



TSR INSIGHT

TSR Asks: How prospective 2023 and 2024 undergraduates feel about online learning?

Methodology: TSR Asks monthly omnibus survey of prospective 2023 and 2024 entry undergraduates, aged 16+

Base: 765 responses (4th-6th February 2023)

Online degrees and perceived barriers to choice

Two-thirds (67%) of 2023 and 2024 entry respondents were not currently considering studying an online degree. 29% may consider an online degree or hadn't ruled it out, and 4% were unsure.

Q: Are you considering studying an online degree? (Single response)



Three-quarters felt that missing out on the university experience would put them off studying an online degree, and almost one in three (31%) felt they may not get value for money. Concerns about their degree being valued were mentioned by around half. Perceived lack of access to university facilities (71%) and support (44%) may also deter prospective students from considering online degrees. Almost one in five were unaware that online degrees were available.

75% were felt they wouldn't get the university experience



71% thought they wouldn't have access to university facilities (e.g., libraries, labs)



51% were worried that their degree wouldn't be valued



44% were unsure if they would receive the support they needed



31% were worried that their online degree wouldn't provide value for money



19% didn't know that online degrees were an option



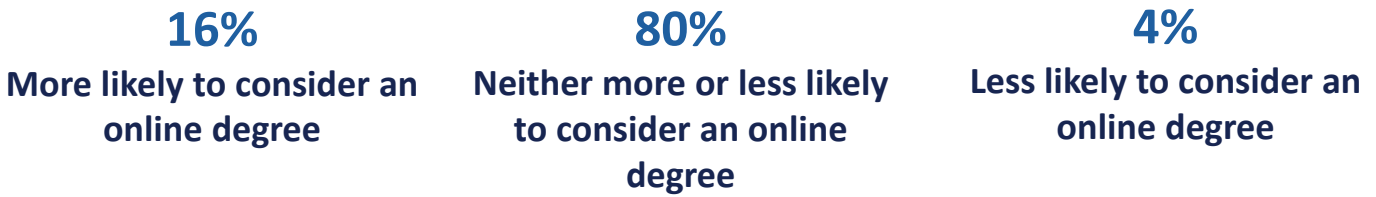
Q: What, if anything, might put you off considering an online degree? Please select all that apply (multiple choice)

Got questions? For further information, to find out **how we can meet your research needs** or to add your own ad hoc or tracking questions to our monthly TSR Asks surveys, please contact us: hello@tsrinsight.com

Reasons for considering an online degree

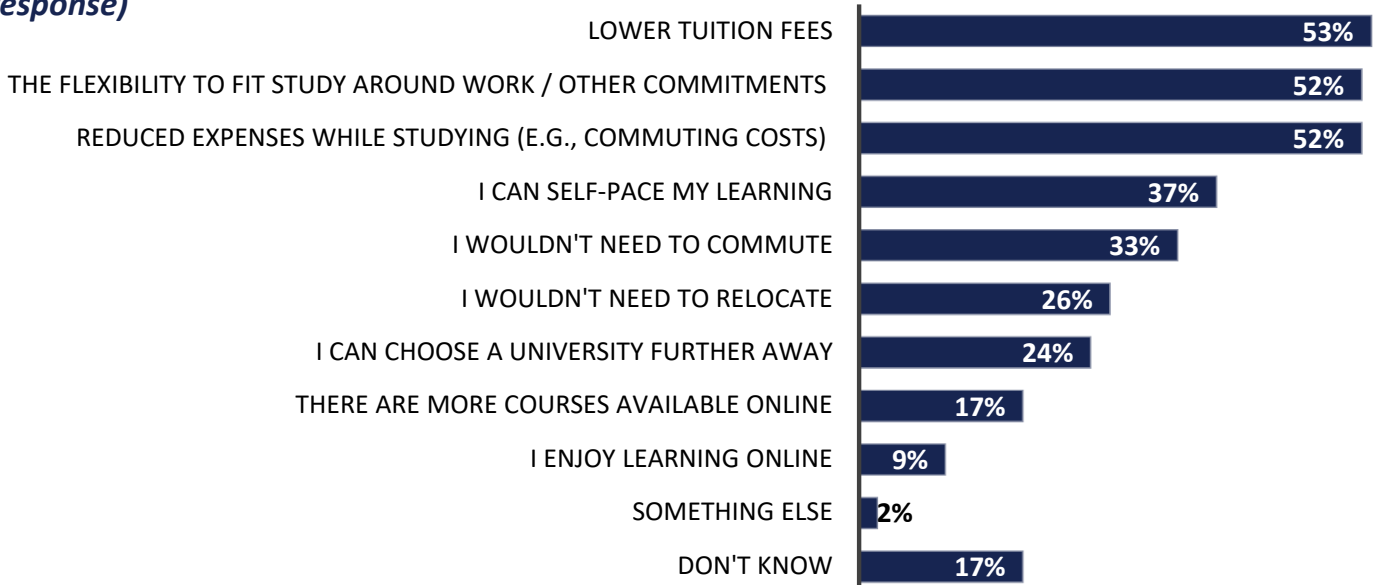
16% of respondents were more likely to consider an online degree because of the increasing cost of living. For the majority (80%) it made no difference, while 4% indicated that they were less likely to consider an online degree

Q: Has the increased cost of living made you more or less likely to consider an online degree? (Single response)



Over half of respondents indicated that lower tuition fees (53%) and reduced expenses while studying (52%) may encourage them to consider studying an online degree. A similar proportion (52%) also found the flexibility to fit study around work or other commitments appealing.

Q: Which, if any, of the following are reasons you may consider an online degree? (Multiple response)



In total, two-thirds (67%) selected options relating to the financial benefits of online study (lower tuition fees or reduced expenses while studying) when reflecting on reasons to consider an online degree.



Got questions? For further information, to find out **how we can meet your research needs** or to add your own ad hoc or tracking questions to our monthly TSR Asks surveys, please contact us: hello@tsrinsight.com