 'Marketisation of higher education distorts the purpose of universities. Universities should not be run like businesses.' The first question where there has been a clear >50% majority. Interestingly, this degree of polarisation seems to be primarily be Home Students and Undergraduates, particularly from the Faculty of Natural Sciences. While no other group was against this trend others, including the School of Medicine, Overseas Students and Post Graduates all had smaller margins from the second most popular option: 'A fine line between public and private sector must be struck with universities. Too much privatisation leads to prices that are too high while too little leads to stagnating institutions'.

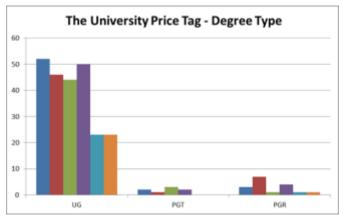
Issue 3

The final issue we asked questions about was regarding student debt. Particularly the perception of it and how the perceived price tag of a degree affects









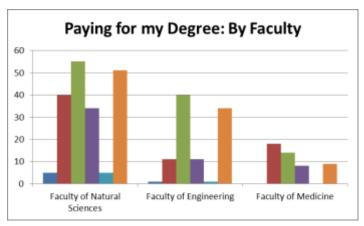
student attitudes towards their education. Interestingly, the distribution of opinions for this is nearly flat. With 288 responses the top 5 answers all had between 49 and 58 selections with the top 4 answers only spread between 58 and 56 responses. Perhaps unsurprisingly the trends vary between faculty, funding status and degree type. This seems to indicate that there are genuinely a variety of perspectives within our student body.

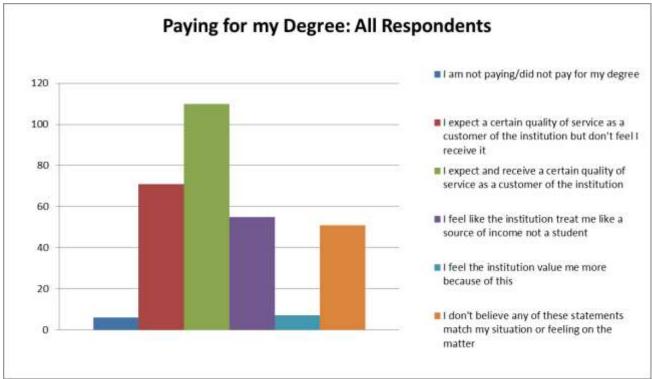
We also asked students how they found paying for their degree made them feel about their degree in light of paying for it. Perhaps surprisingly the majority of students said they 'Expected and Received a certain quality of service' with a second strong but lesser group saying they Expected a certain quality of service, but do not feel they receive it'. Interestingly, Medical Students in particular reverse this particular trend with more feeling that they don't get good quality of service.

Summary Questions

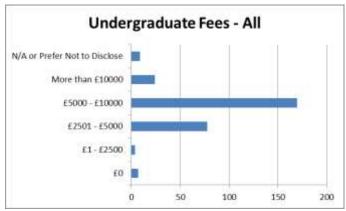
We asked students a few final questions in the Survey. Firstly, to rank the three

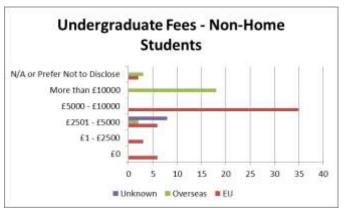
above issues in an order of priority, secondly what they would like to see as a system of Home EU Fee funding as well as which system should be our current campaign priority and finally, since there are such a variety of different circumstances out there, we asked people what they paid for their undergraduate and first postgraduate degrees. Unsurprisingly, most respondents fell into the £5000 -





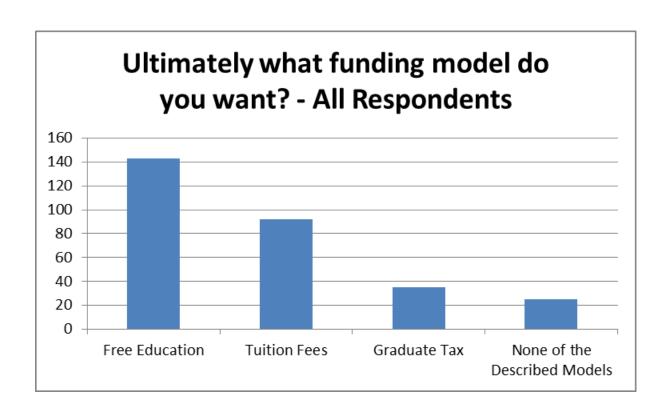
£10000 category which would include current tuition fees. Though there were a not

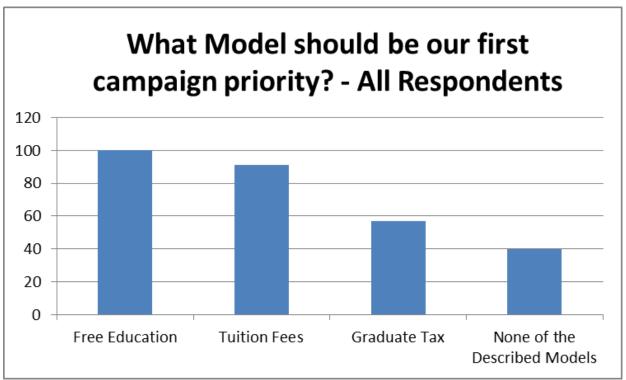




insignificant number of answers in the £2000 - £5000 category. Of course, most interesting is probably to look at Non-Home students. Where you can see that overseas students had a very high proportion of Over £10000 while EU students responded similarly to Home students. Equally, looking at the Post Graduate results, most of the researchers paid the old fee system and fell into the £2000 - £5000 category while interestingly the group of Taught Postgraduates had a mixture of £0 and £5000-£10000.

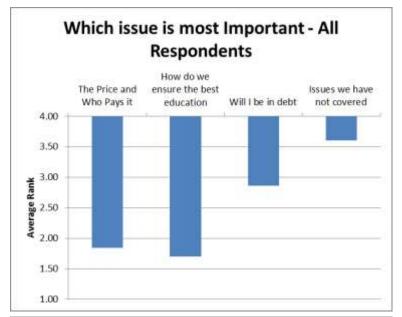
Also interesting is students first postgraduate degree where there majority of Research students paid nothing for their first postgraduate degree while taught postgrads seemed to have a mix of £5000 - £10000 and Over £10000.

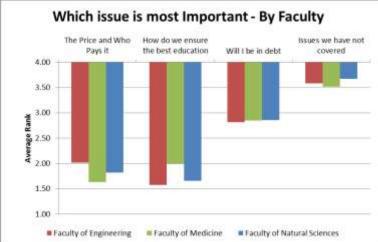




When asked what funding model we should ultimately be aiming for, just over 140 of the 295 respondents said Free Education. The trend shown in this graph seems to be common across all respondent groups. This is particularly interesting as, despite the fact that Tuition Fees was the second most popular answer this seems to fly completely contrary to what was suggested in Issue 1 – where there seemed to be a clear consensus that, while the state should support Higher Education, the student should contribute. Interestingly, when asked which model they thought should be our first campaign priority the margin by which free education leads is cut significantly. With 288 respondents free education was opted for 100 times compared to 91 for tuition fees. Again, this seems to have broad applicability as a trend across all respondent groups. It is interesting to see the shift here as it shows there are a number of students that feel a pragmatic approach to campaigning ought to be taken. However, it does not resolve the dichotomy of how to resolve this with responses to Issue 1.

Finally, we look at what order most students placed the three issues in. This is perhaps the most difficult to tabulate effectively. However, by finding the average rank given to each issue we can get a good idea of the order that students feel these issues should be placed in. From the 198 respondents to this question there seemed to be a trend that 'How do we Ensure the best Education' was most important, closely followed by 'The Price and Who Pays it'. Interestingly, respondents from the school of Medicine reversed this trend. Perhaps because the 6 years of study for a medical degree at Imperial carry with it 50% more years of Tuition Fees than most students or because medical degrees need a large amount of state funding at present in order to be viable. Postgraduate Research students also felt that the Price and who pays it was important. Perhaps because student debt is not usually paid off (in full or in part) during a research based PG degree.

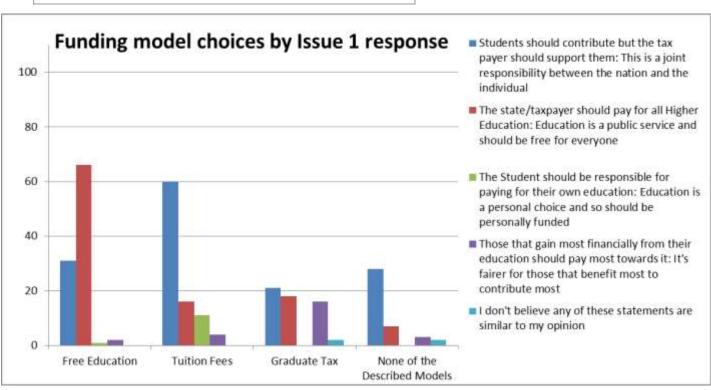




How do we resolve the 'Student's should contribute' vs. Free Education Problem?

The fact that the general responses to Issue 1 and the models chosen as the ultimate and immediate priorities have such an obvious clash makes it quite difficult to understand what the approach would campaigning. A closer look at the data here could reveal further insights that allow us to understand this seeming contradiction. The data allows us to look at how people that selected various options in Issue 1 chose when it came to picking a funding model.

It can be seen from this that only those that chose 'The State/Taxpayer should pay for all Higher Education' had a strong bias in favour of Free Education. The most popular choice in Issue 1



was a joint responsibility between the state and the student for the cost of higher education. This group voted strongly in favour of Tuition fees, though their response was less polar than those that chose 'State/Taxpayer funded education'. This trend is roughly duplicated in those that said that the student should be responsible for the cost of their education and no obvious trend was present in the other two groups.

This leads me to believe that there is not a clear enough majority to campaign purely for free education. Especially since this is such a polar group. However, our priorities clearly ought to take some account of this strongly polar – based on the free text comments most of these are responses are based on principal rather than the personal benefit that could be caused by getting free education. We should note, however, that in any survey such as this there will be a bias towards those that feel particularly strongly about the issue in the responses as such we should still consider all of our data with a critical eye to what may be influencing it.

What should our stance be?

The survey data has been very interesting and has, it is our belief, broadly fulfilled the objective of gaining in depth information about the views of students. In our stance we should however be careful to try to accommodate the views of under-represented student groups at the same time as finding a stance that represents a consensus viewpoint moving forwards. Perhaps the best place to start this is with the issue that students broadly thought was the most important.

Any proposed funding model should identify how that model will help to ensure Higher Education Institutions offer the best education to students. There is broad agreement from our student population that the further Universities move towards a private sector model the less Student focused education will become and as such we should oppose any steps for government to reduce state funding and force universities to rely on generating revenue. In particular, the level of uncertainty around the solution to this problem; and several free-text comments suggesting no one knows the best funding model for this means we should support any attempt to research or gain data on how Education can be improved or hindered by using a particular funding scheme.

The second most important issue to students was the price of higher education and who pays it. The only student groups that seemed to feel £9000 was an appropriate price for students to pay for higher education were those that already pay much higher than this and while the majority of students felt that it was appropriate for the student to contribute something towards higher education it is clear that an increased amount of state support for higher education is widely supported by respondents. As such, one of our highest priorities should be reduction of the Tuition Fee as it is strongly felt that the free market model experiment with higher education has failed.

Within this bracket it should be noted that several at risk groups of students raised serious concerns over the high price of postgraduate courses and overseas fees. There also appears to be a financial concern held by students of Medicine who have 6 years rather than 3 or 4 of potential Tuition Liability to contend with. Based on this, we should contain within our policy a section to support regulation of these fees. This should come with a commitment from government to support Universities that train skilled academics to help universities

move away from a reliance on unregulated fees to compensate for loss making undergraduate subjects. This is particularly true in STEM subjects.

These goals mean that our broad campaign strategy need not be to tightly tie our colours to the mast of any particular model. We can instead respond to any and all models or ideas that are proposed with our broad principles in mind. However, it seems that there is definitely little support for a Graduate Tax and while there is a strong push by proponents of Free Education the majority of students seem to believe some Student contribution is appropriate. As such we are suggesting support of significantly reduced tuition fees; to be in line with the majority of student opinion. This has the added advantage that it is not at cross purposes to those who did want free education, as it is clearly closer to this than the current system and therefore makes for a good compromise lobbying position which should be closely aligned with the goals of most students.

Appendix – The Survey

Page 1 – Introduction

Imperial College London

Introduction
This survey primarily focuses on Home Undergraduate Fees, but we are keen to find out everyone's views and if you would particularly like to comment on International or Post Graduate fees then please do complete the survey and make use of the free text entry boxes for this.
The survey should take no more than 5-10 minutes and all pages have free text boxes where you can let us know anything else you think might be relevant. When you click 'Next' below the next screen you see will be a University Login, by signing in you consent to us using your registry information to understand various demographics about our respondents including course and fee status information. All of this information will be treated in strict confidence and results will be anonymised.
Many thanks for choosing to participate in this survey and add your voice to the Student Union on this issue.
Next>>

Survey Powered By Qualtrics

Page2 - Login Screen



Page3 – Issue 1

Imperial College London

The first issue we as believe should be pa					
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The next issue we ware Funding encourages I we accomplish that.					
Higher Education Fund a great education and Please indicate which of	l student exper	rience.		titutions st	rive to offer
 If Institutions get funding for incentive to compete for m 					have no
 If Higher Education Funding just seek to pack more peo 		er of students who	o choose an Institut	ion then Univer	rsities will
However Higher Education	is funded, Institution				tion and
student experience as they I don't believe any of these					
	5 to but	GCt	2 -11		** C'-tt-
	Poorly, but Closest Option	Significant Differences	Small Differences	Exactly	No Statements Matched Opinion
How well did the chosen Statement Match your opinion?	0	0	0	0	0
Movements to higher or private sector that pur Please indicate which of	ıblic sector bas	sed University	y Sector.		rds a more
 Marketisation of higher edu businesses. 	ıcation distorts the p	urpose of univers	ities. Universities sl	nould not be ru	n like
 Marketisation encourages of students 	competition between	institutions. This	is the best way to g	uarentee good	value for
A fine line between public a prices that are too high whi				nuch privatisati	on leads to
○ I don't really know or I don	n't really have an op	inion on this			
	d like to add r	egarding this	issue?		
Is there anything you'					
Is there anything you'					

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Another important is	sue in this de	bate is how	we feel s	tudent deb	t and the	perception
of it affects our stu						
Different methods a						
Higher Education, of Please let us know who						
 I think we will never kno outh as interest rates. 6 	ut as dose an idea	of what my debt	will be is imp	ortest to me.		
1 think we will never kno such as interest rates. I piles up while we are at	think it's impairant					
 I think it is important no students experiences. It 						tha .
 I think it is important to and get out of our highe 			't think know	ng that change	is how much we	eopsy.
 I think it is important to out of it, knowing the po I dun't believe any of the 	ce should change th	uet		nange how mu	ch we enjoy and	d get
	Poorly, but Clusted Option	Significant Difference	Se Differ		Exactly H	to Statements latched Opinion
How well did the chosen Statement Match your opinion?		0		5	0	0
In addition to this, affects our percepti Please take a look at t	on of it.					200
() I expect a certain qualit	y of service as a cu	stomer of the ins	titution but do	on't feel I recei	ve.it	
() I feel the institution value			1000			
I feel like the institution						
 I expect and receive a o I am not paying/oid not 		vice as a custon	er or the inso	subon.		
© 1 don't believe any of th		ch my studion i	or feeling on It	he matter		
It would also be rea	lly useful to k	now how mu	ch you na	id per vear	for your	
undergraduate and						
		£1 - £2500	62501 - 65000	£5000 - £10000	More than £10000	N/A or Frefer Not to Disclose
	60		0	-0	0	0
Undergraduate fees	0	0				
Undergraduate fees Est Postgraduate fees		0	0	0.		0
	0	0	0	0		0
List Postgraduate free	0	0	0	0		0

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Page 6 – Summary Questions

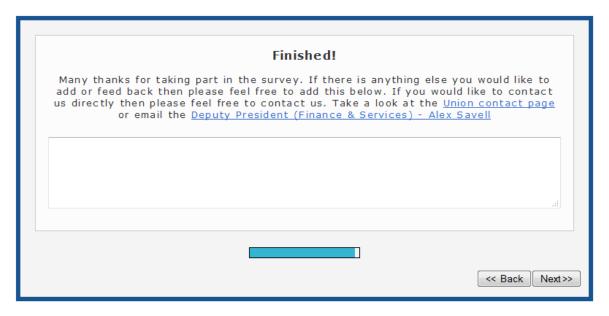
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We've touched on qui			AUTONOMIC POLICIA	THE SPACE OF THE
consider which of the Education should be fi issues that we've not degree we look at thre you which you would s situation.	me you think is unded as well a covered here. F e of the main pro	s asking you if inally, before we oposed Higher Edu	when we dec you think there let you get ba ucation Funding	ide how Higher e are important ick to your own models and ask
These are the general Please let us know whi think we've missed.			ortant or any ol	ther areas you
The Price and Who Pays It'				
. Issues we have not covered				
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From the most recent rive would like to know what we should toursent campaign priori of you would like to know the factsheet	which you think be ultimately aimity should be if t	is most suitable, ng for as a mode his is different.	We would partir I as well as who	cularly like to at you think our a look at our
we would like to know know what we should be current campaign priori of you would like to know her factsheet	which you think to ultimately aim ty should be if to ow more about as Tulion Fees	is most suitable, ng for as a mode his is different. oy of these mode Free Education	We would parting as well as who lis why not take	cularly like to at you think our a look at our None of the Described Models
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we would like to know know what we should be current campaign priori If you would like to know HEF Factsheet Ultimately we should have Our current campaign	which you think to ultimately aim ty should be if to the way to the control of the control ty should be if to the control t	is most suitable, ng for as a mode his is different. oy of these mode Preetdustion	We would parting as well as why not take take Greduste Ten	eularly like to at you think our a look at our None of the Described Models

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