



# Student Opinion Survey: June 2017

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## Introduction

Student Opinion is a monthly online survey, this month with a base of 1378 students, and was carried out between 1<sup>st</sup> and 13<sup>th</sup> June 2017.

There is a Prize draw of **£150** to encourage response.

The survey was advertised via the NUS extra student database.

The survey **took approximately 5-10 minutes** to complete.

Significant differences are highlighted throughout the report.

For this survey we achieved a sample of 1378 respondents. The response rate reflected the trend that females participate more than males in completing surveys - the initial gender split was: 78% female / 22% male. HESA statistics indicate that the gender split within Higher Education is 54% female and 46% male. In order to reflect this, 'weighting' was applied to the data. The procedure involves adjusting the profile of the sample data in order to bring it into line with the population profile, to ensure that the relative importance of the characteristics within the dataset reflects that within the target population. In this case, we applied weights so that the over represented group, females, are down weighted and the under represented group, males, are up weighted. This resulted in a gender split in this survey of 46% male and 54% female.

# Summary

## Living Wage Foundation

Employers should pay all staff enough to live on

84%

Look for evidence of ethical practices in employers

64%

Encouraged to work for an employer who pays a real living wage

93%

Concerned about missing opportunities due to unpaid internships

73%

Could not afford to do a 3 month unpaid internship in London

63%

Over two thirds would be influenced by the Living Wage Foundation accreditation

67%

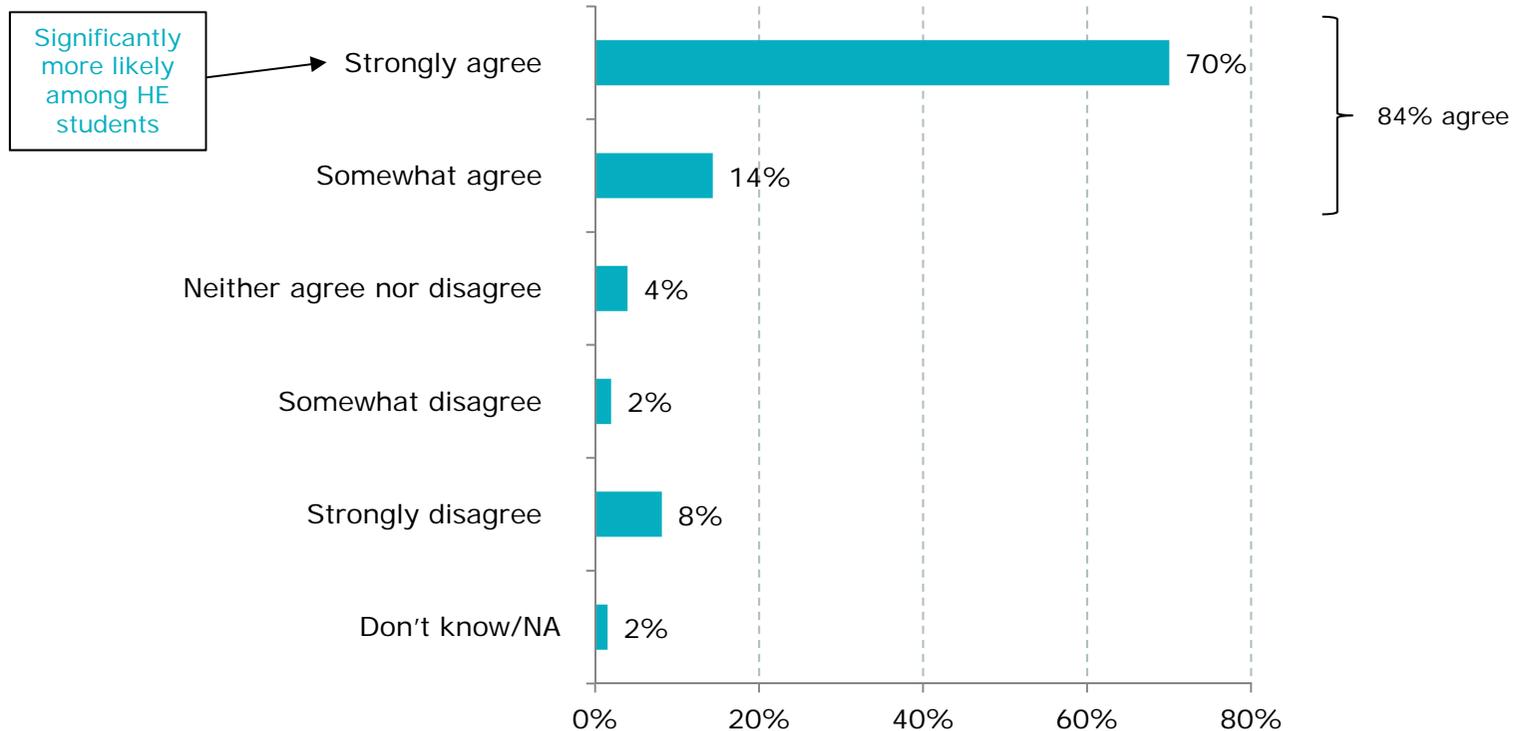
Negative impression of an employer who paid less than the real living wage

79%

# The Living Wage Foundation

The majority (84%) agree that employers should pay all their staff enough to live on, if they can afford it

### Enough to live on

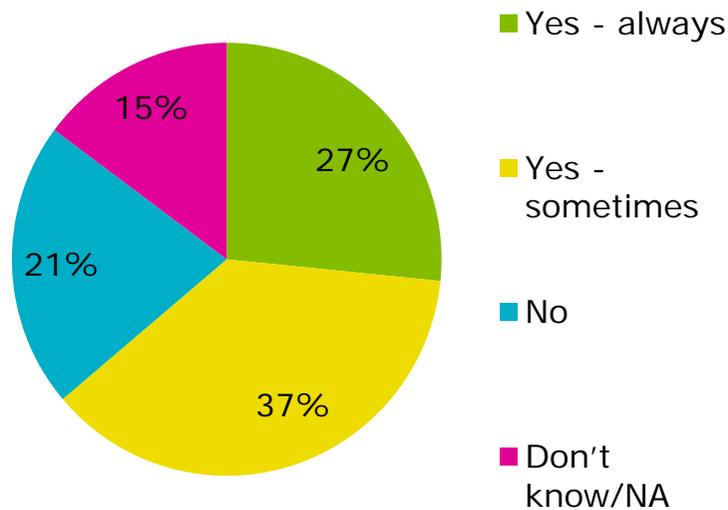


Weighted Base: 1377 Balance: no response

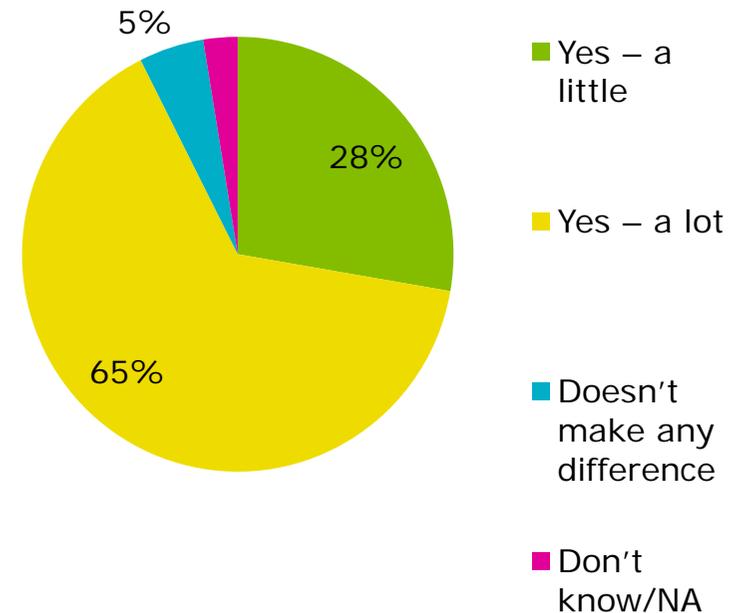
**B1. How far do you agree or disagree with the following statement : "I believe that all employers that can afford it should pay all their staff enough to live on."**

Almost two thirds (64%) will look for evidence of ethical practices when considering future employers. The majority (93%) would be encouraged to work for an employer who pays all staff a real living wage

**Living Wage Foundation Mark**



**Payment of Living Wage**



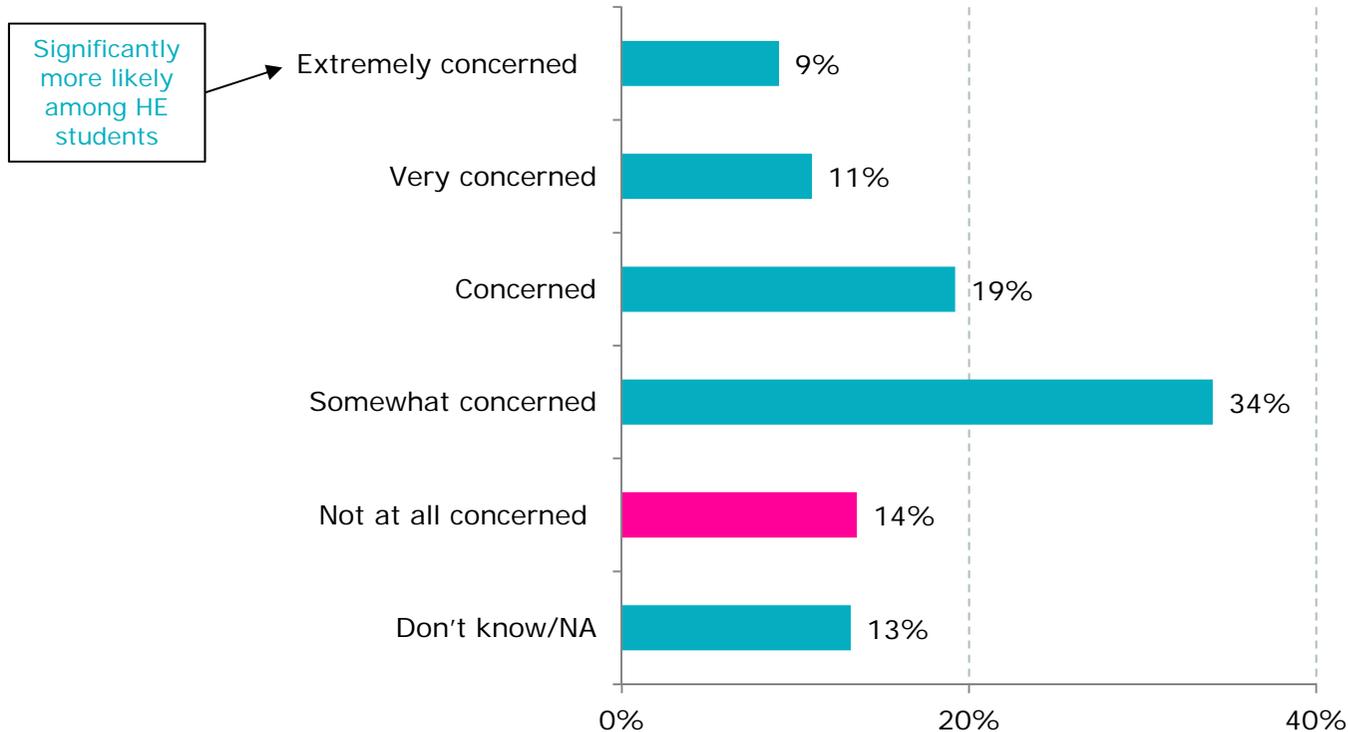
**B2 The Living Wage Foundation mark is the badge of a responsible employer – do you look for this and other evidence of ethical practices when considering who you'd like to work for in the future?**

Weighted Base: 1374 Balance: no response

**B3 You find out an employer you were considering working for pays all their staff at least a real Living Wage which means they can afford to live a decent quality of life – would this encourage you to work there?** Weighted Base: 1373 Balance: no response

Almost three quarters (73%) are concerned to some degree about missing opportunities due to unpaid internships

### Unpaid Internships



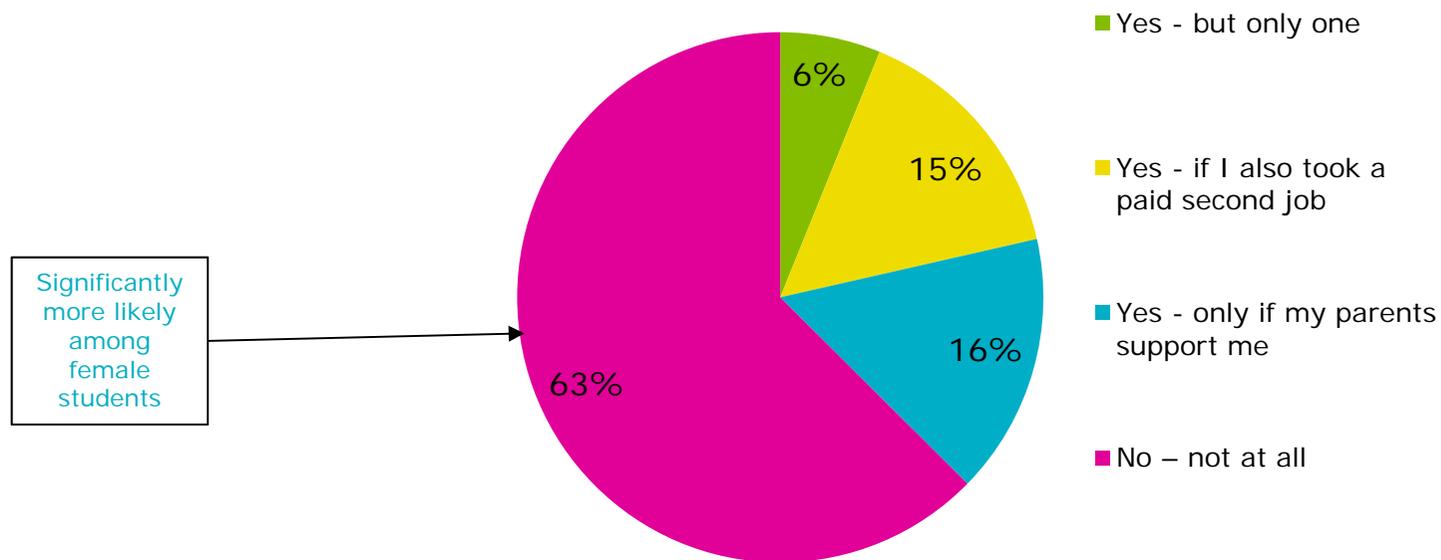
Weighted Base: 1373 Balance: no response

**B4 Are you concerned about missing opportunities with top employers because internships are often unpaid?**



Almost two thirds (63%) could not afford to do a 3 month unpaid internship in London

### Unpaid internships in London

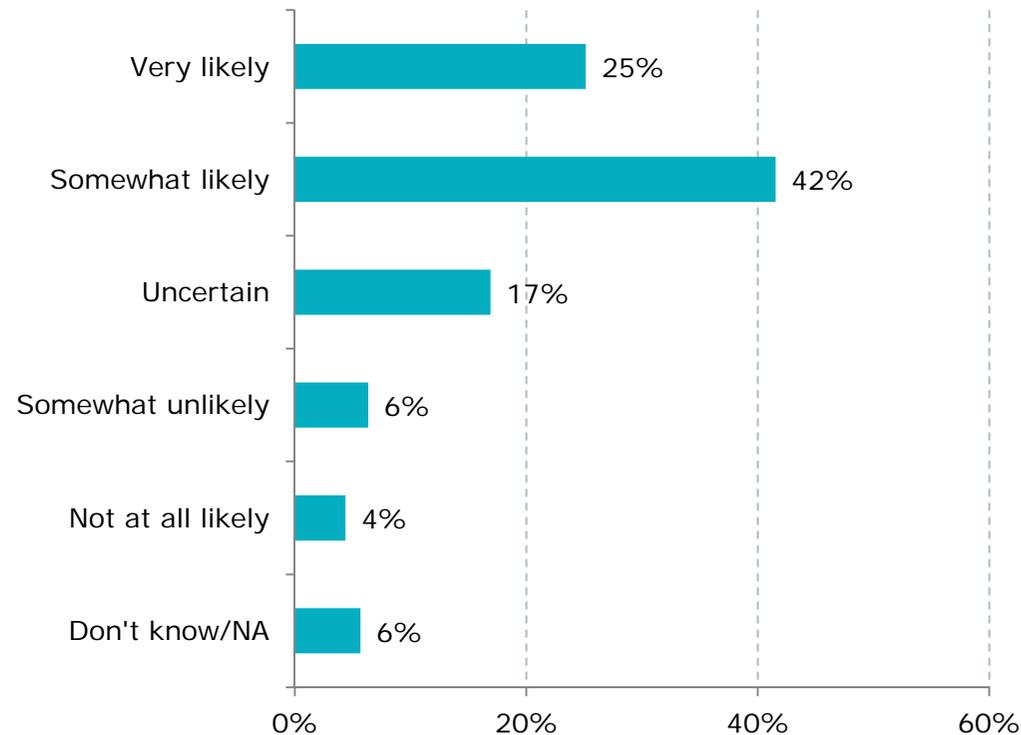


Weighted Base 1372 Balance: no response

B5 Could you afford to do a 3 month unpaid internship in London?

If faced with two similar jobs, over two thirds (67%) would be influenced in their choice by the Living Wage Foundation accreditation

### Influence on choice

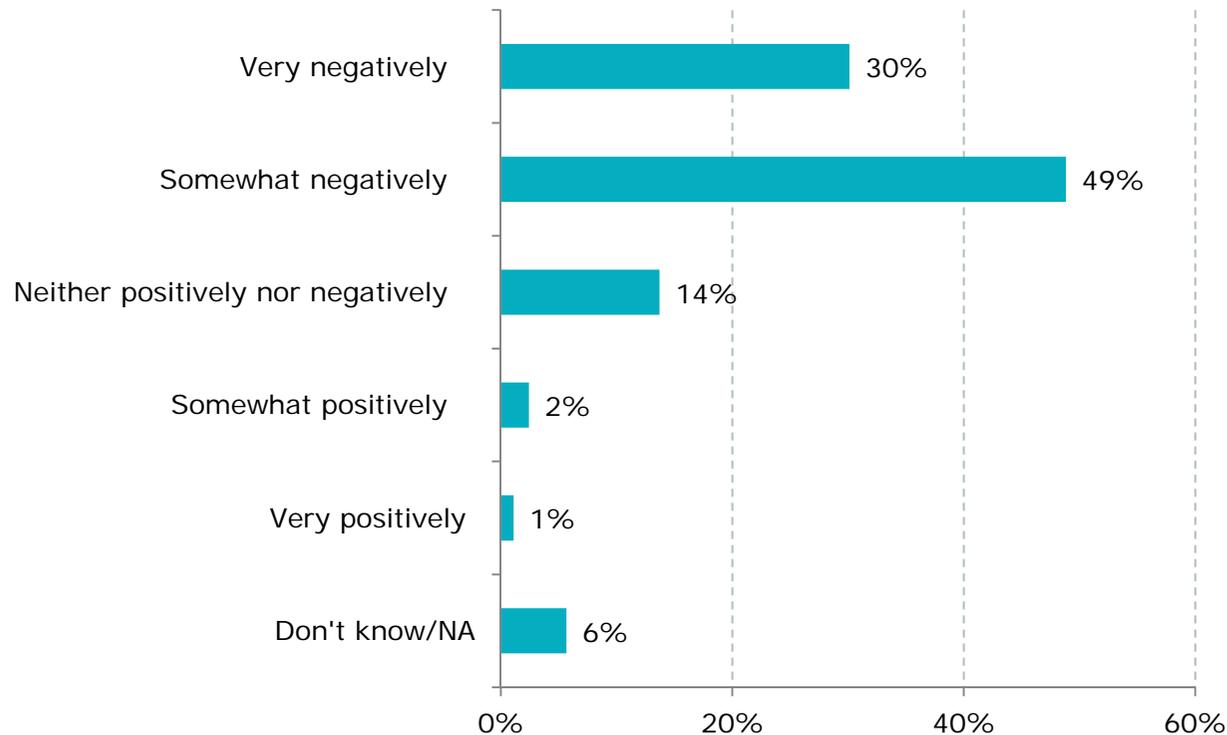


Weighted Base: 1375 Balance: no response

**B6 Imagine you've finished studying and you're offered two very similar jobs in the same sector at the same level with the same salary, but only one of those employers is accredited with the Living Wage Foundation. How likely would this influence your choice on which job to take?**

Over three quarters (79%) would have a negative impression of an employer who paid other staff less than the real living wage

### Living wage for all



Weighted Base: 1370 Balance: no response

**B7. Again, imagine you've finished studying and are earning a good salary in a new job – you find out that the people who clean your office and serve you in the staff café don't earn the real Living Wage and they have to work two jobs to make ends meet – how does this affect the impression you have of your employer?**

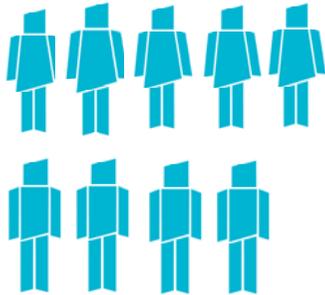
Appendix

Demographics

# June Student Opinion

## Key demographics & characteristics

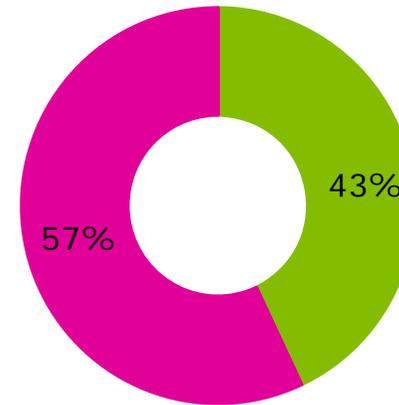
### Gender



Women **54%**

Men **46%**

### Level of study

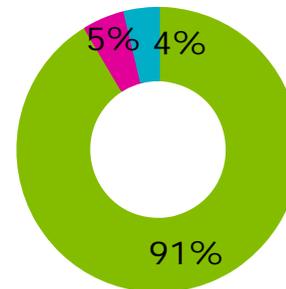


■ FE / apprenticeship ■ HE

### Age



Full time: 73%  
Part time: 25%

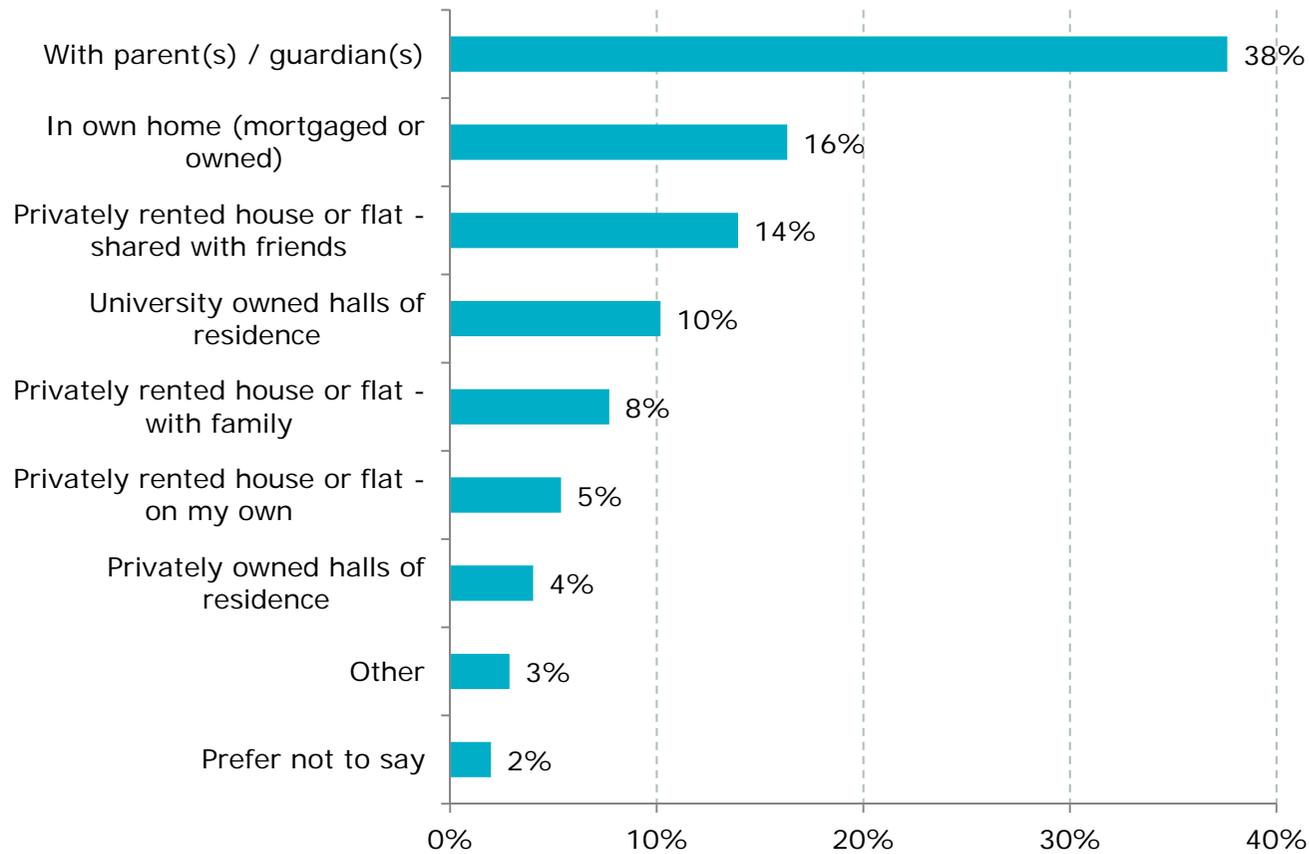


■ I am a UK citizen studying in the UK

■ I am an international student from within the EU studying in the UK

Over a third (38%) live with parents or guardians, over a quarter (27%) live in rented accommodation. One in six live in their own homes

### Living arrangements



Weighted Base: 1379 respondents. Balance: no response

X1. Which of the following statements best describes your term time living circumstances?





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