

# Open Days 2024: Part 2

We asked prospective undergraduates about their perceptions of open days

**Methodology:**

TSR Asks monthly omnibus survey of 2024 and 2025 entry prospective undergraduates, aged 16+

**Fieldwork:**

7<sup>th</sup> – 10<sup>th</sup> June 2024

**Base:**

358 responses

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## Open day perceptions

Respondents had varied needs from open days. More than half (58%) felt that open days should provide **additional information that isn't available online**. However, 47% felt that **getting a feel for the university was more important than getting information**, suggesting a balance needs to be struck between being informative, whilst also allowing prospective students to assess the atmosphere and picture themselves studying there.

*Q: Which of the following statements regarding open days do you agree with? (% agree)*

### Requirements



**58%**

Open days should provide additional information that isn't available online



**47%**

Getting a feel for the university is more important than getting information

In terms of what the day should look like, respondents were more likely to feel that open days should **reflect a typical day on campus** (51%) than have a **festival feel** (20%). Interestingly, 2025 entry respondents, who were perhaps less likely to have attended open days at this point, were more likely to feel that open days should reflect a typical day on campus (56%) than 2024 entry respondents (45%).

### Atmosphere



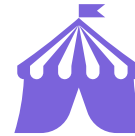
**51%**

An open day should reflect a typical day on campus



**38%**

It's difficult to see what the university is like when most students aren't on campus



**20%**

I would like an open day to have a festival feel (e.g., food stalls, music)

Almost a quarter (23%) felt it was **too expensive to attend** open days, with those planning to move away for university more likely to agree they were too expensive (26%) than those planning to stay at home (11%).

### Practicalities



**23%**

It's too expensive to attend open days



**18%**

It's too time consuming to attend open days

## Open day perceptions

Overall, 37% felt that an open day had **changed their mind about a university**, rising to more than half (51%) of 2024 entry respondents, who were later in the process (cf. 25% 2025 entry respondents).

And there may be room to differentiate. Almost two fifths (39%) felt that some open days were better than others. Interestingly, of those who had changed their mind about a university as a result of an open day, 52% *also* agreed that some open days were better than others.

### The bottom line



**39%**

Some open days are better than others



**37%**

Attending an open day changed my mind about a university

## In their own words: Open day goals

*Q: The most important thing I want to get out of a university on campus open day is...? (187 responses from 2025 entry respondents)*

Respondents wanted to...

- **Get a feel for the university atmosphere** - understand if they could picture themselves there
- **Get information** - learn more about the course (e.g., teaching, employability, sample lectures), get practical information (e.g., funding, application support), or find out what makes the university different
- **Explore the city / campus / local area** - get a sense of where things are, and what the facilities are like
- **Meet and interact with staff or current students on the course** – ask questions
- Understand what daily life is like at the university
- Rule universities in (or out)

... knowing if the university is right for me by talking to current students and faculty to see if I could fit in

... to get to know the course, the campus and the community

... get a feel for the atmosphere and culture of the university. It's a great opportunity to see if I can picture myself studying and living there... This firsthand experience can help me determine if the university is the right fit for me in terms of academics, social life, and overall comfort.