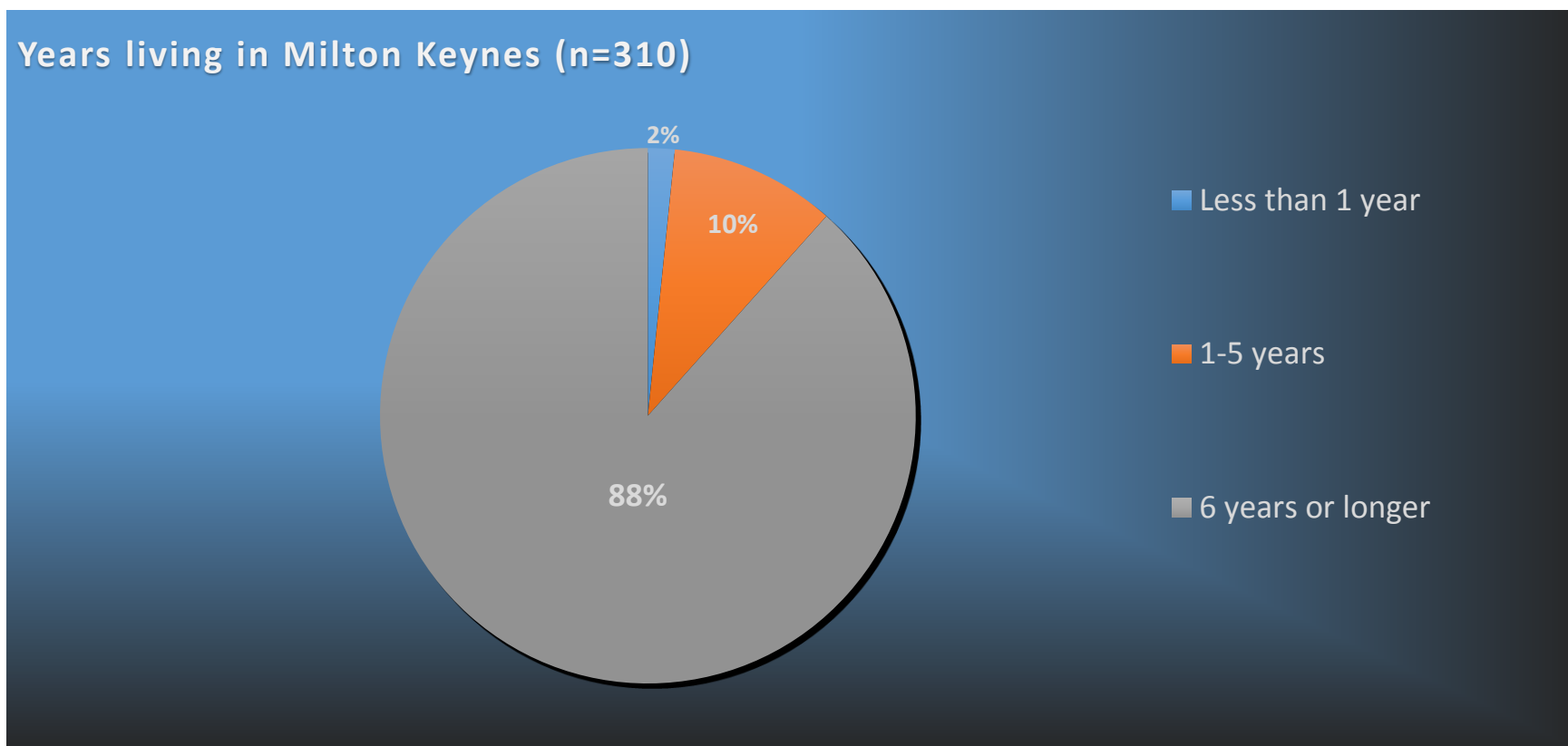
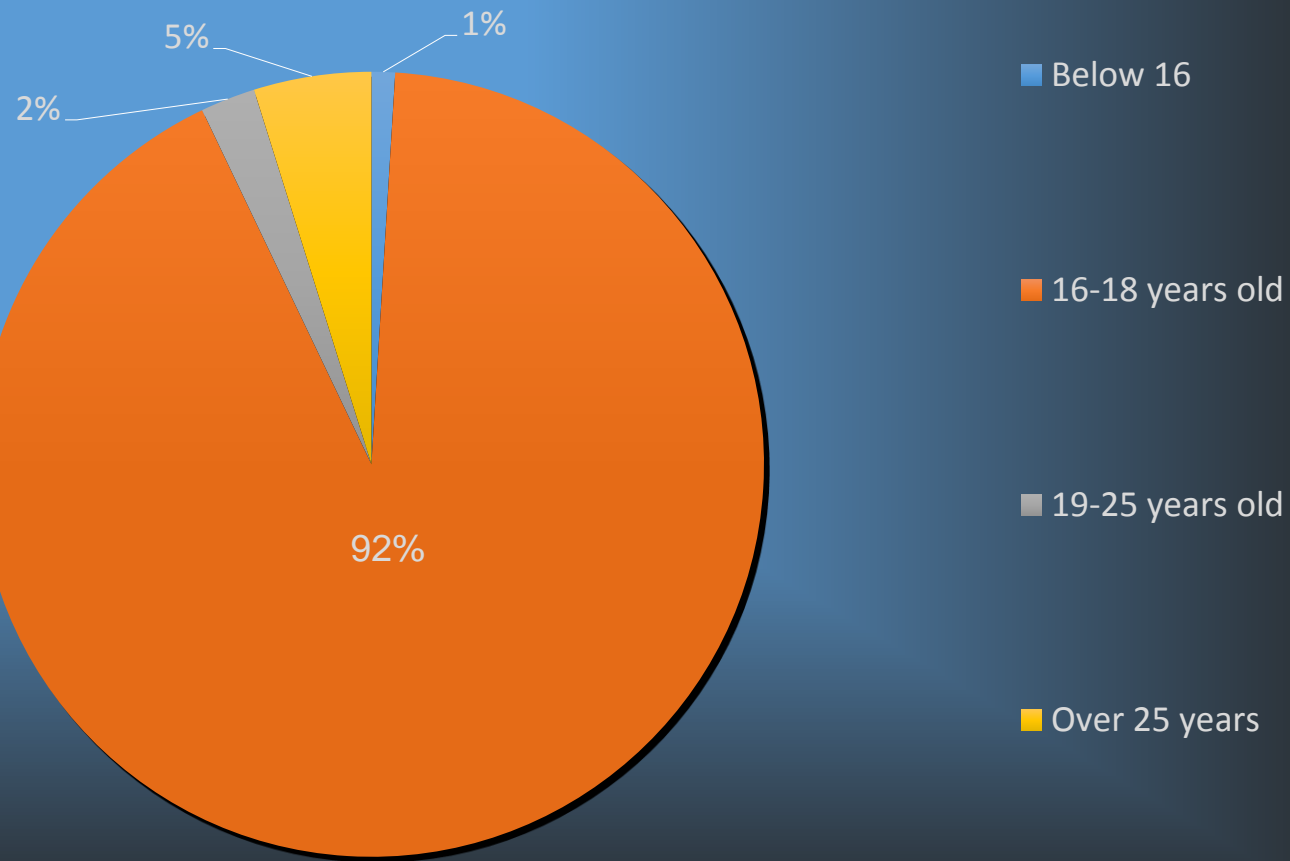


Sixth form student survey – full results



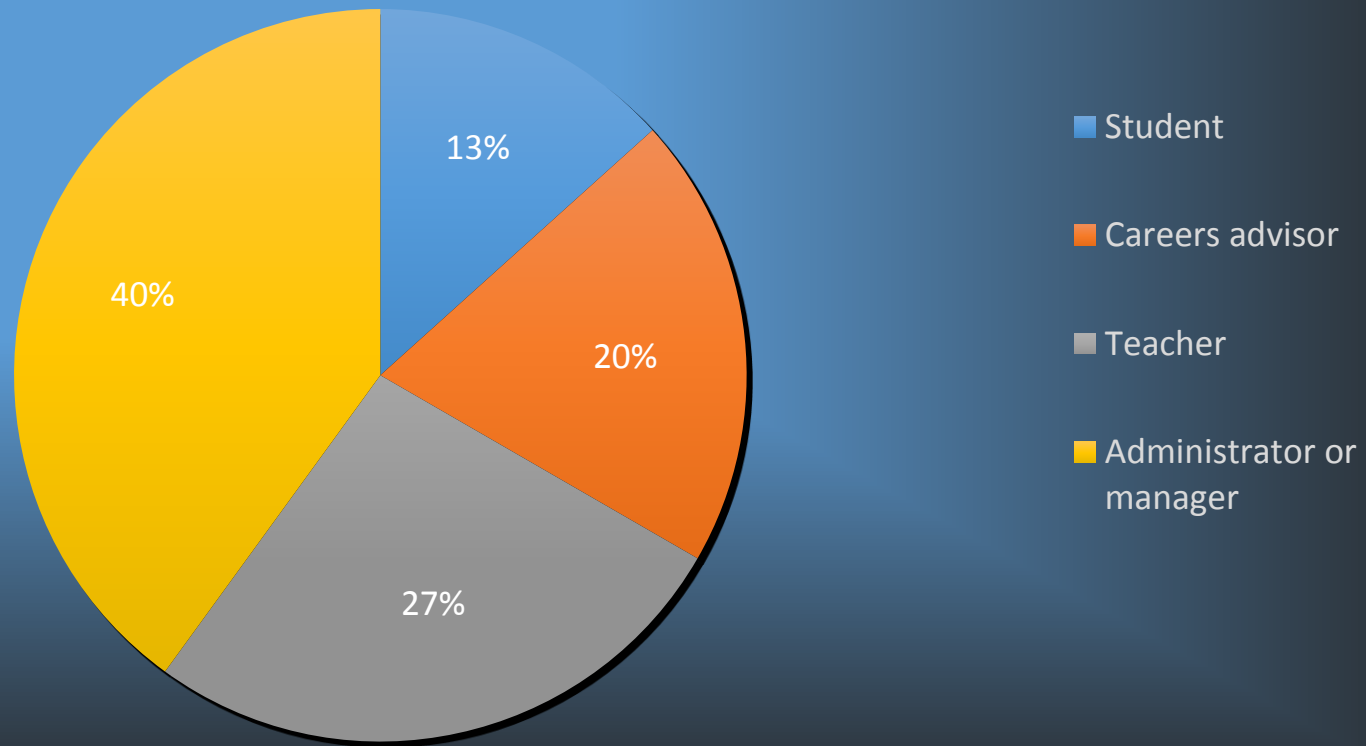
This sample includes both students and teachers, but excludes spam emails, those who did not provide consent and thus ticked 'disagree' on the informed consent form as well as those who agreed to take part in the survey but eventually left it incomplete. The majority has been living in MK for 6 years or longer.

Age of Respondents(n=310)

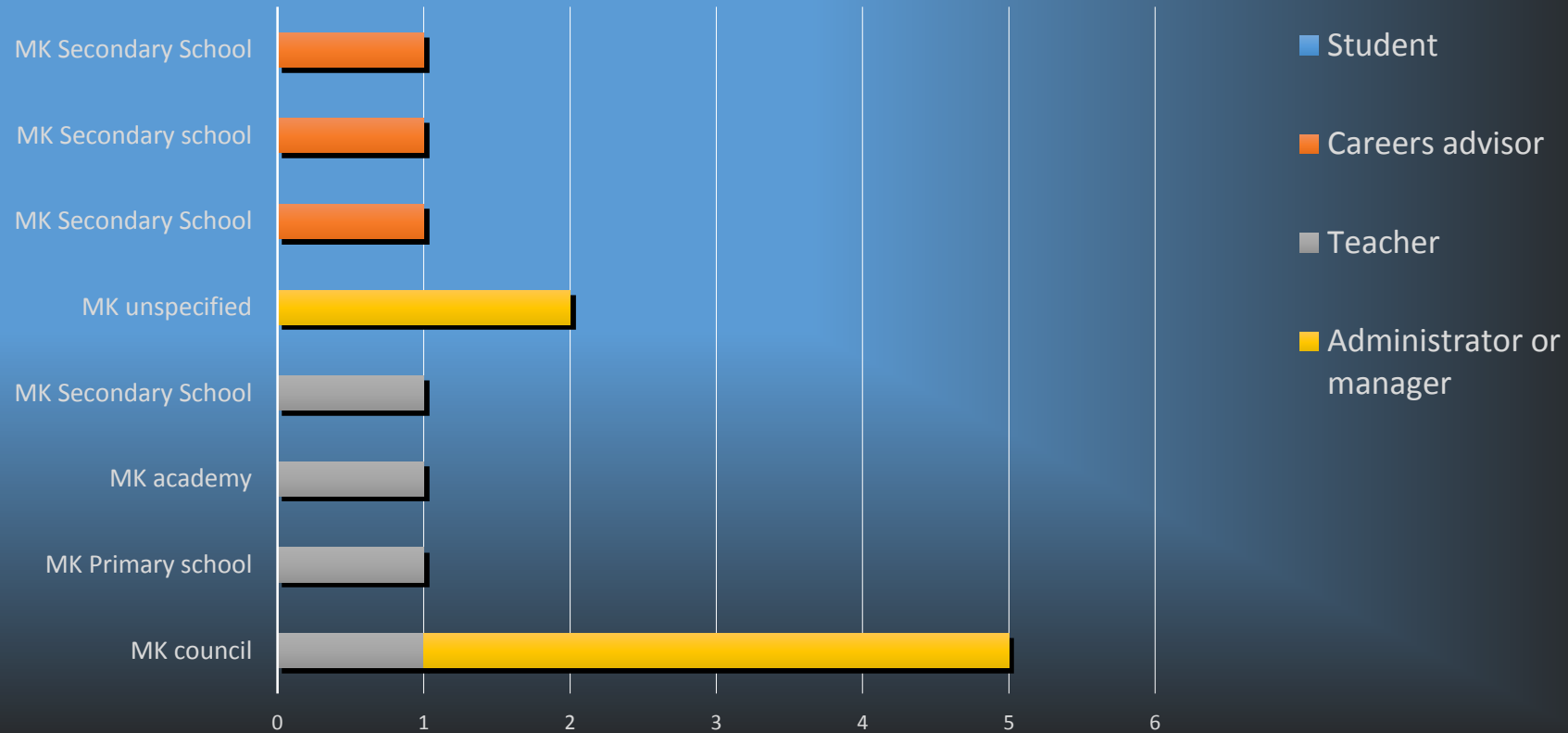


As intended, the majority of on-line survey responders are students in the 16 to 18 age group. The number of responses of those over 25 years of age is a much smaller sample. This needs to be taken into account when reviewing percentages used within the specific analysis of teachers and staff.

Job role, over 25 years (n=15)



Job location specified, over 25 years (n=13)



Questionnaire 1 Student Survey

INFORMED CONSENT FORM

Dear Respondent, Recently the MK Futures 2050 Commission has identified six major projects that it thought are vital for the future of Milton Keynes (MK). One of the proposed projects is to establish a new university in the city. This new venture is intended to be highly attractive to the local population, as well as to incoming students from a wide variety of locations, making it a national and international centre of excellence, specialising in technological and business subjects. The Commission views the university project as an invaluable opportunity for Milton Keynes to enhance its reputation as a smart city.

As someone who might be making a decision to study at university, or helping others to make important decisions about future study, your opinion and feedback on the university project is extremely valuable. So, we would like you to participate in a brief online survey conducted in partnership with Cranfield University. The survey includes some general questions about yourself and your study choices, and seeks your opinions on whether and how the establishment of a 21st century university located in Milton Keynes might influence future choices.

The survey will take no more than **10 minutes** to complete. Your participation is entirely voluntary. You will be able to withdraw from the survey at any time and without a reason.

Please be assured that any information you provide will remain strictly **confidential** and **anonymous**. Only aggregate responses will be reported, and you will not be identified at any time.

If you have any questions or would like more information about the survey, please contact the research team at Survey-Response@cranfield.ac.uk

To continue to the survey, please tick the box below to indicate that you agree to participate in the survey. Then click the 'next' button below.

Thank you very much for participating in the survey. Your opinion is important to us.

Milton Keynes Council in partnership with Cranfield University

Do you agree to take part in the survey?

- ☐ I agree
- ☐ I disagree

To start, we want to make sure that we ask you relevant questions in this survey. So, please tell us:

For how long have you lived in Milton Keynes?

- ☐ Less than 1 year
- ☐ 1 - 5 years
- ☐ 6 years or longer

Which of these best describes your age?

- ☐ Below 16
- ☐ 16 - 18 years old
- ☐ 19 - 25 years old
- ☐ Over 25

[For those '19-25 years old' and 'Over 25 years' only]

Which of the following roles best describes what you do?

- ☐ Student
- ☐ Careers advisor
- ☐ Teacher
- ☐ Administrator or manager

[For 'Careers advisors', 'Teachers' and 'Administrators/Managers' only]

Where do you currently work?

[For ALL 'Students']

Here, we would like to know about your general opinion of Milton Keynes as a place.

Overall, what is your opinion of Milton Keynes as a place to live?

- ☐ I do not like it
- ☐ It is OK
- ☐ I really like it
- ☐ I do not know

Please indicate what aspects of Milton Keynes you like (tick all the options that apply)

- ☐ Education
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Not applicable - I don't like anything
- ☐ Other (please specify) _____

Please indicate what aspects of Milton Keynes you do NOT like (tick all the options that apply)

- ☐ Education
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Not applicable - I like everything
- ☐ Other (please specify) _____

Milton Keynes Council is currently looking into a development project for the city. The project involves the establishment of a 21st century University with a campus in the city. Here, we would like to know more about your life plans, and what you think of the possibility to select the new Milton Keynes University for your studies.

Are you planning to undertake a university degree in the near future?

☐ Yes

☐ No

[For Students planning to undertake a university degree in the near future]

Please indicate how important the factors listed below are to you in choosing **which university** to study at (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Availability of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiar with the location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra-curricular activities (e.g. sports and social)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subject or course offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commutable distance from London	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post-degree job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Please indicate how important the factors listed below are to you in choosing **where (which city)** to study (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra-curricular activities (e.g. sports and social)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to get around the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commutable distance from London	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career aspirations and job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Please indicate how important the **information sources** listed below are to you in making your choice about future study (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Recommendations from family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rankings and league tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

[For Students who are NOT planning to undertake a university degree in the near future]

Why are you planning not to go to university? (tick all options that apply)

- ☐ To get a paying job
- ☐ To start an apprenticeship
- ☐ To travel
- ☐ University fees are too expensive
- ☐ University is excessive study
- ☐ Do not want to move away from home
- ☐ Other reason (please specify) _____

[For ALL Students]

To what extent do you agree that the university fees make the option to study at university unattractive?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Are you looking to do a degree apprenticeship?

- ☐ Yes
- ☐ No

How do you feel about the idea of establishing a new university in Milton Keynes?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

How likely would you be to consider studying at a new university in Milton Keynes?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Does not apply to me

How likely would you be to encourage your friends to study at a new university in Milton Keynes?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Does not apply to me

Now, we would like to hear your views about the impact that you think a new university might have on the city of Milton Keynes.

To what extent do you agree that the new university might contribute to the development of Milton Keynes' reputation as a 'smart city'?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Please select which factors you think that a new university in Milton Keynes would **positively** impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Please select which factors you think that a new university in Milton Keynes would **negatively** impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Lastly, some details about yourself.

Please specify your gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Please specify your ethnic background

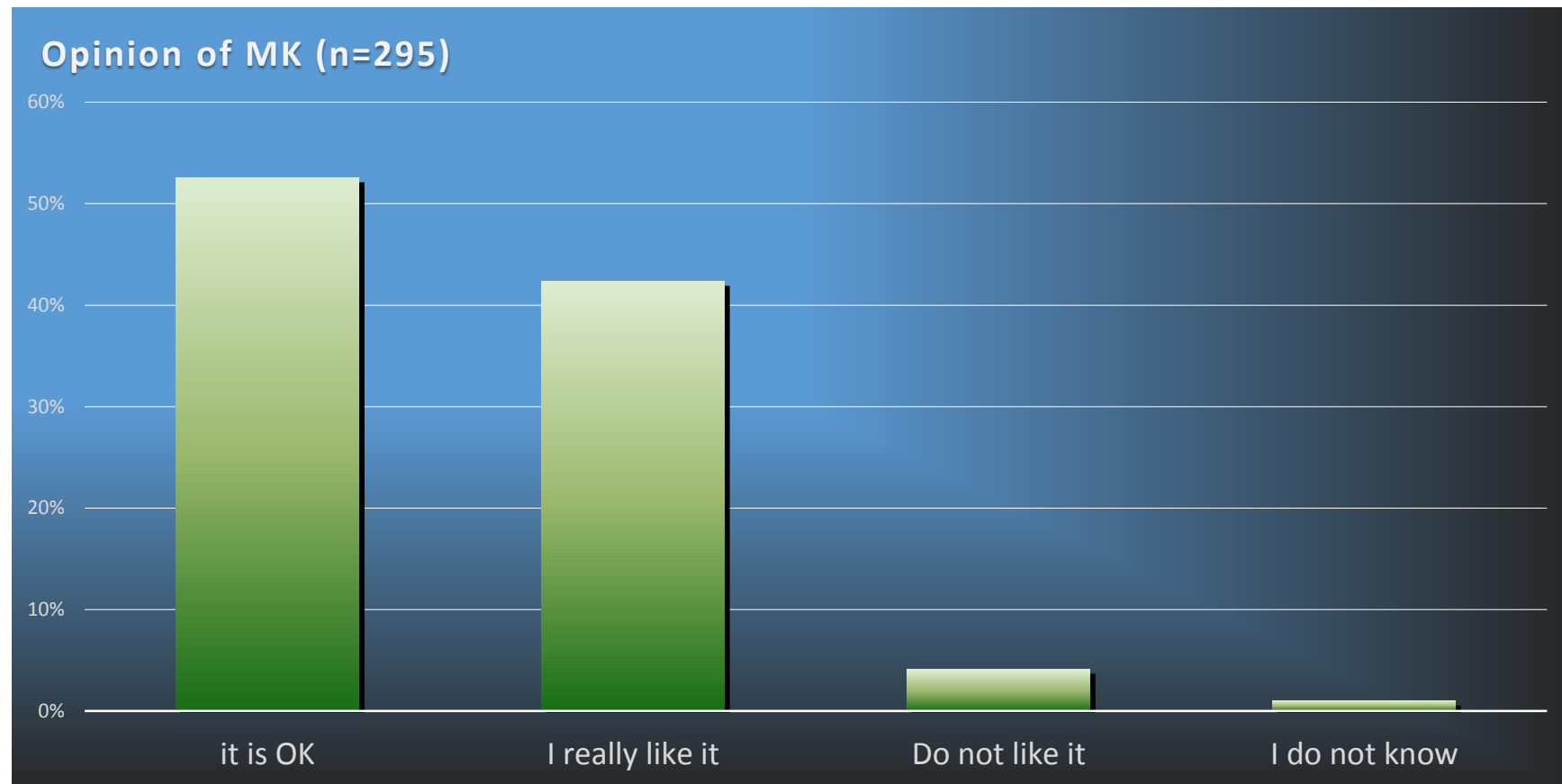
- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Asian
- ☐ Other / prefer not to say

Do you currently undertake any paid employment? (please tick all options that apply)

- ☐ Weekday part-time work
- ☐ Weekend work
- ☐ Holiday work
- ☐ Other (please specify) _____

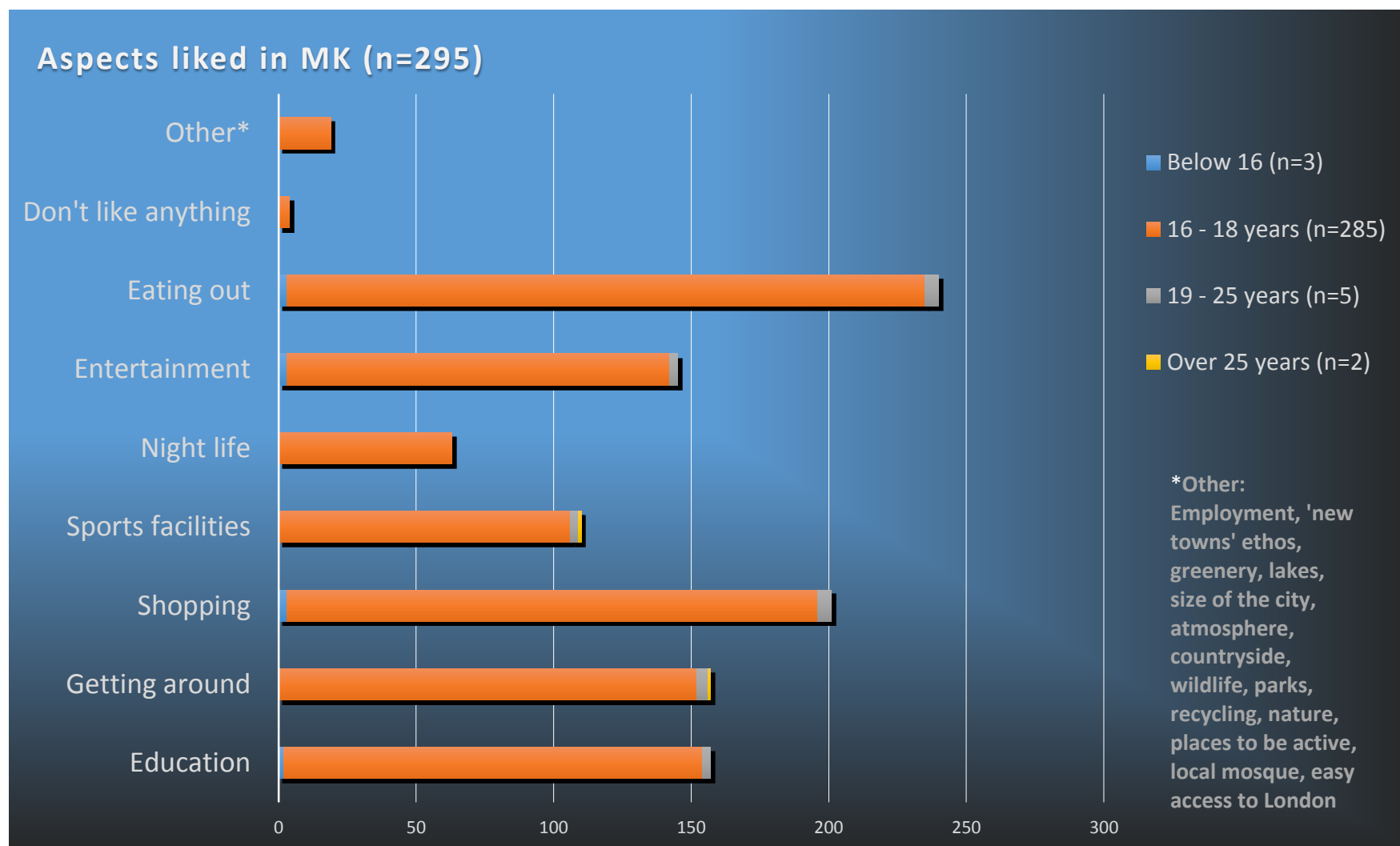
Thank you very much for your help! Your responses will be used in confidence to help with the future development of Milton Keynes.

Sixth form student respondent analysis



This sample excludes NON-students (n=15).

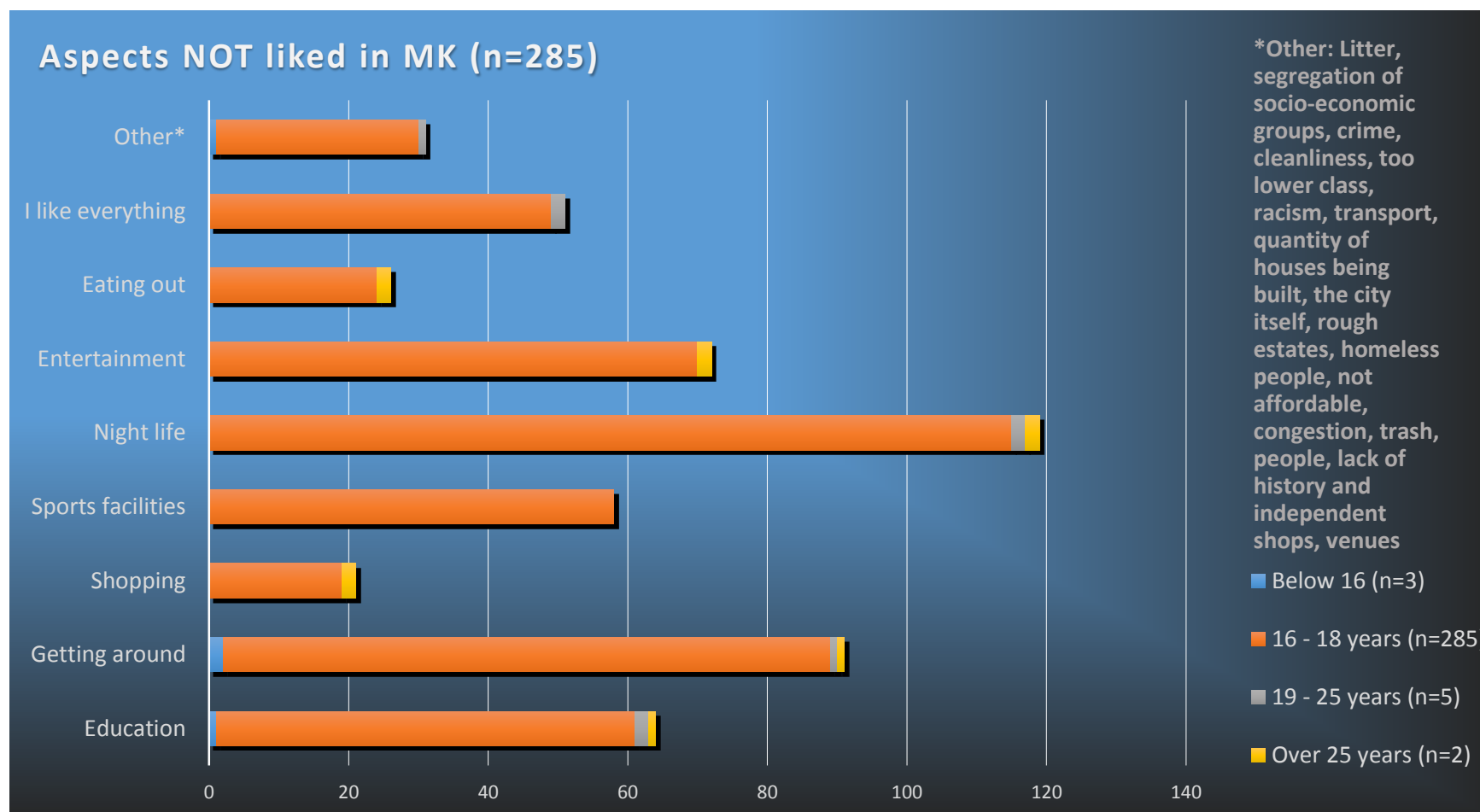
Over 90% recorded MK as either 'OK' or 'I really like' as a place to live.



This sample includes STUDENTS only.

The majority stated that they like the options for eating out and shopping, but also for education and for getting around.

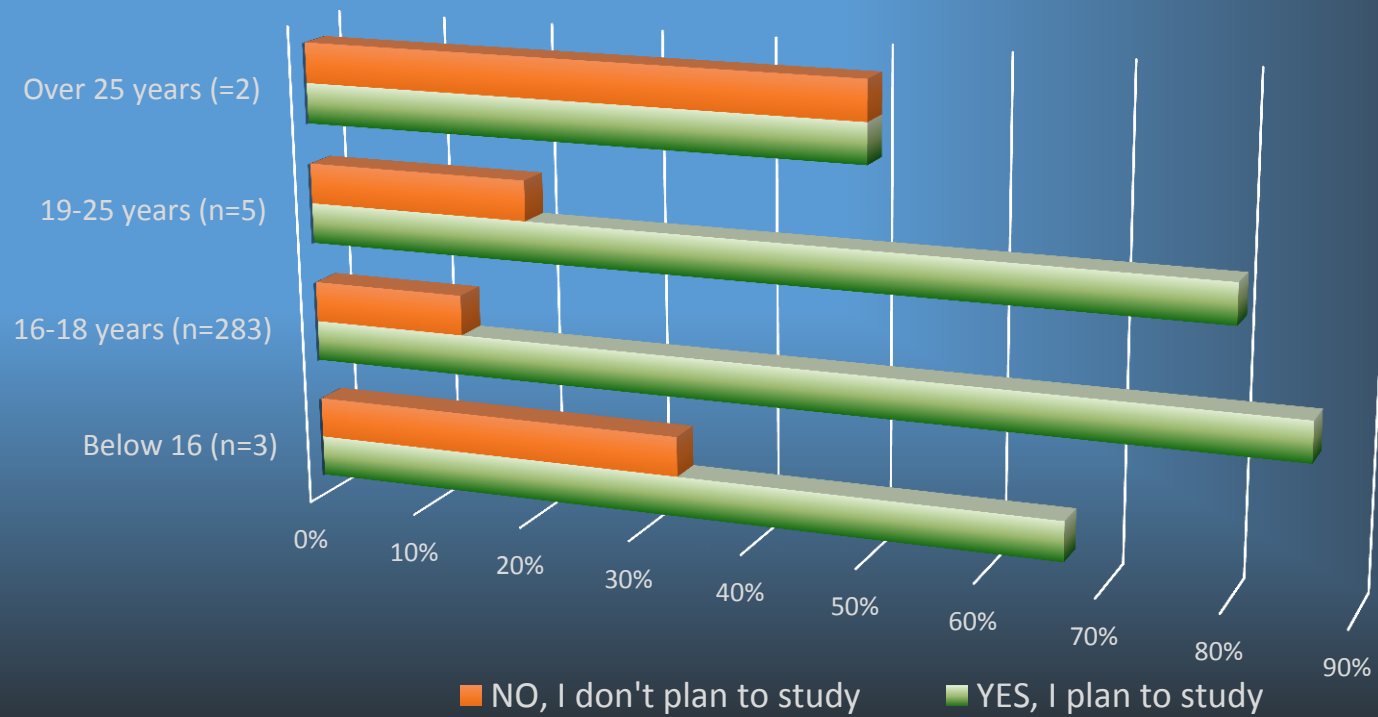
See also qualitative feedback under the category 'Other'.



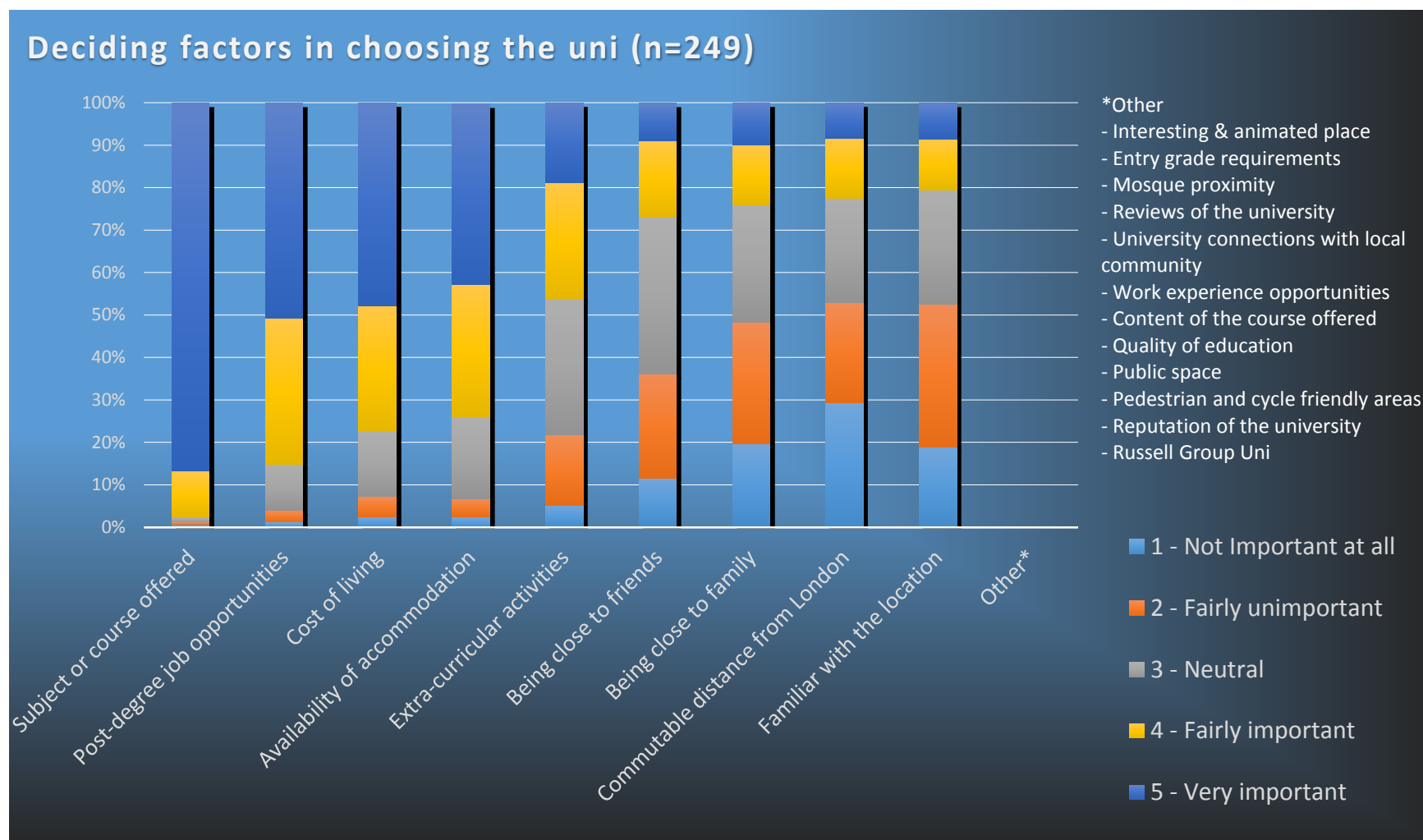
This sample includes STUDENTS only.

The majority does not seem to like the night life in MK and the entertainment in general, getting around the city, etc. Getting around is also mentioned as one of the aspects they like – it could be that those who do not own a car are also the ones perceiving MK as a city where it is not easy to get around. See also qualitative feedback under the category 'Other'.

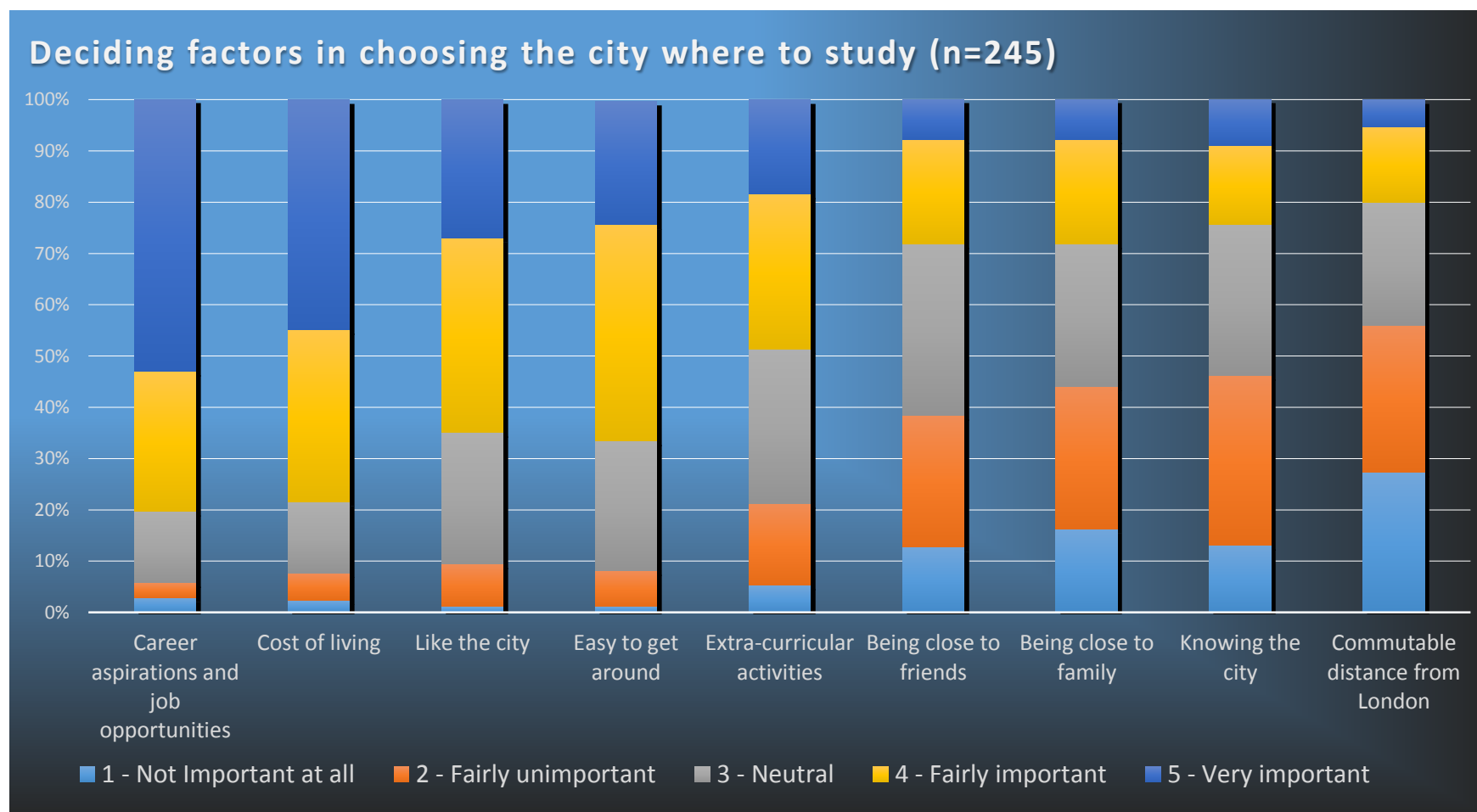
Plans to study (n=293)



All respondents were asked if they plan to undertake university studies. The sample size is therefore larger than 285. However, some respondents left the survey at this stage so the total sample again reduced somewhat.

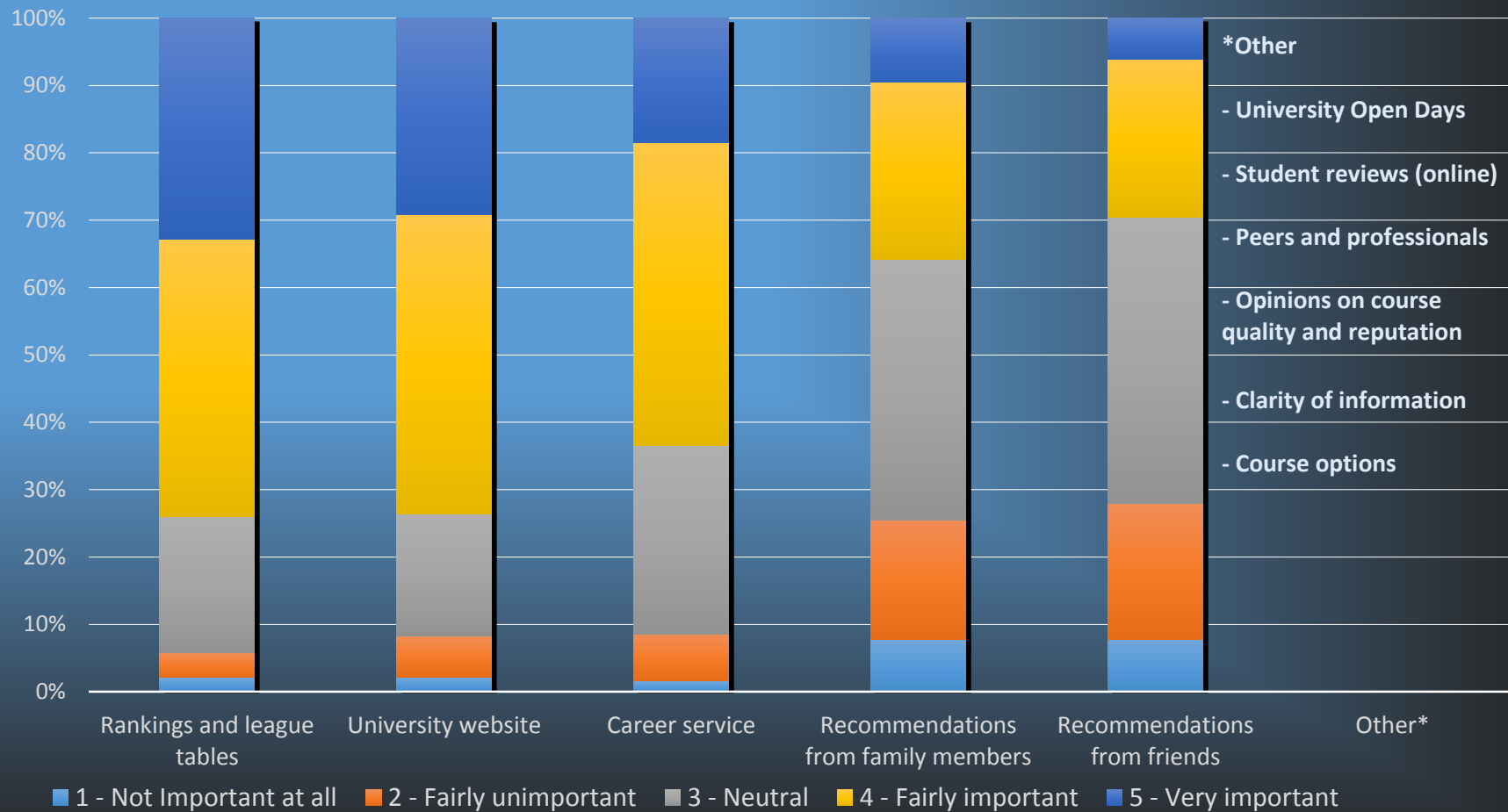


This sample includes only those who replied YES to Q5a asking whether they plan to undertake university study. The majority register the importance they place on the subject or courses offered, whether there are any post-degree job opportunities and the availability of affordable accommodation.

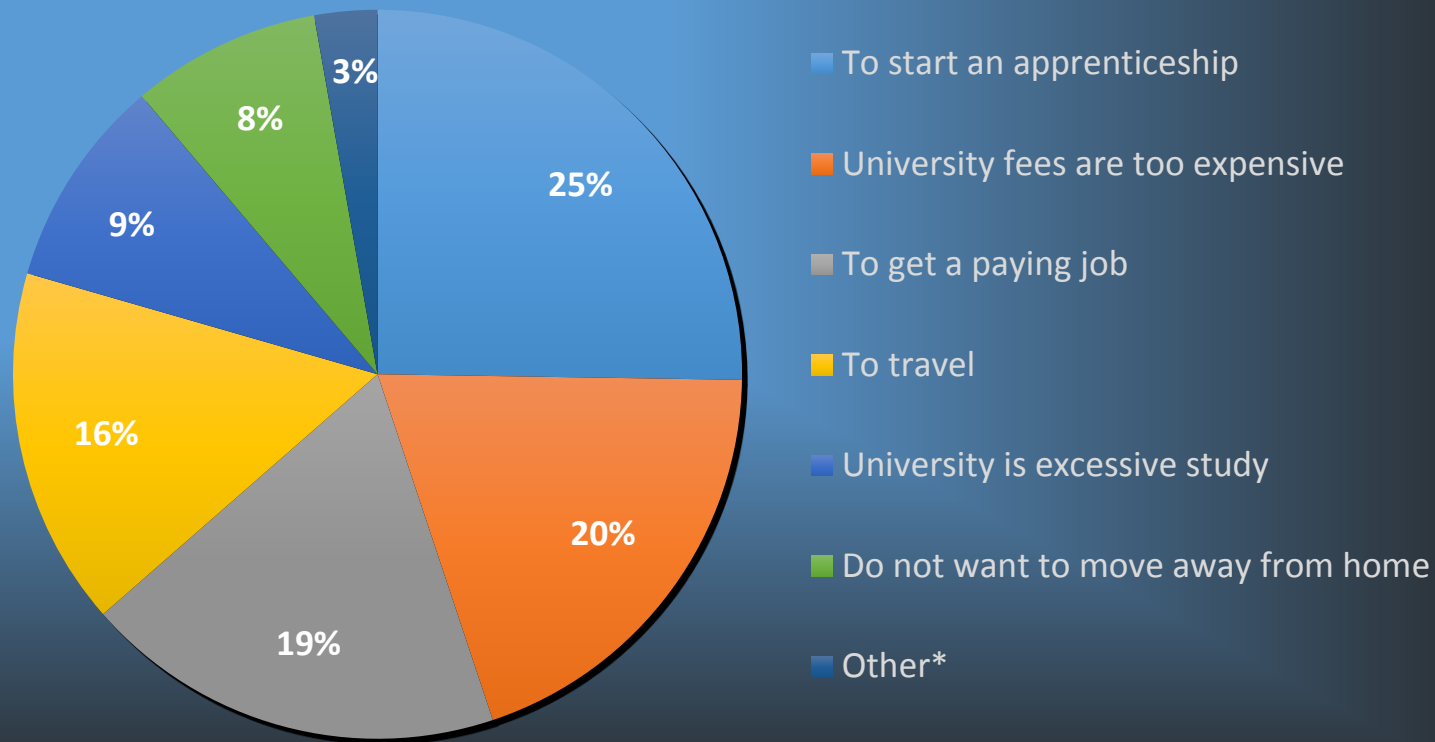


Reinforcing the message coming out of the responses to the previous question Q5a, a majority of students registered concern about the post-degree job opportunities, cost of living and likeability of the city.

Information sources (n=245)

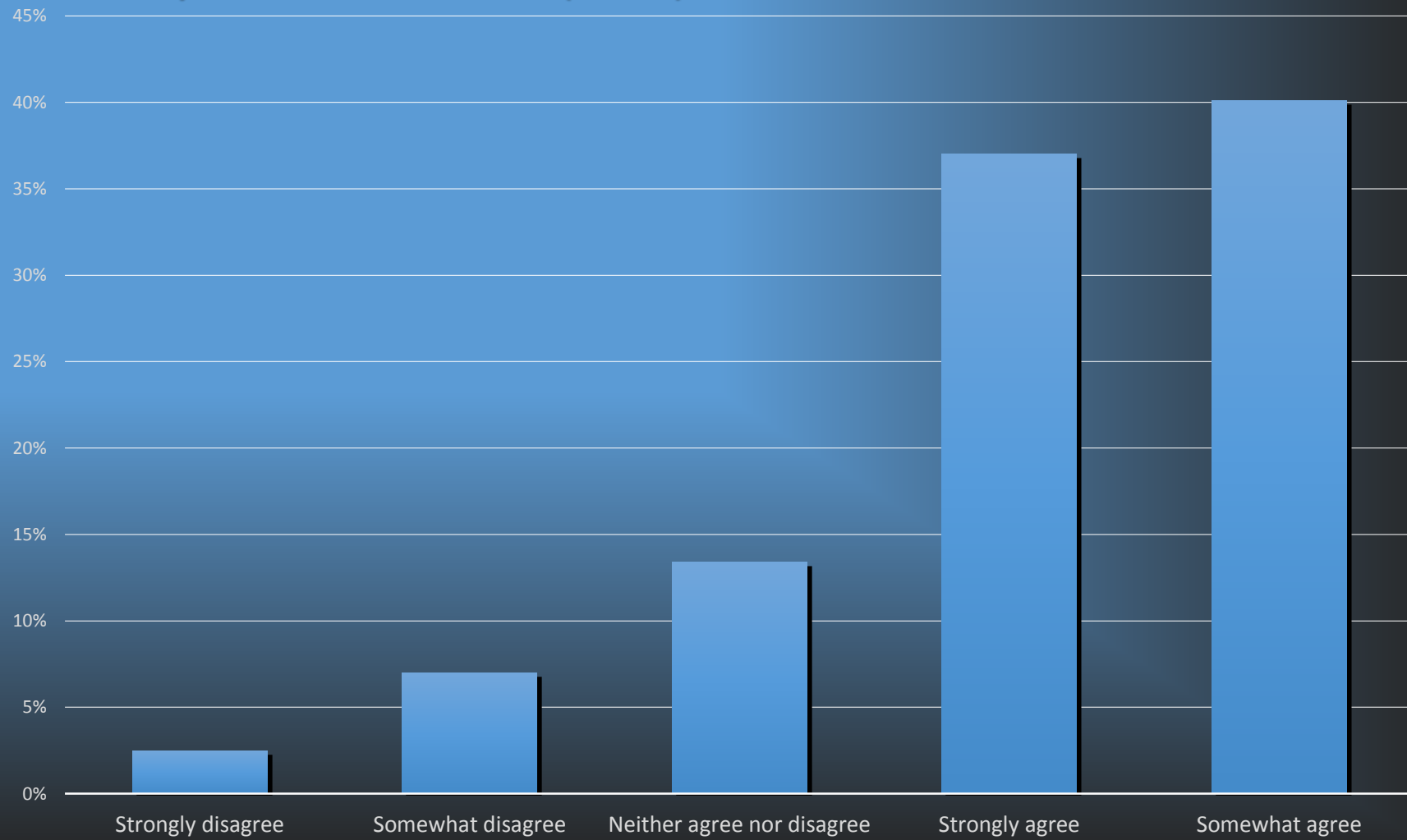


Reasons for not undertaking a university degree (n=42)

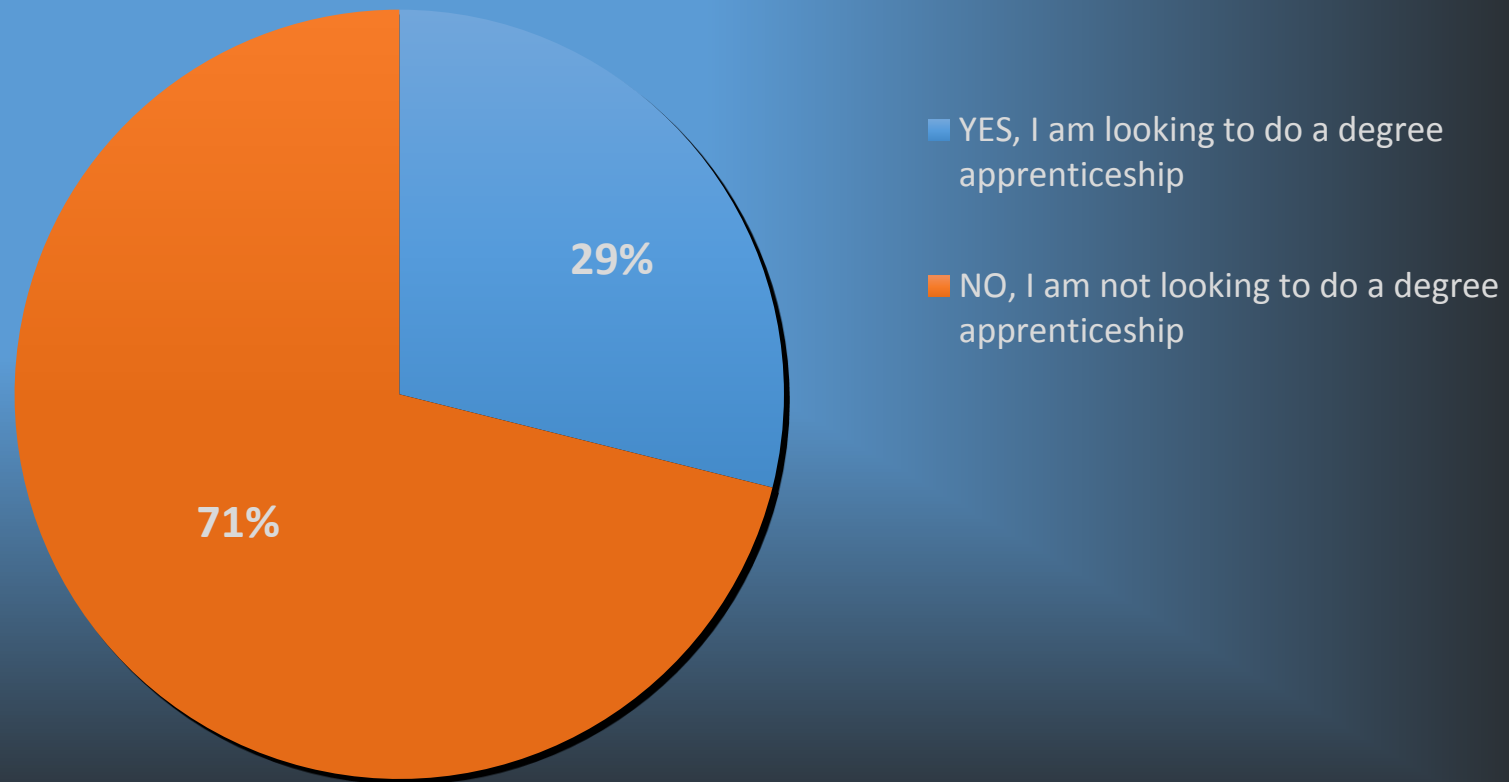


This sample only includes those who replied 'NO' to question Q5a asking whether they plan to undertake university study. The majority of those who do not plan to undertake a university degree plan to start an apprenticeship think that university fees are too expensive or want to travel. In the 'other' option, respondents also mentioned they will join RAF, or that they are already students.

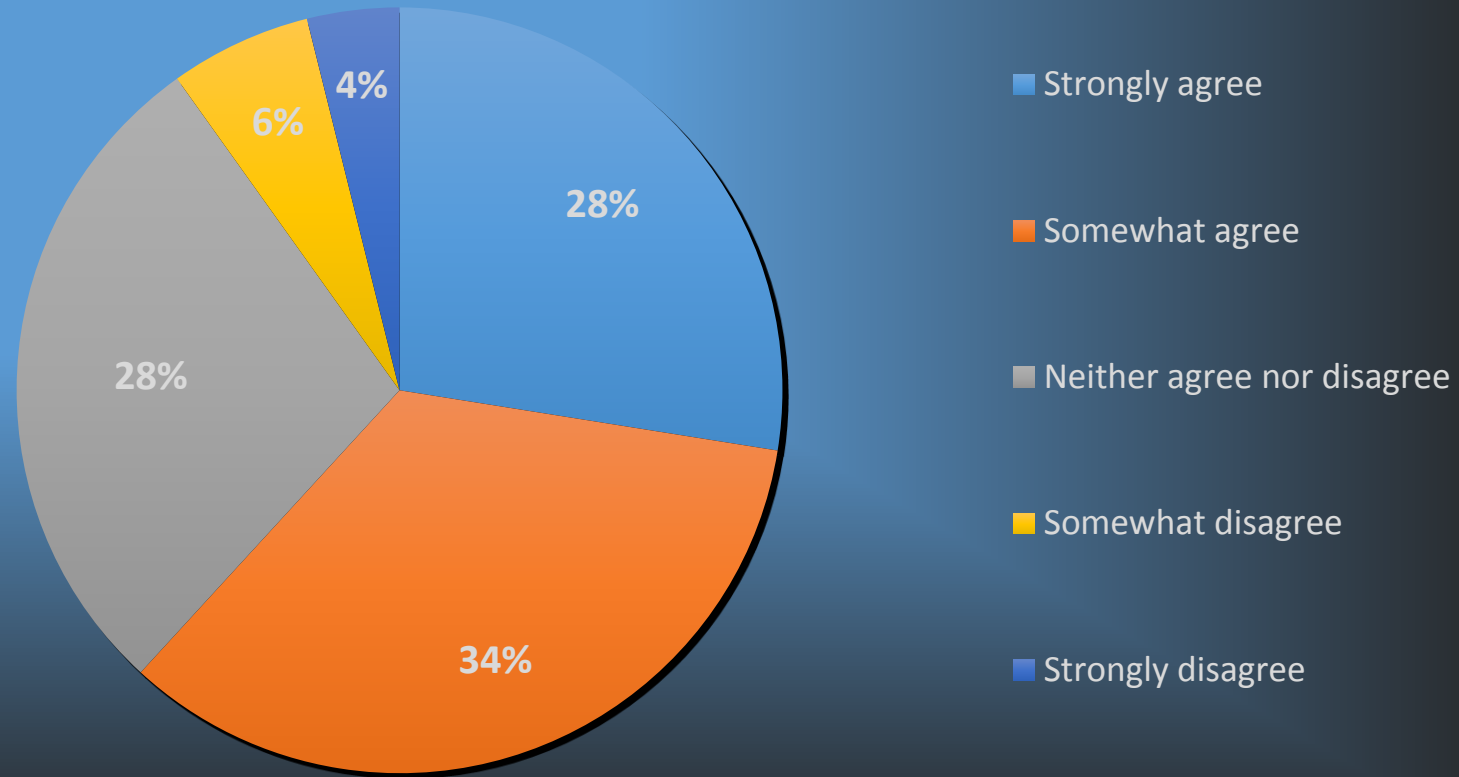
University fees are unattractive (n=284)



Plans to do a degree apprenticeship (n=284)

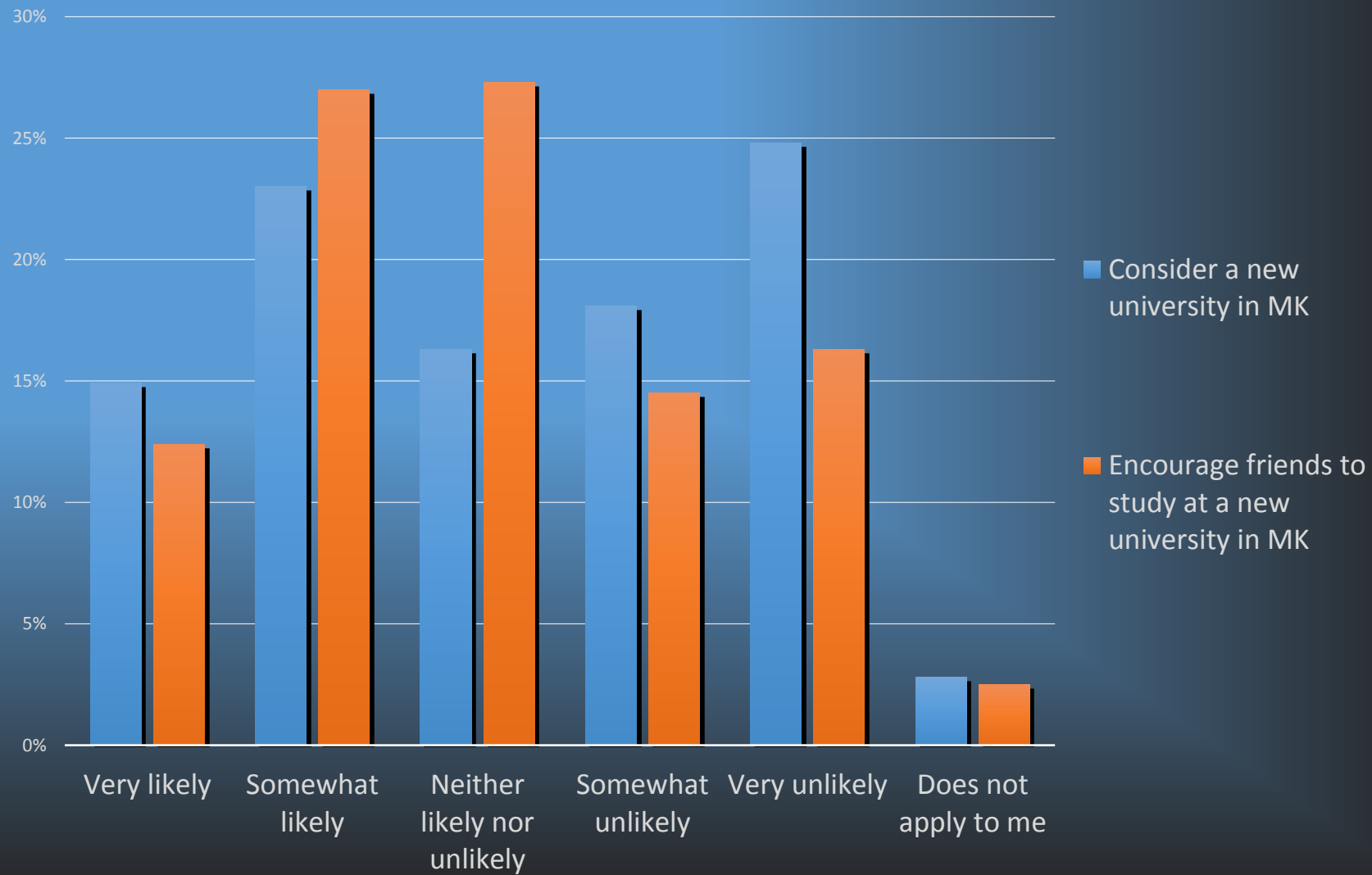


Idea to establish a new university in MK (n=282)

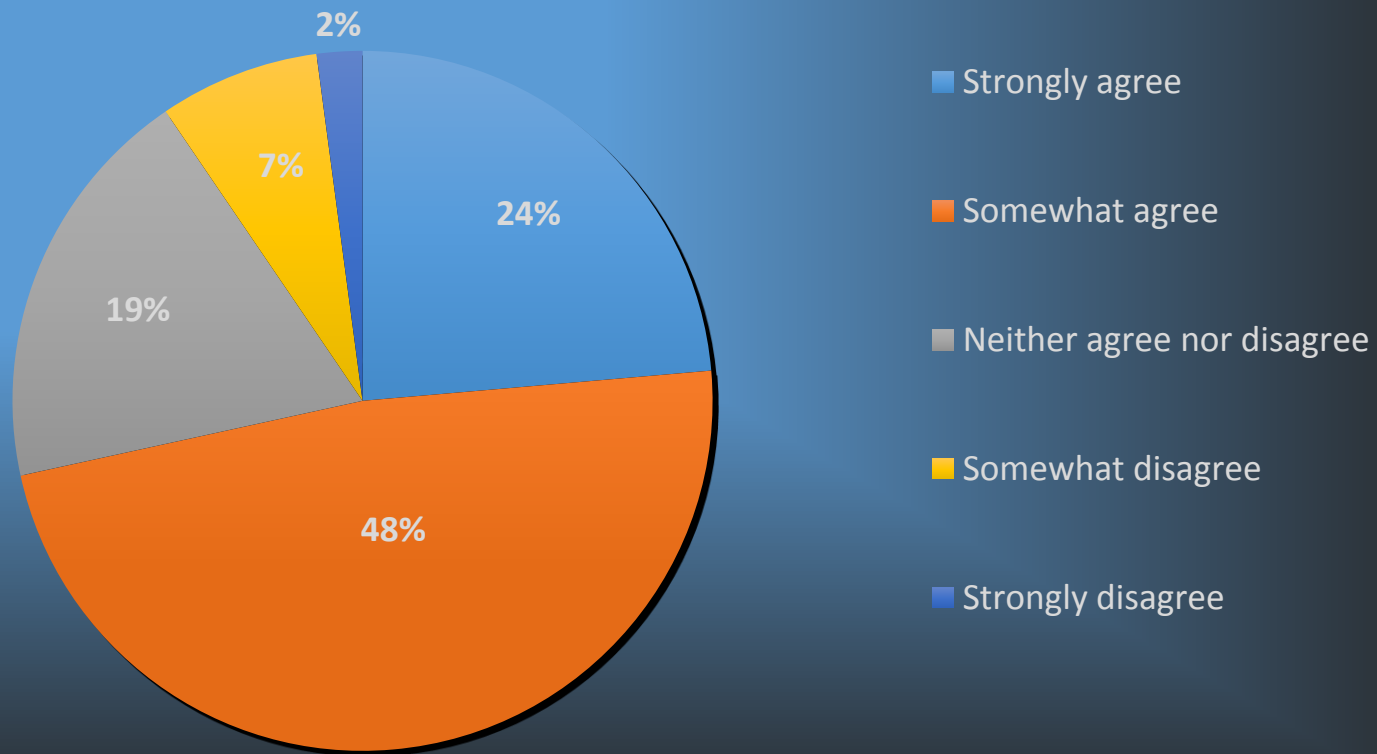


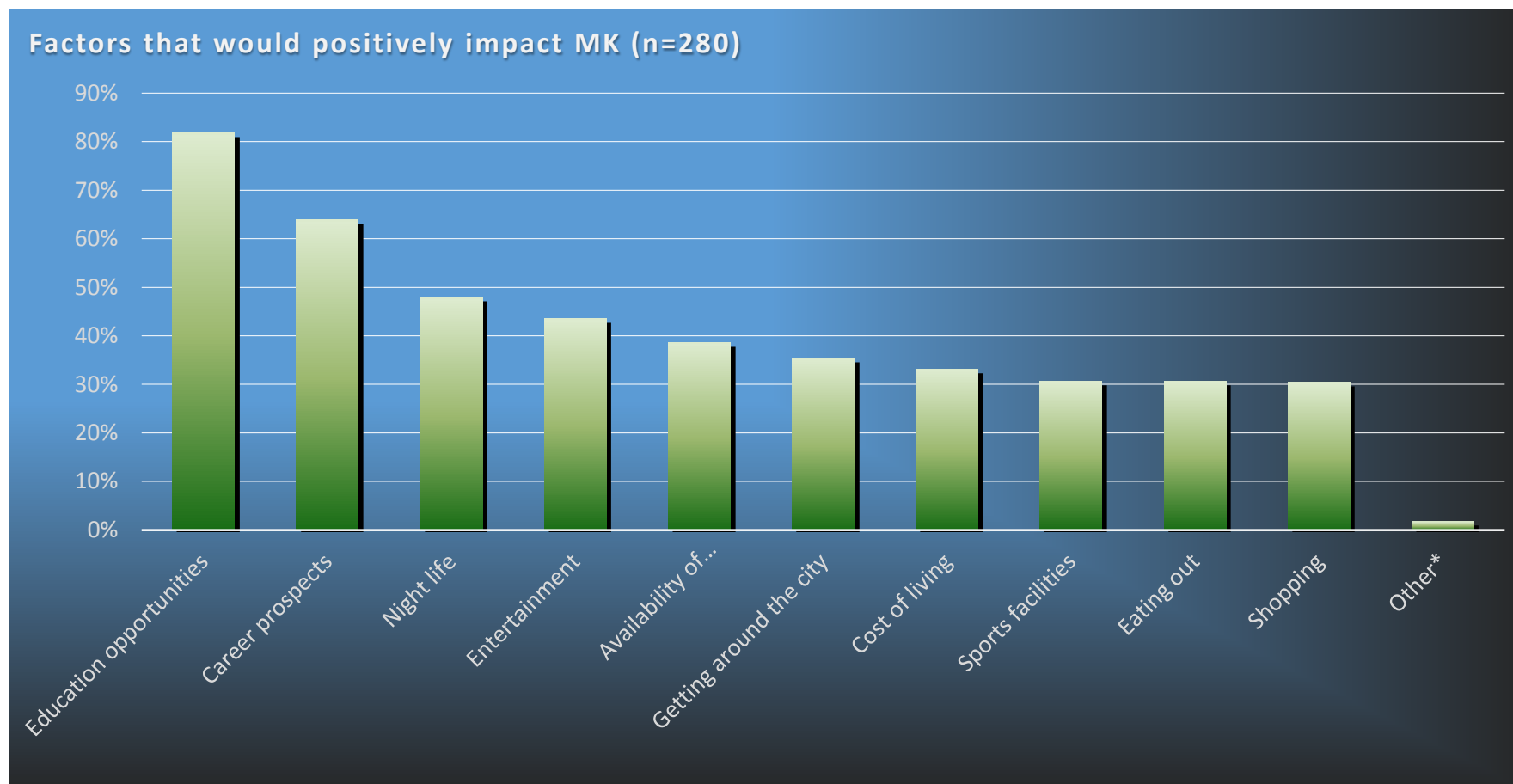
There is general agreement that the idea to establish a new university in MK is good.

Consider and recommend new university in MK (n=282)

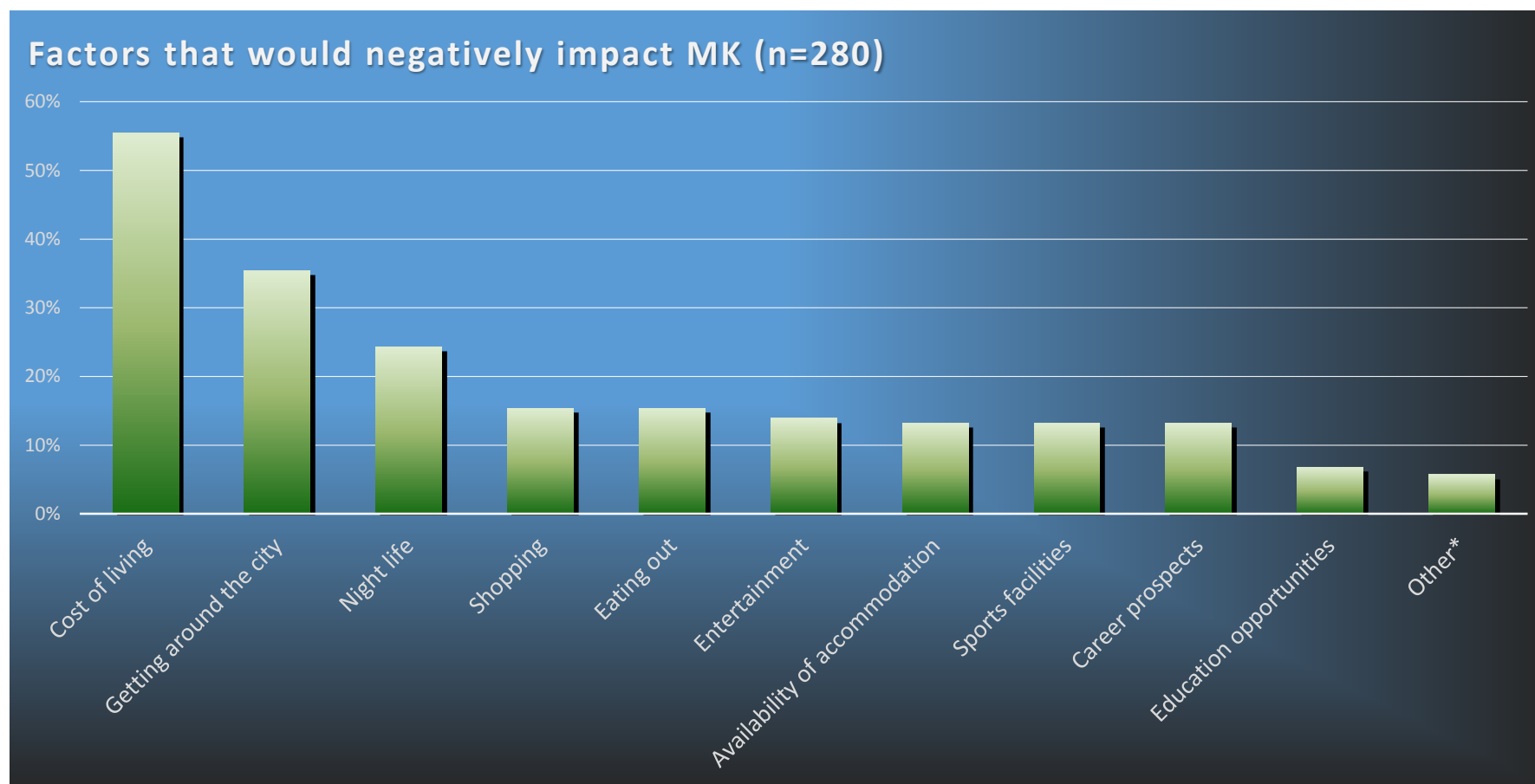


A new university will contribute to MK reputation as a smart city (n=280)



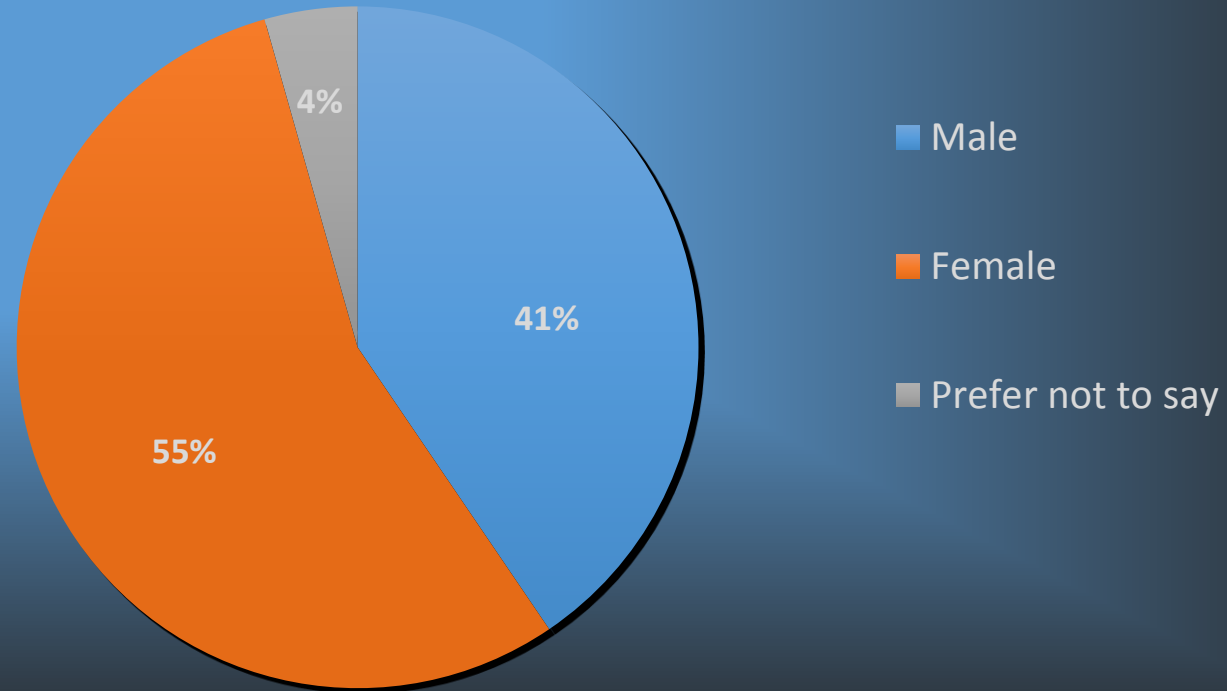


There was general agreement that a new university in MK would enhance the education opportunities for the city, create new career prospects, and some entertainment activities. In the qualitative feedback, a respondent emphasized the need for MK to create more recreational activities, especially cultural opportunities to fill up students' spare time.

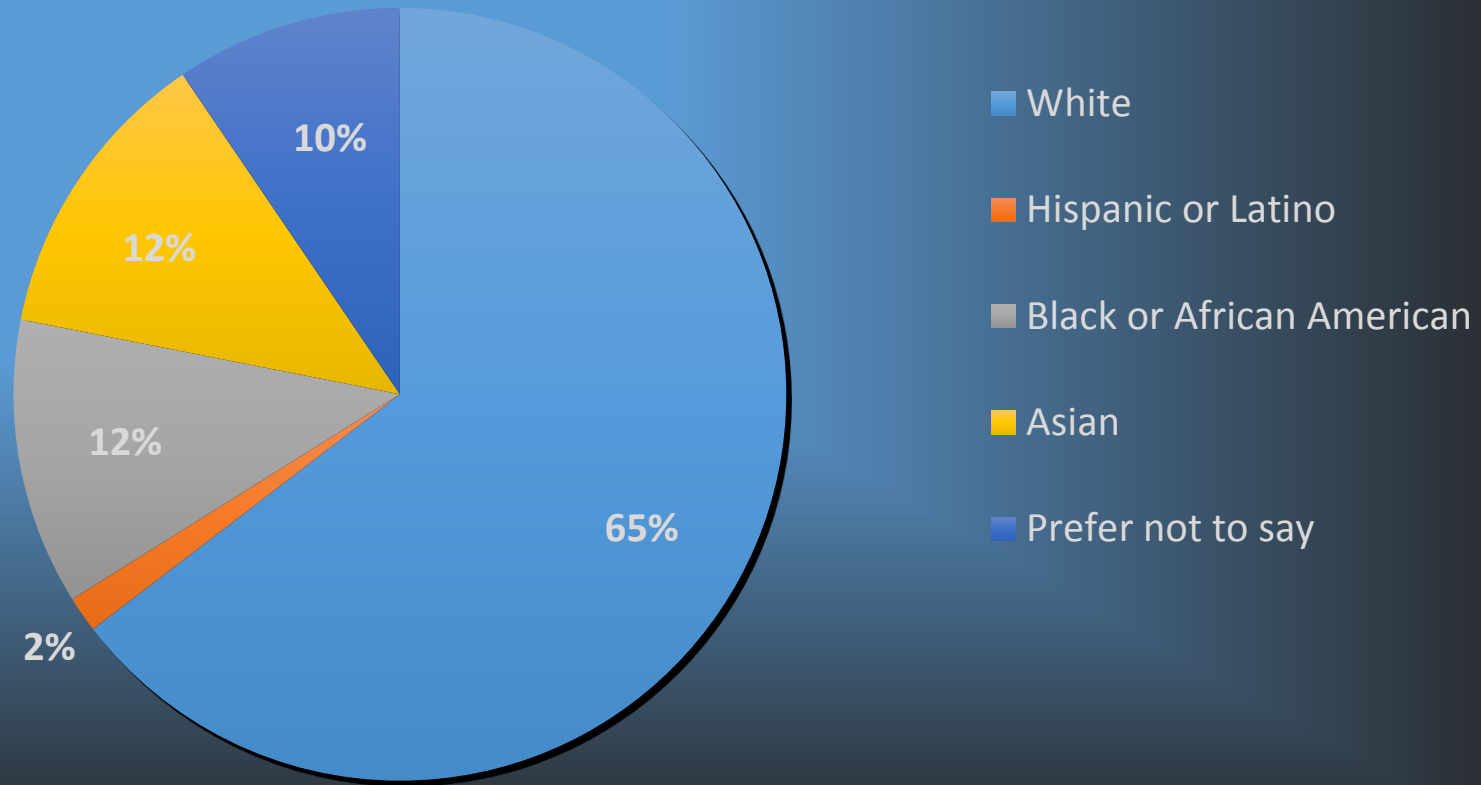


There seems to be general agreement that a new university in MK would negatively impact the cost of living (assuming, they imply that the cost of living will increase), getting around the city (i.e. more congestion), and night life.

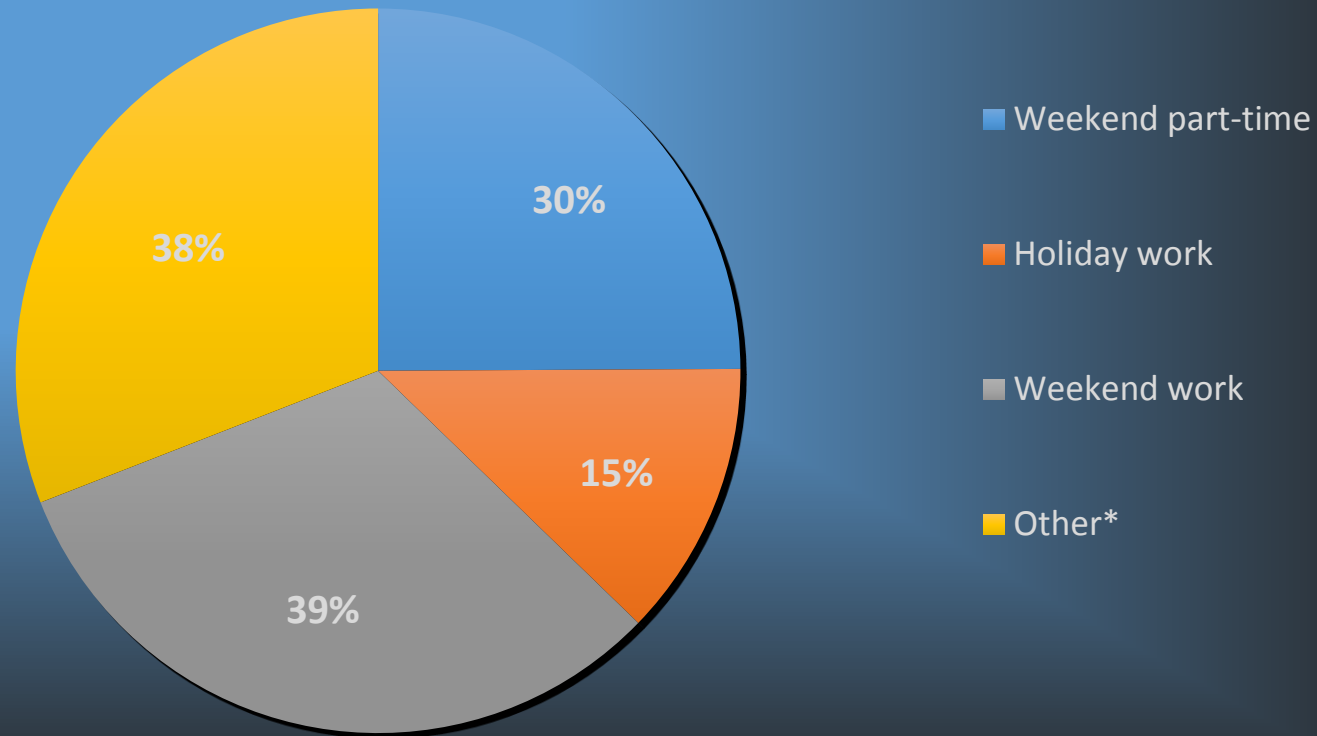
Respondent's Gender



Respondents ethnic background



Respondents work



Amongst 'other' conditions, respondents mentioned that they are unemployed, do irregular shifts do some informal work, an apprenticeship or that they study.

Questionnaire 2 Teachers and Staff Survey

INFORMED CONSENT FORM

Dear Respondent, Recently the MK Futures 2050 Commission has identified six major projects that it thought are vital for the future of Milton Keynes (MK). One of the proposed projects is to establish a new university in the city. This new venture is intended to be highly attractive to the local population, as well as to incoming students from a wide variety of locations, making it a national and international centre of excellence, specialising in technological and business subjects. The Commission views the university project as an invaluable opportunity for Milton Keynes to enhance its reputation as a smart city.

As someone who might be making a decision to study at university, or helping others to make important decisions about future study, your opinion and feedback on the university project is extremely valuable. So, we would like you to participate in a brief online survey conducted in partnership with Cranfield University. The survey includes some general questions about yourself and your study choices, and seeks your opinions on whether and how the establishment of a 21st century university located in Milton Keynes might influence future choices.

The survey will take no more than **10 minutes** to complete. Your participation is entirely voluntary. You will be able to withdraw from the survey at any time and without a reason.

Please be assured that any information you provide will remain strictly **confidential** and **anonymous**. Only aggregate responses will be reported, and you will not be identified at any time.

If you have any questions or would like more information about the survey, please contact the research team at Survey-Response@cranfield.ac.uk

To continue to the survey, please tick the box below to indicate that you agree to participate in the survey. Then click the 'next' button below.

Thank you very much for participating in the survey. Your opinion is important to us.

Milton Keynes Council in partnership with Cranfield University

Do you agree to take part in the survey?

- ☐ I agree
- ☐ I disagree

To start, we want to make sure that we ask you relevant questions in this survey. So, please tell us:

For how long have you lived in Milton Keynes?

- ☐ Less than 1 year
- ☐ 1 - 5 years
- ☐ 6 years or longer

Which of these best describes your age?

- ☐ Below 16
- ☐ 16 - 18 years old
- ☐ 19 - 25 years old
- ☐ Over 25

[For those '19-25 years old' and 'Over 25 years' only]

Which of the following roles best describes what you do?

- ☐ Student
- ☐ Careers advisor
- ☐ Teacher
- ☐ Administrator or manager

[For 'Careers advisors', 'Teachers' and 'Administrators/Managers' only]

Where do you currently work?

Please specify your current job title

As part of your job role, do you advise others on study choices?

- ☐ Yes
- ☐ No

[For those who advise others on student choices]

Milton Keynes Council is currently looking into a development project for the city. The project involves the establishment of a 21st century University with a campus in the city. Here, we would like to know more what you think about the option of studying in Milton Keynes.

Please indicate how important you think the factors listed below are to your students in choosing **which university** to study at (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Availability of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiar with the location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra-curricular activities (e.g. sports and social)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subject or course offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commutable distance from London	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career aspiration or job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Please indicate how important you think the factors listed below are to your students in choosing **where (which city)** to study (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra-curricular activities (e.g. sports and social)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to get around the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being close to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commutable distance from London	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career aspirations or job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Please indicate how important you think the **information sources** listed below are to your students in making their choices about future study (1 = not important at all; 5 = very important)

	1 - not important at all	2	3	4	5 - very important
Recommendations from family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rankings and league tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Now, we would like to hear your views about the impact that you think a new university might have on the city of Milton Keynes.

To what extent do you agree that a new university will contribute to the development of Milton Keynes' reputation as a 'smart city'?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Please select which factors you think that a new university in Milton Keynes would positively impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Please select which factors you think that a new university in Milton Keynes would negatively impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Lastly, some details about yourself.

Please specify your gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Please specify your ethnic background

- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Asian
- ☐ Other / prefer not to say

Please specify your highest level of education

- ☐ GCSE / GCE
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Professional qualification
- ☐ Other (please specify) _____

Thank you very much for your help! Your responses will be used in confidence to help with the future development of Milton Keynes.

[For those who do NOT advise others on student choices]

Milton Keynes Council is currently looking into a development project for the city. The project involves the establishment of a 21st century University with a campus in the city. Here, we would like to know more about what you think about the option of studying in Milton Keynes.

How do you feel about the idea of establishing a new university in Milton Keynes?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

How likely would you be to recommend studying at a new university in Milton Keynes?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Does not apply to me

Please add your comments on the reasons for recommending (or not) others to study at a new university in Milton Keynes

Now, we would like to hear your views about the impact that you think a new university might have on the city of Milton Keynes.

To what extent do you agree that a new university will contribute to the development of Milton Keynes' reputation as a 'smart city'?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Please select which factors you think that a new university in Milton Keynes would **positively** impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Please select which factors you think that a new university in Milton Keynes would **negatively** impact (tick all options that apply)

- ☐ Availability of accommodation
- ☐ Cost of living
- ☐ Education opportunities
- ☐ Getting around the city
- ☐ Shopping
- ☐ Sports facilities
- ☐ Night life
- ☐ Entertainment
- ☐ Eating out
- ☐ Career prospects
- ☐ Other (please specify) _____

Lastly, some details about yourself.

Please specify your gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Please specify your ethnic background

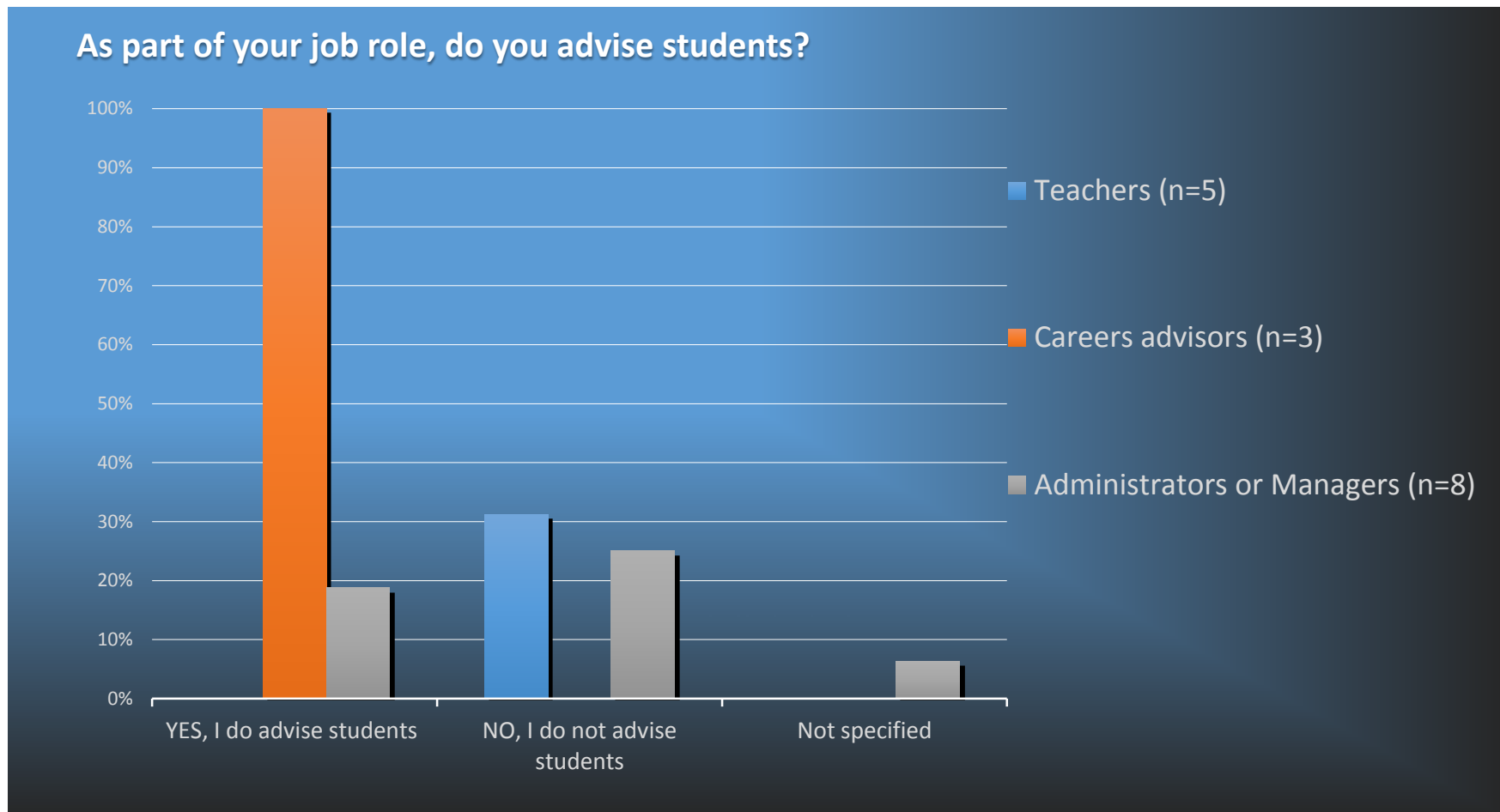
- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Asian
- ☐ Other / prefer not to say

Please specify your highest level of education

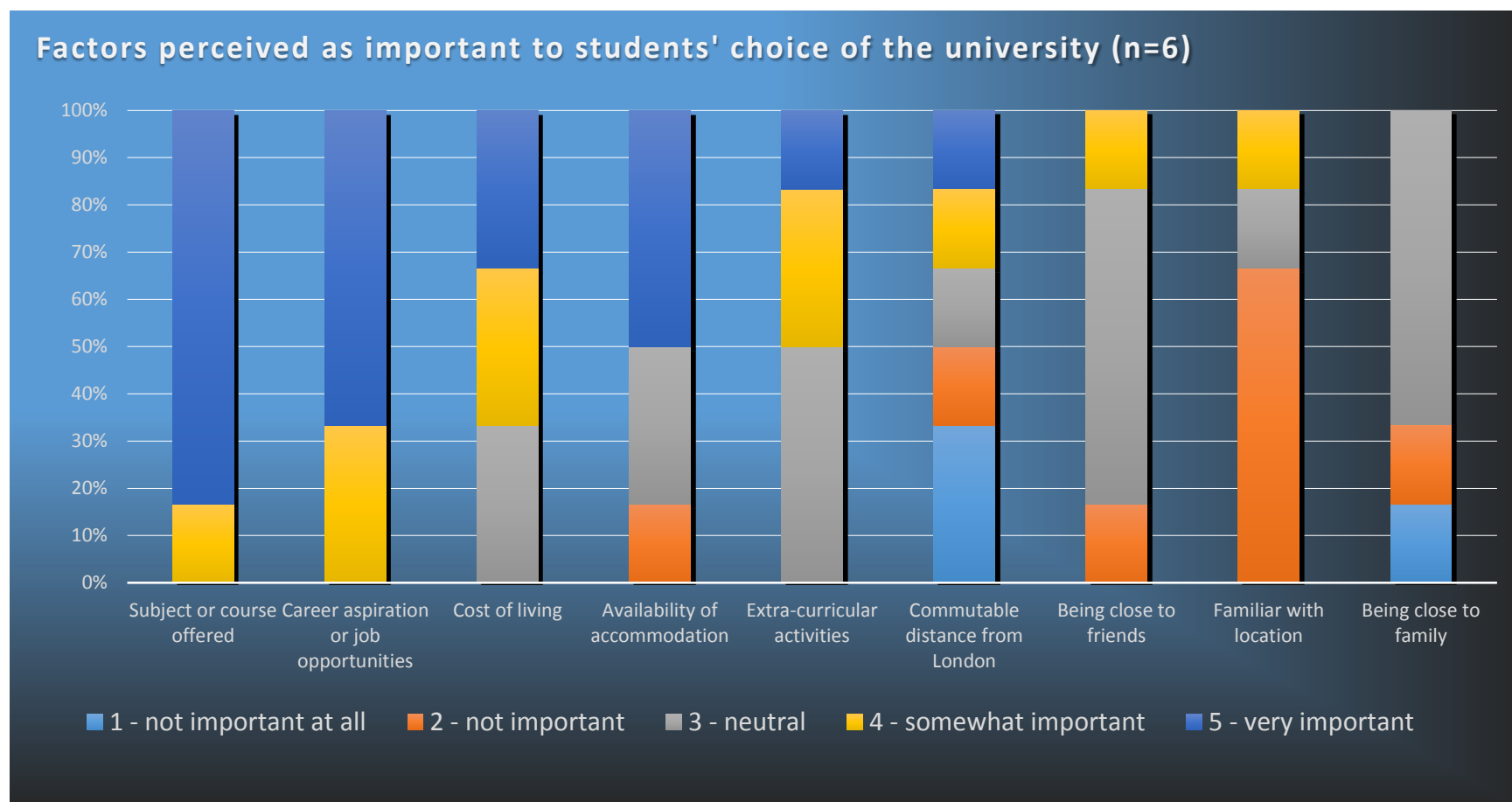
- ☐ GCSE / GCE
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Professional qualification
- ☐ Other (please specify) _____

Thank you very much for your help! Your responses will be used in confidence to help with the future development of Milton Keynes.

Teacher and staff respondent analysis

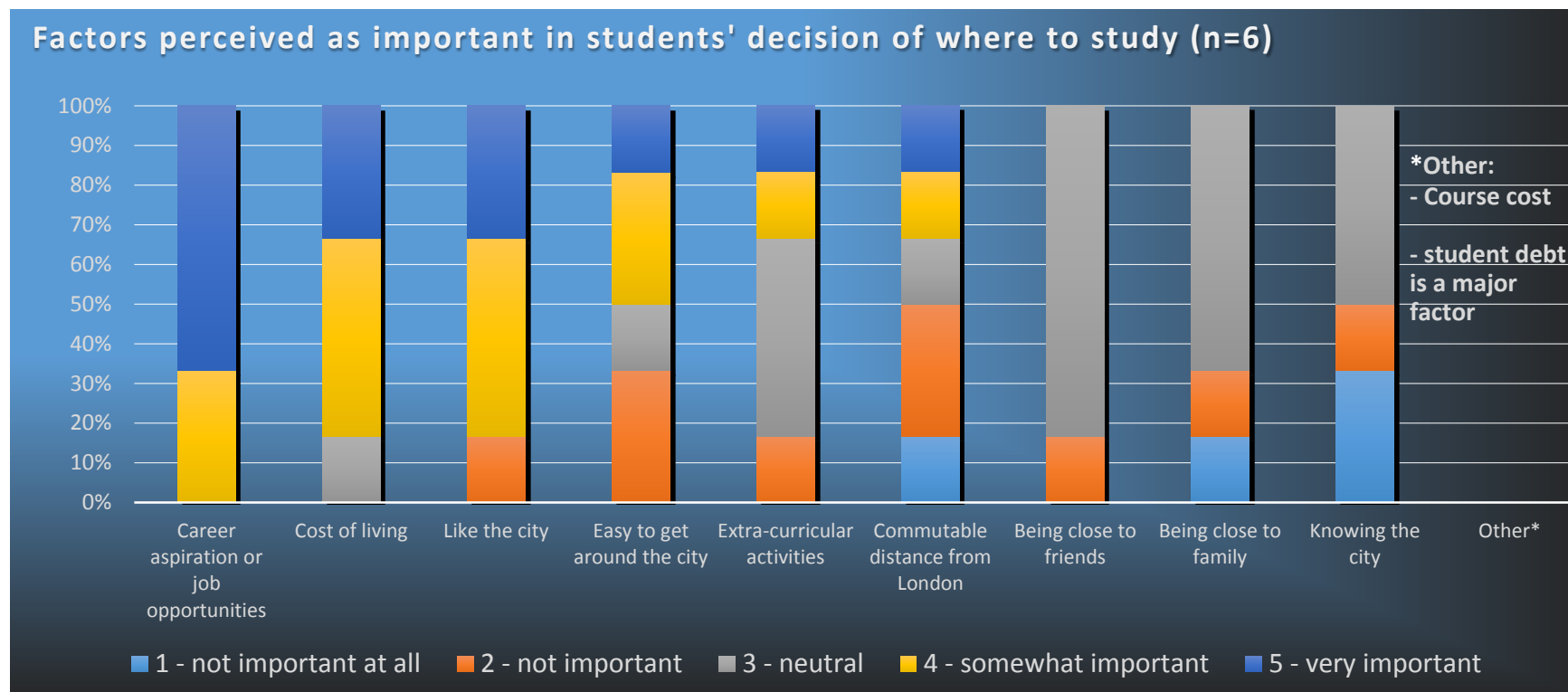


This sample excludes students, but includes teachers, careers advisors and administrators or managers. As shown in the chart, those who advise students on study choice include careers advisors and some of the administrators or managers.



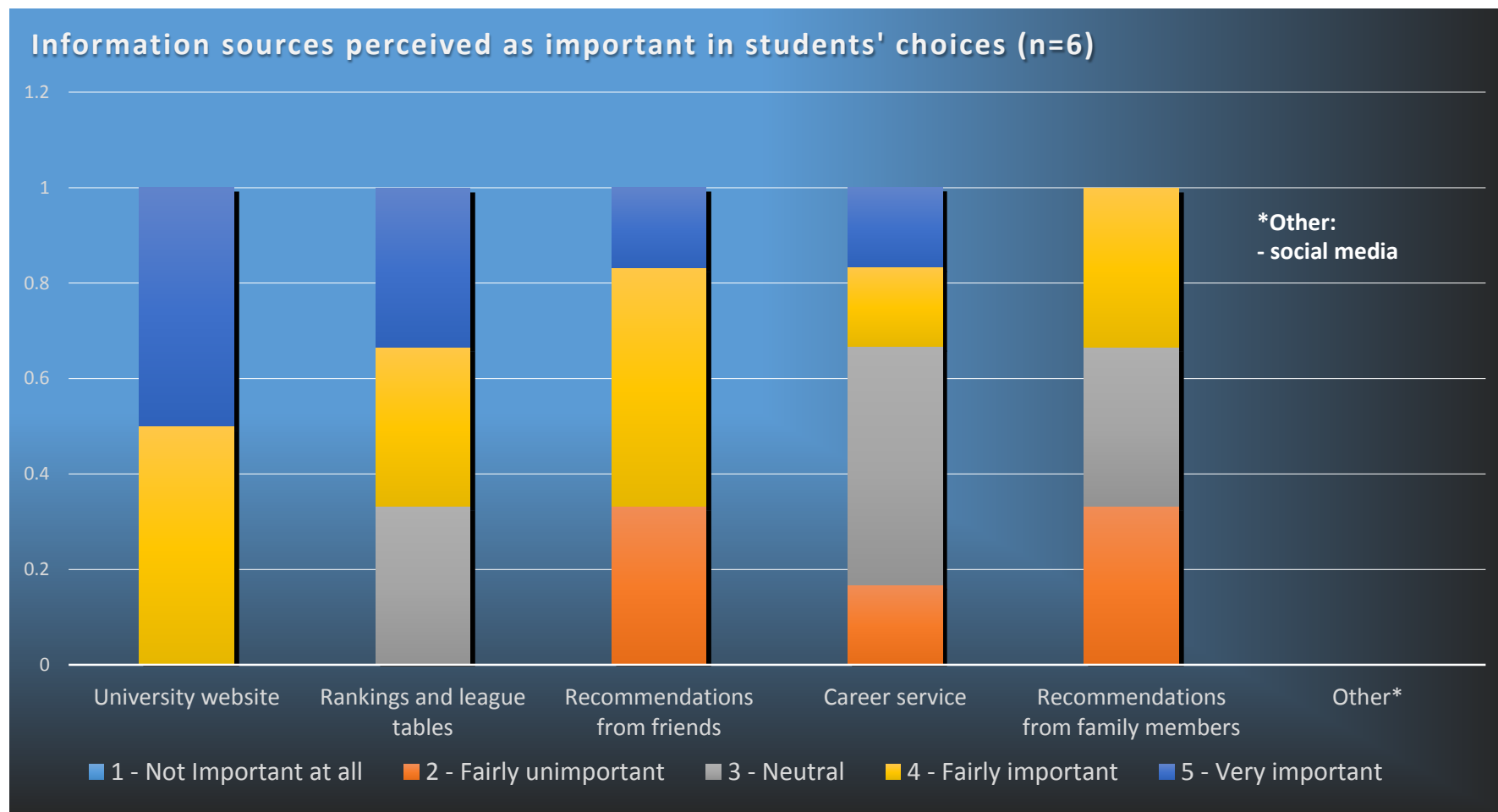
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students, hence those who answered YES to Q18.

The majority seems to share the view that students are mainly concerned about, (1) subject or course offered, (2) career aspiration and job opportunities, (3) availability of accommodation, when choosing a university for their studies. Additional factors include: the cost of the course and the idea to study at a Centre of Excellence.



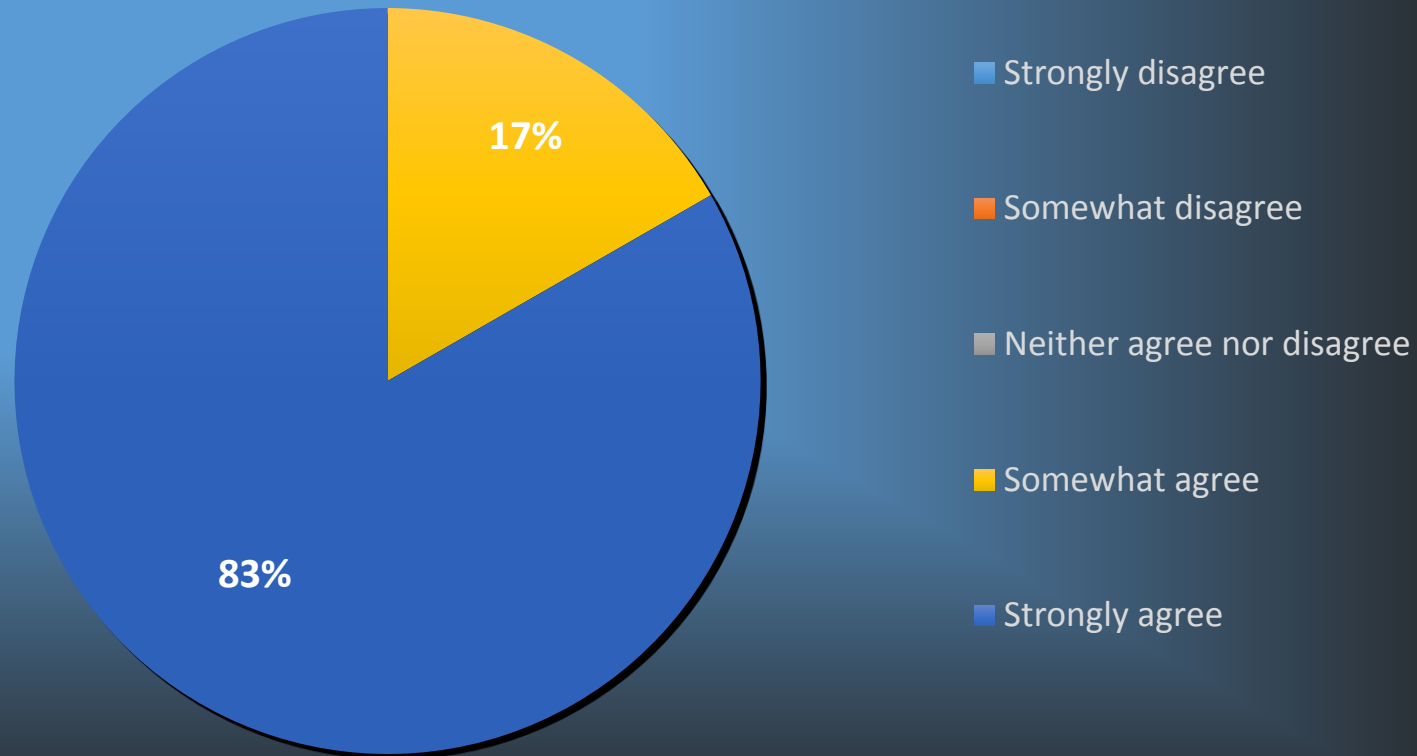
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students, hence those who answered YES to Q18.

The majority thinks that students are mainly concerned about, (1) career aspiration and job opportunities, (2) cost of living, and (3) likeability of the city, when choosing where (in which city) to undertake their studies. An additional factor is the cost of the university course.

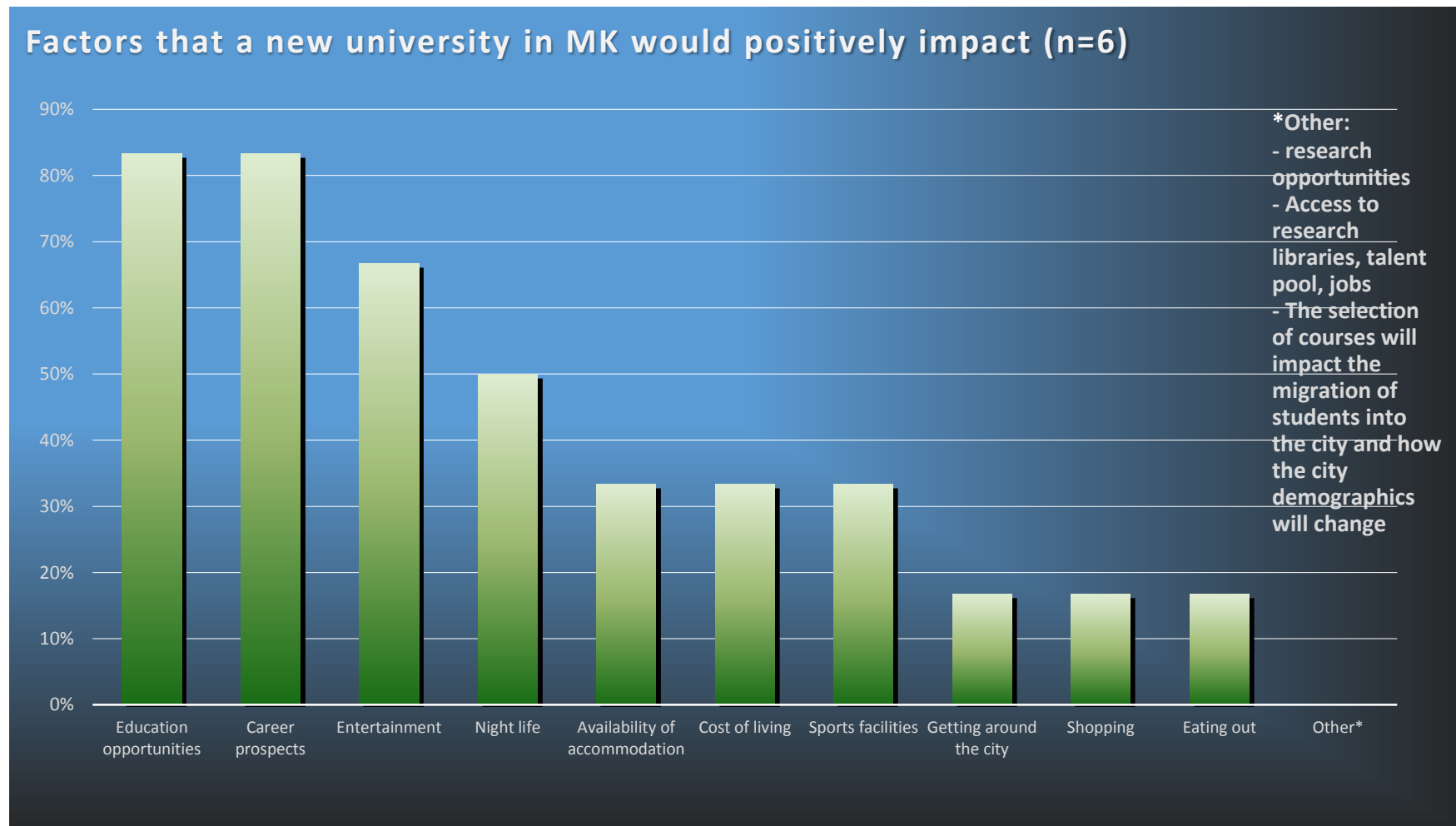


This sample (n=6) includes only those careers advisors and administrators who do provide advice to students. The majority list that (1) the university website, (2) rankings and league tables, (3) career service, and (4) recommendations from friends are the most important sources of information when choosing a university. A fair proportion of careers advisors and administrators state that all five information sources, along with social media, are fairly important to student choices (note: social media might imply recommendations from 'others' not necessarily friends).

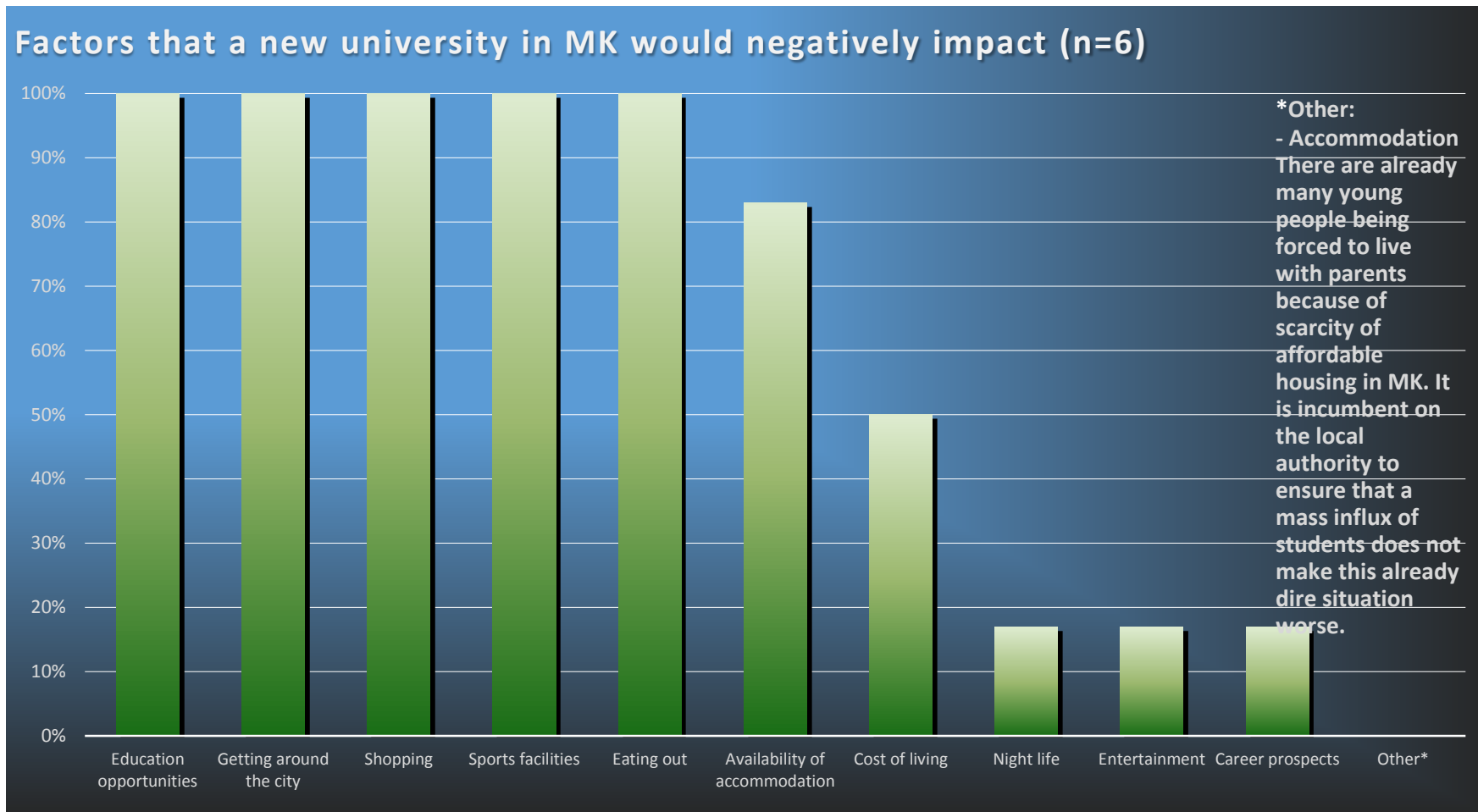
A new university will contribute to MK's reputation as a 'smart city' (n=6)



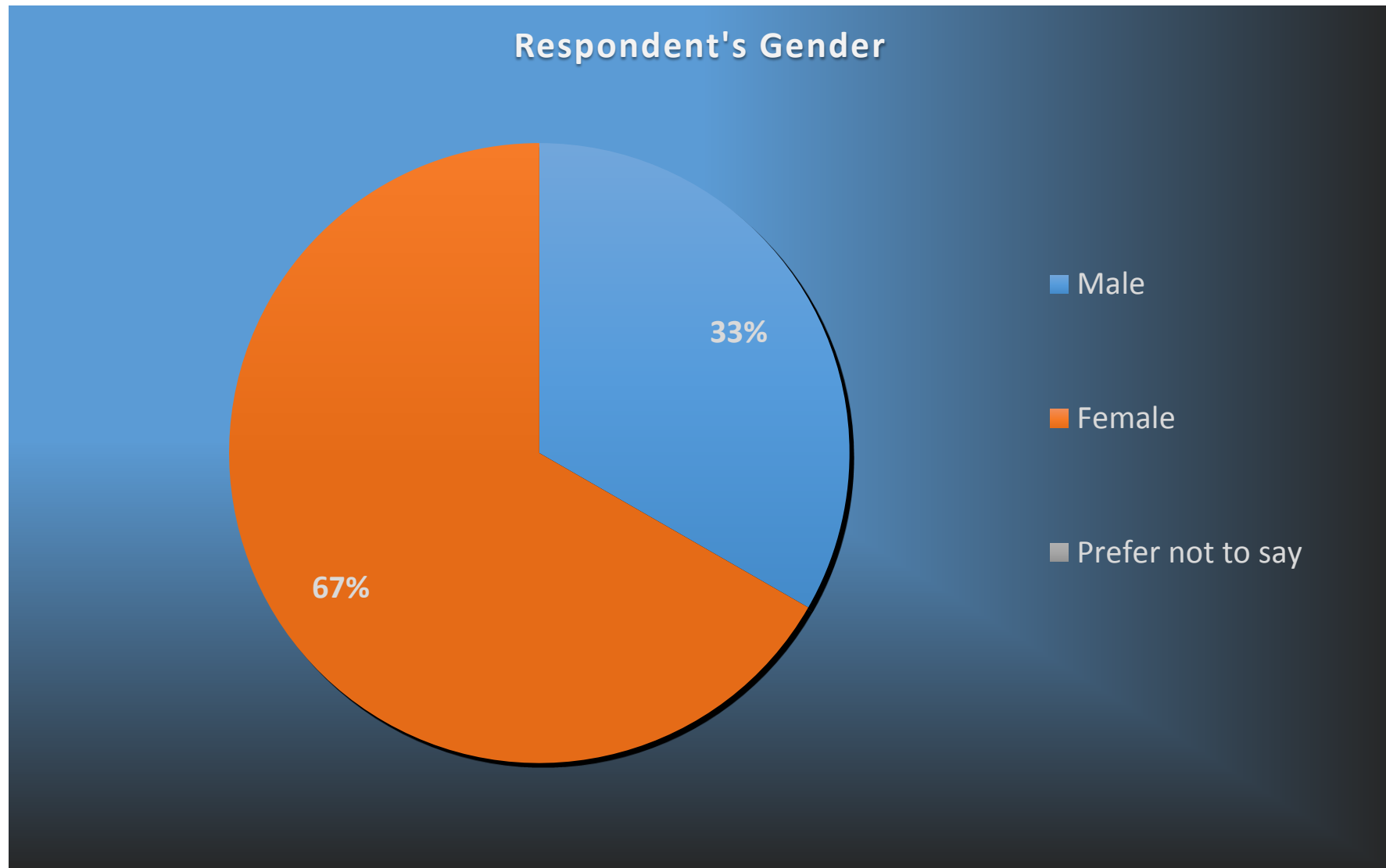
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students. 5 out of 6 careers advisors and administrators strongly agree that the establishment of a new university in MK will enhance the reputation of MK as a 'smart' city.



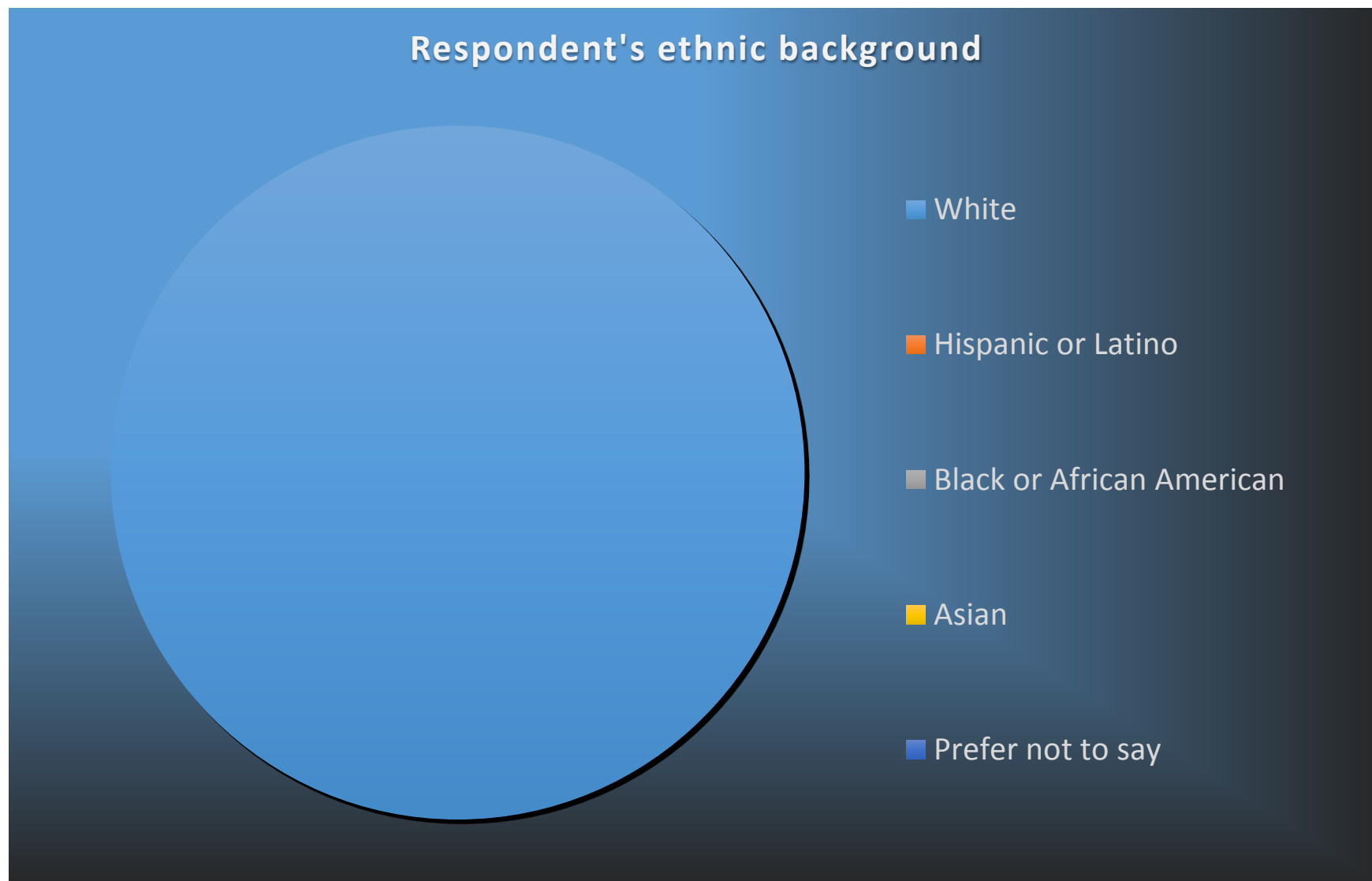
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students. The majority thinks that the establishment of a new university in MK will have a positive impact on: (1) education opportunities, (2) career prospects, and (3) opportunities for entertainment.



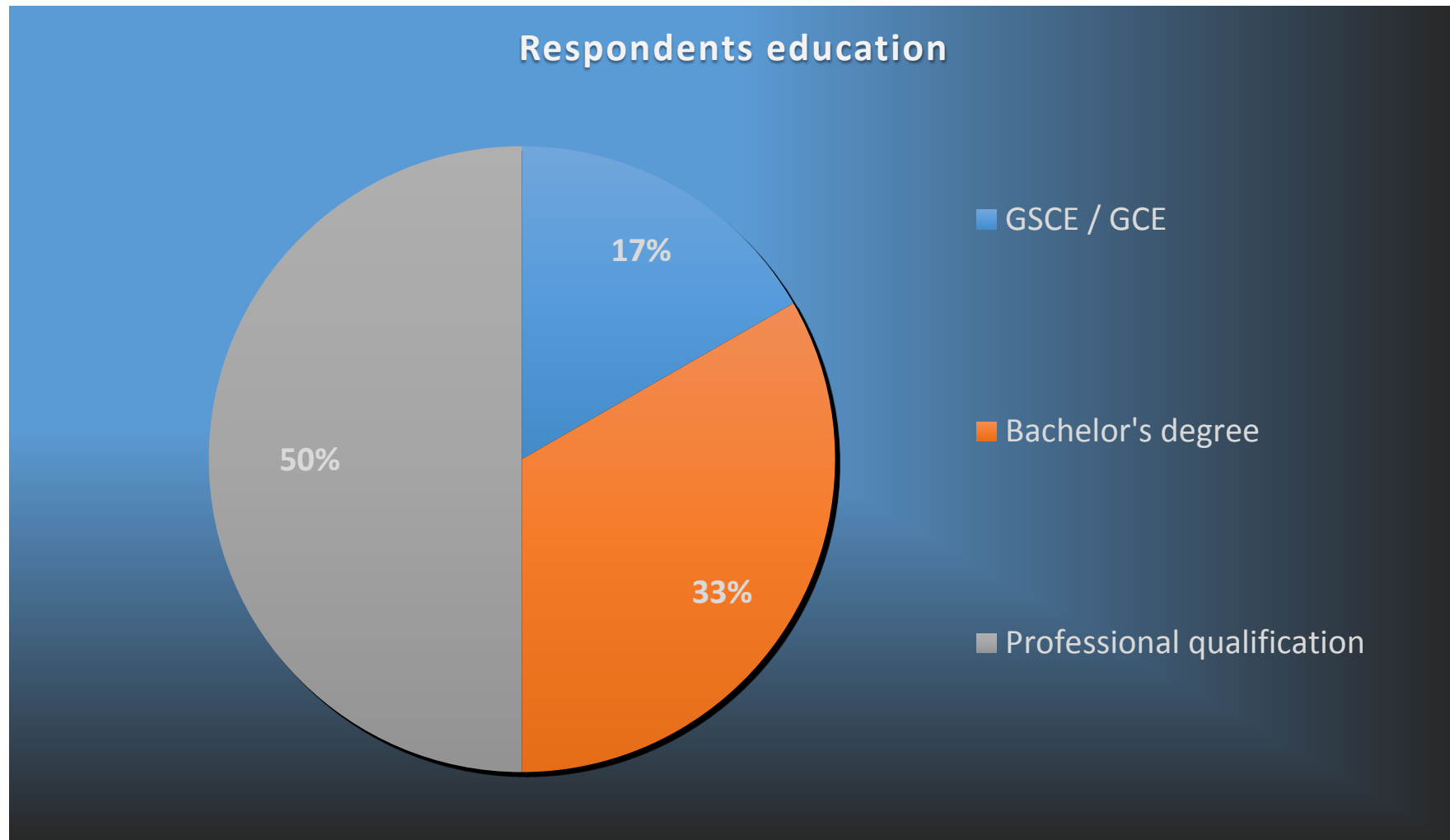
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students. The majority thinks that the establishment of a new university in MK would have a negative impact on: (1) education opportunities, (2) getting around the city, (3) sports facilities, (4) eating out options, and (5) shopping. Affordable housing to people in their twenties and thirties is also a recognized as a major issue in MK, and something that local authorities will have to take into consideration.



This sample (n=6) includes only those careers advisors and administrators who do provide advice to students.

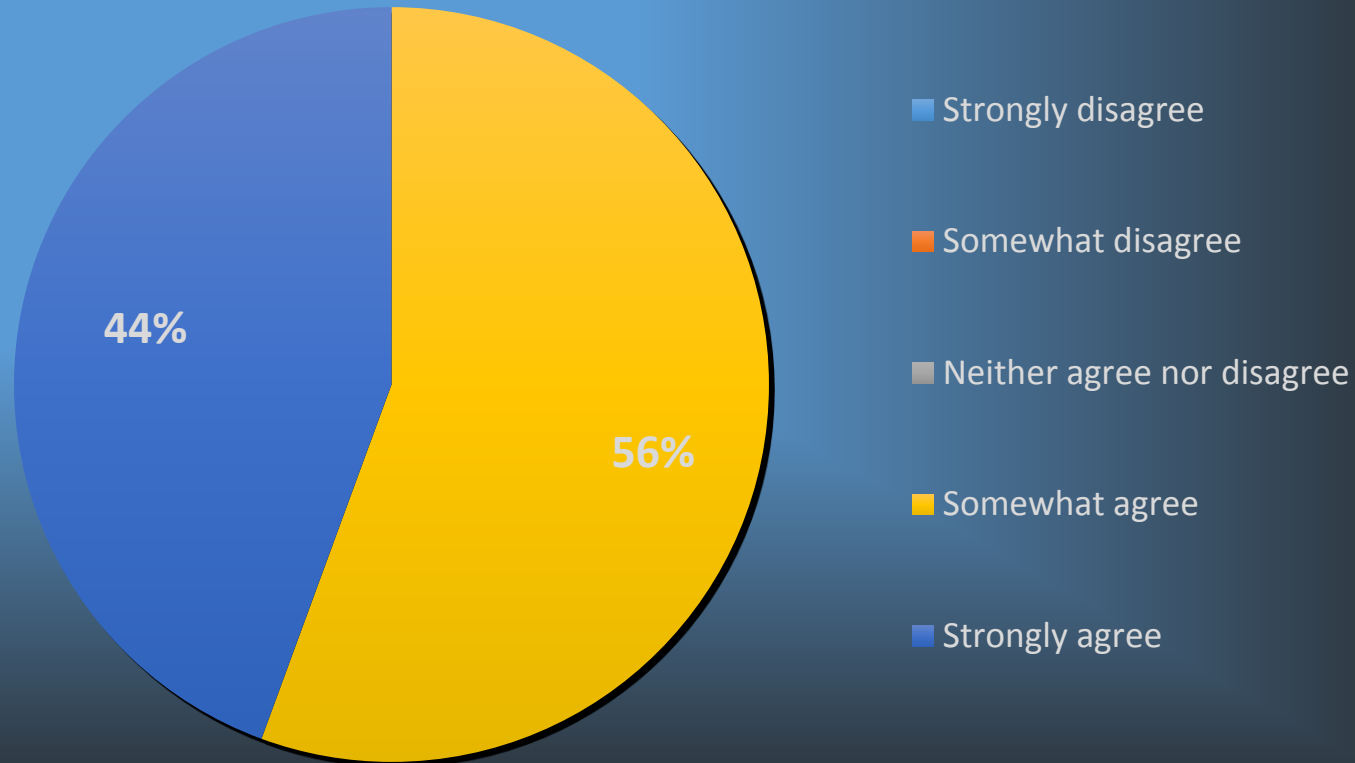


This sample (n=6) includes only those careers advisors and administrators who do provide advice to students.



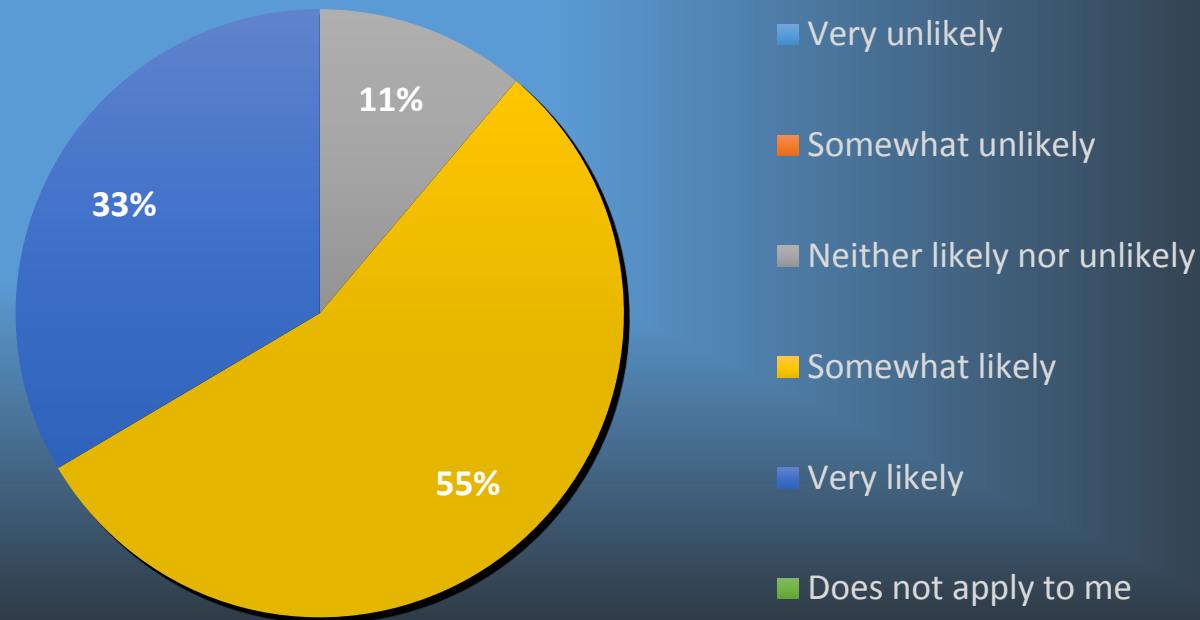
This sample (n=6) includes only those careers advisors and administrators who do provide advice to students.

Idea to establish a new university in MK (n=9)



This sample (n=9) includes only those teachers and administrators who do NOT provide advice to students on study choices as part of their job role (i.e. those who answered NO to Q18).
There is overwhelming agreement on the idea to establish a new university in MK.

Encourage friends to study at a new university in MK (n=9)



This sample (n=9) includes only those teachers and administrators who do NOT provide advice to students on study choices as part of their job role.

The large majority (7 out of 9) would be willing to recommend the new university in MK to friends.

When asked about the reasons for being willing (or unwilling) to recommend the new university in MK to friends, respondents stated the following:

Respondent who selected “neither likely nor unlikely”

“Can't determine without knowing what degrees it will offer and the setup”

Respondents who selected “somewhat or very likely”

“All new establishments need time to build up good / bad reputation”

“It all depends on what courses would be offered. Other than that MK benefits from being easily accessible for those travelling to it and it is expanding, so it will be able to accommodate students”

“Great place in terms of site and facilities”

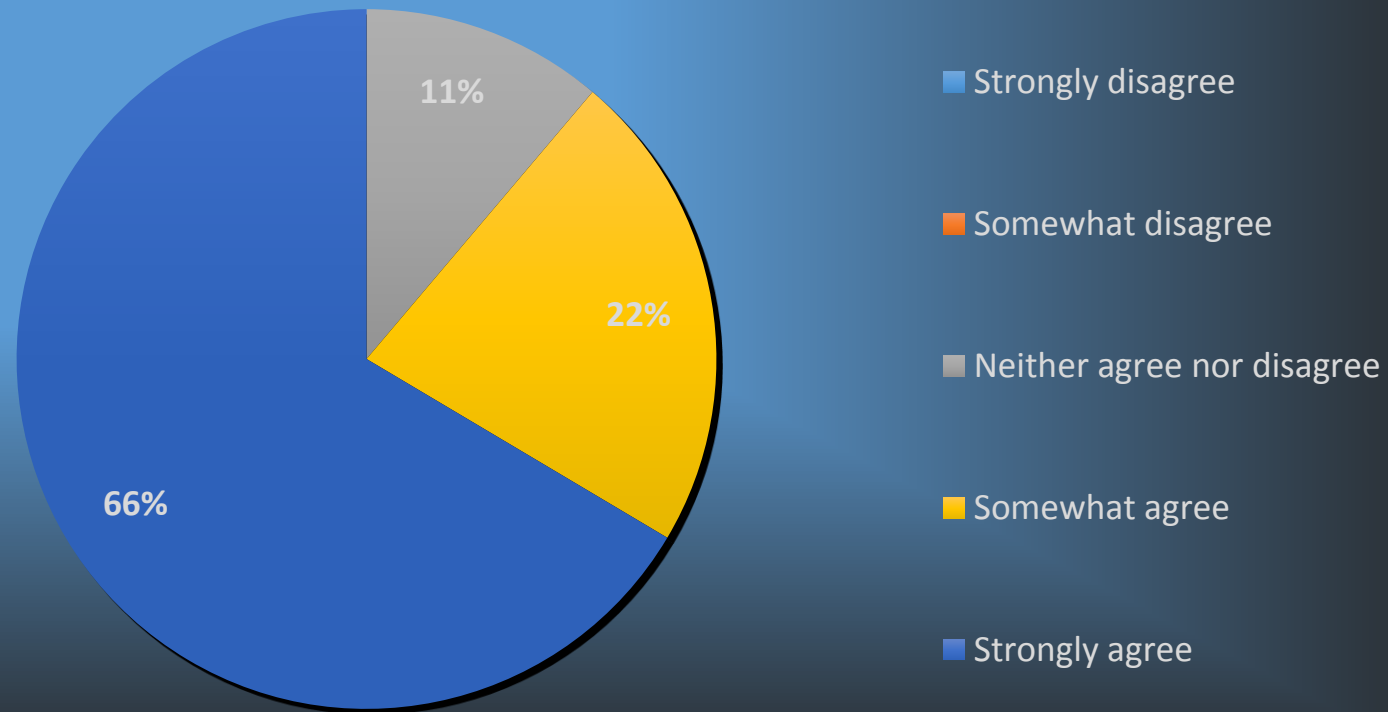
“It is dependent on the student”

“It would provide new opportunities for CYP in MK to continue their learning and attract students from a wider area into the city”

“Student life (e.g., night life, leisure, outings) is a major factor influencing university choice and MK does not have a good reputation in that sector”

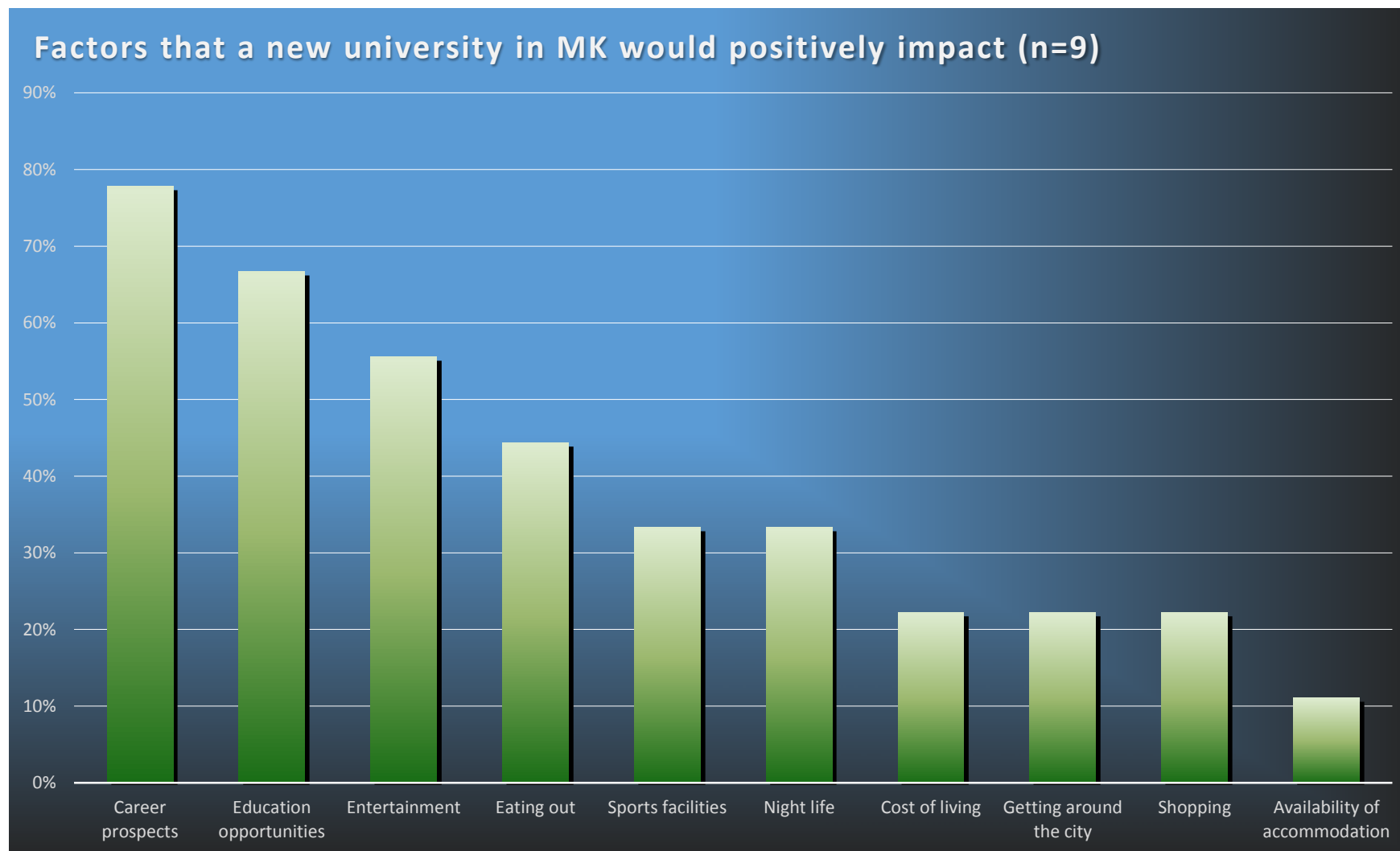
“The city has a phenomenal base for all sorts of activities that would be attractive to students, also the average age for MK residents suggests that this city having so much of young population would feel 'inviting' to people wishing to study and forward their careers here”

A new university will contribute to MK reputation as a 'smart city' (n=9)

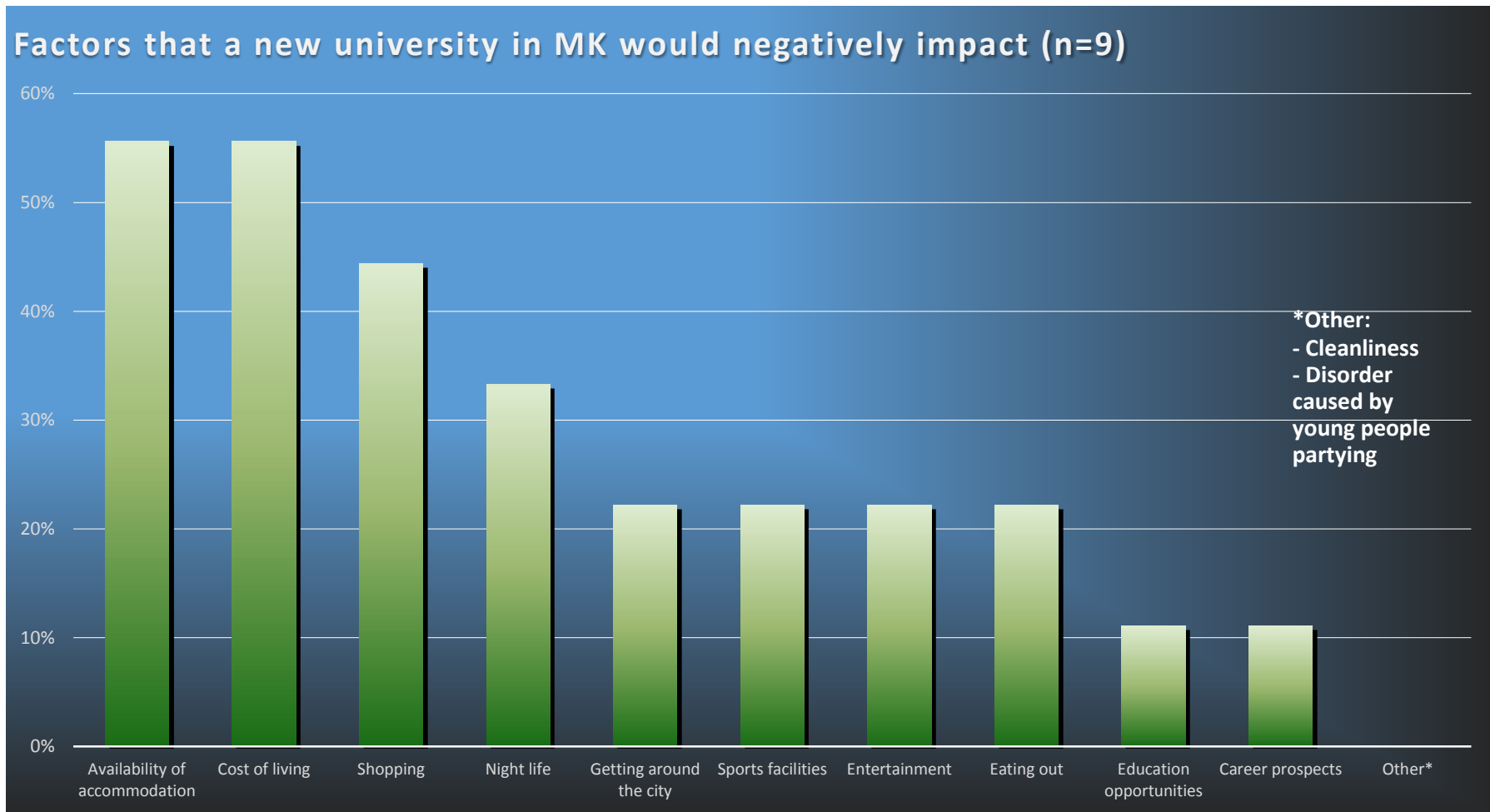


This sample (n=9) includes only those teachers and administrators who do NOT provide advice to students on study choices as part of their job role.

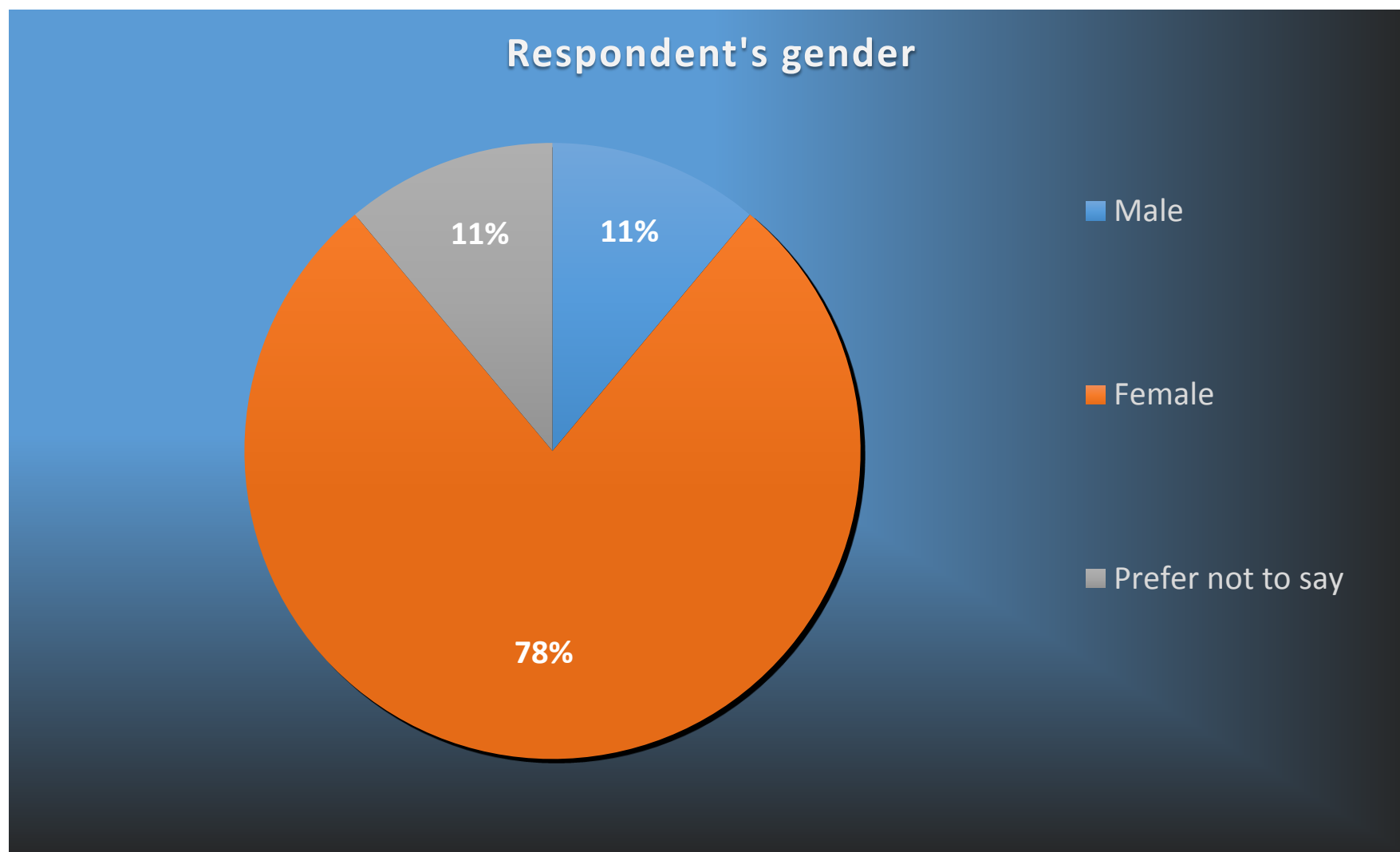
The large majority (7 out of 9) agrees that the establishment of a new university in MK would enhance MK reputation as a smart city.



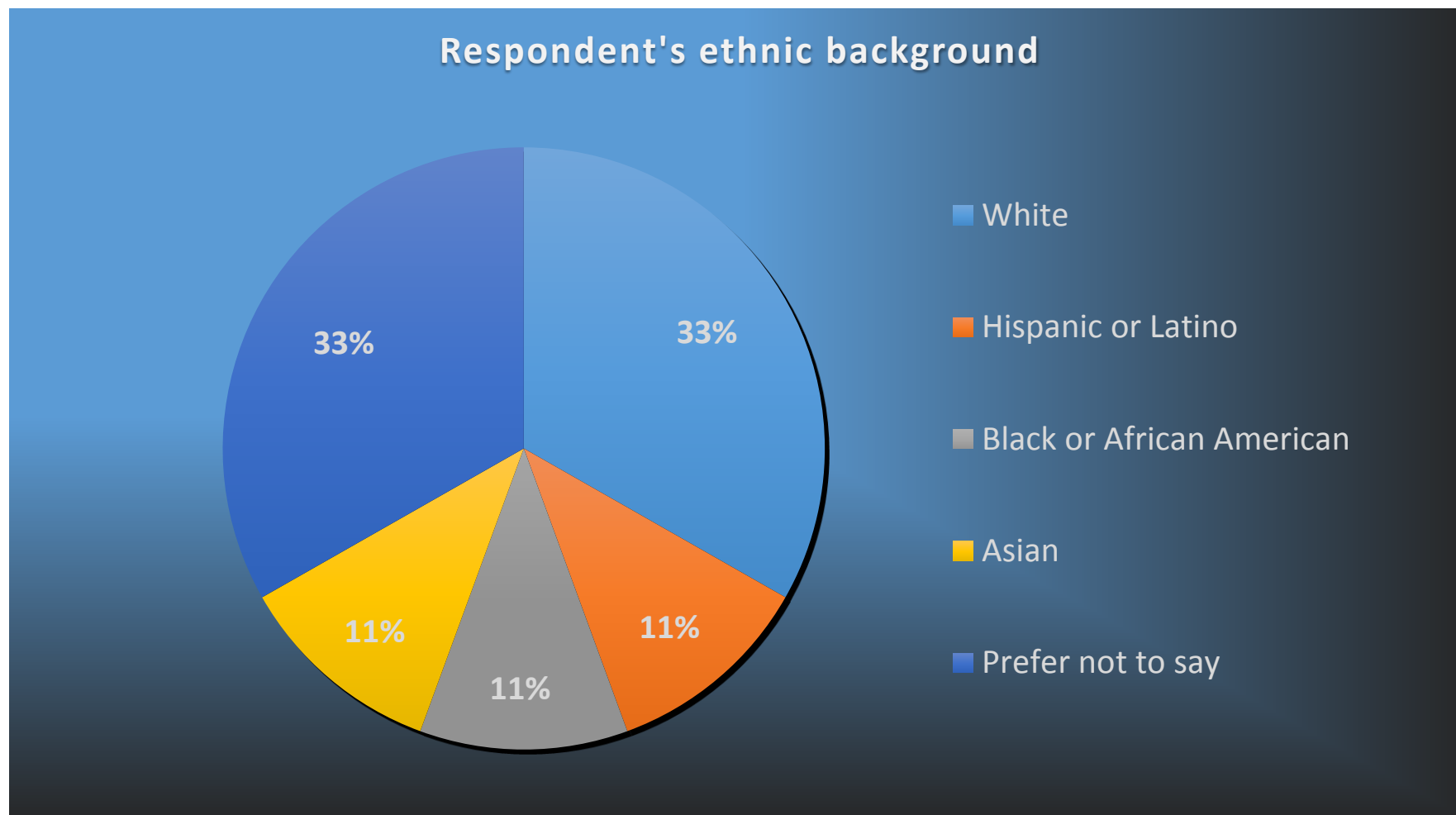
Teachers and administrators who do not typically advise students on their study choices think that a new university in MK would enhance all the given factors, and especially, (1) career prospects, (2) entertainment and education opportunities in MK.



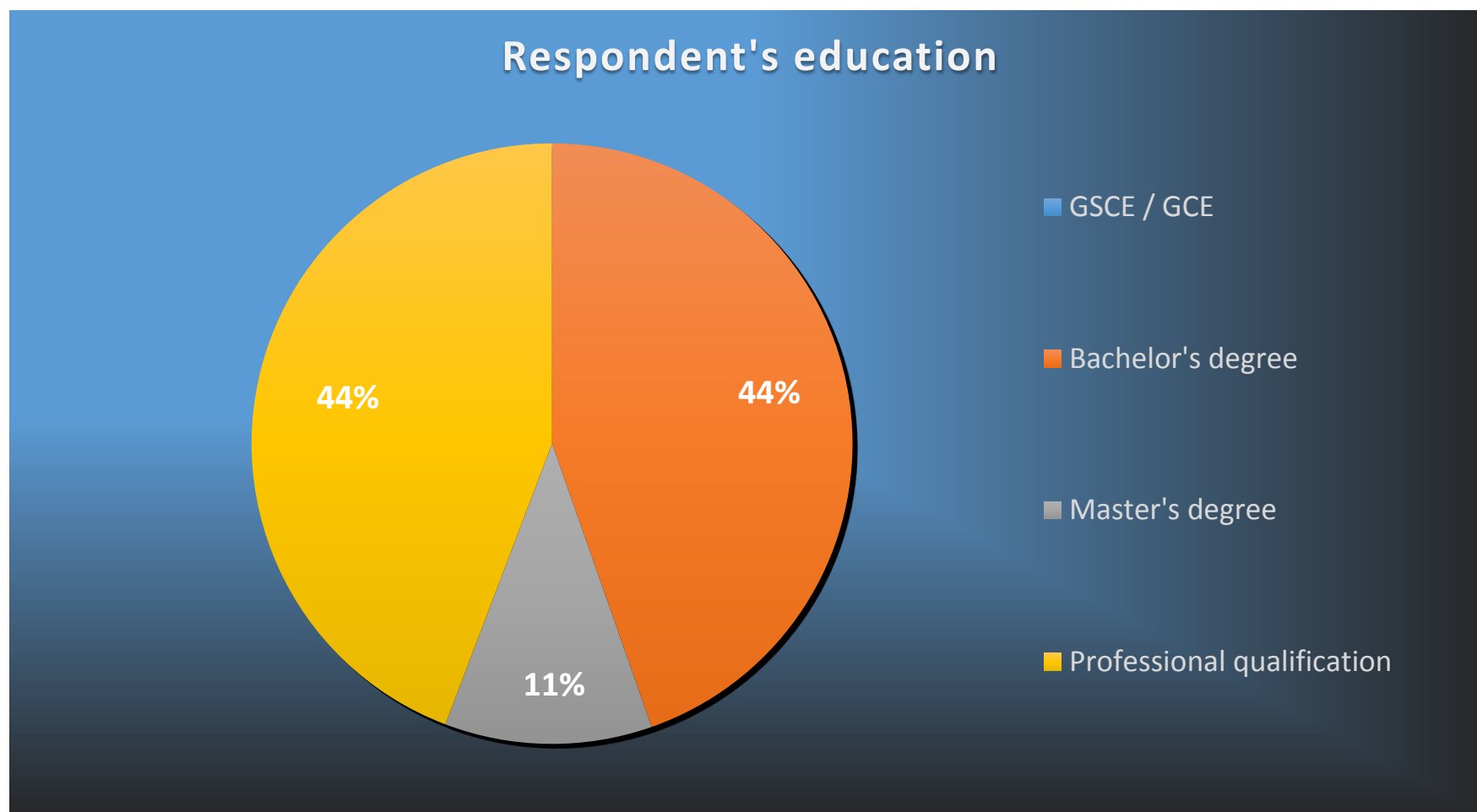
Teachers and administrators who do not typically advise students on their study choices think that a new university in MK would have a negative impact on all the given factors, and especially, (1) availability of accommodation, (2) cost of living, and (3) shopping (this might imply that prices will rise, and thus shopping in MK will become even more expensive). Further, other major concerns relate to the cleanliness of the city and the disorder that young students might create for older generations living in MK.



This sample (n=9) includes only those teachers and administrators who do NOT provide advice to students on study choices as part of their job role.



This sample (n=9) includes only those teachers and administrators who do NOT provide advice to students on study choices as part of their job role.



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