UNIVERSITY *of* STIRLING

This category is not judged, but is instead based on the results of a survey of more than 14,000 students at institutions across the country.

Between October 2012 and June 2013, market research company YouthSight asked respondents to rate their university on 21 variables covering academic reputation, teaching, social life and facilities.

The results were then compared with a poll conducted in 2011-12, the winner – the University of Stirling – is the institution that has achieved the biggest rise in its ranking position and the greatest overall increase in the satisfaction level of its students.

Only institutions with a sample size of more than 50 are included in the final dataset, and this year a total of 111 institutions met the minimum threshold. 90 institutions had a sample size of 100 or more.

"by climbing 39 places in the rankings and improving its overall score by 4.9 points, the University of Stirling was our winner," said Kyla Steenhart, associate director at YouthSight.

"Stirling's 'campus feel' clearly resonated with its students. The institution scored highly on having good sports facilities.

"Stirling's achievements were also recognised in *Times Higher Education*'s recent '100 under 50' rankings, where it was ranked as the number 1 university under 50 years of age in Scotland," she added.