

Open Days 2024: Part 1

We asked prospective undergraduates
about their plans for open days

Methodology:

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

Fieldwork:

3rd – 6th May 2024

Base:

441 responses

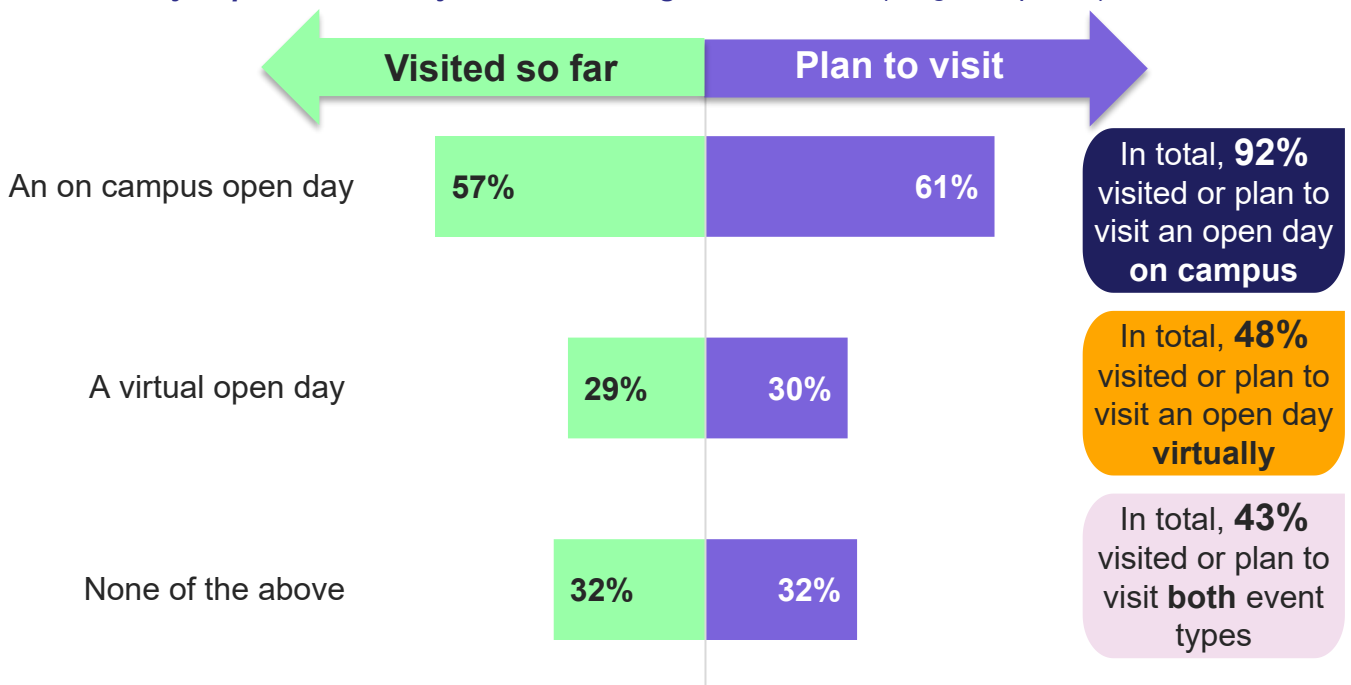
Open days attendance plans

Over two thirds (68%) of prospective UG respondents had visited either an on campus or virtual open day so far. And the same proportion (68%) planned to visit in the future. Just 4% had not attended either type of open day previously **and** were not planning to moving forward.

Respondents were more likely to have visited or be planning to visit an on campus open day (92%) than a virtual open day (48%). However, there appears to be an appetite for both types of event to be provided - more than two fifths (43%) had visited / planned to visit a combination of **both** on campus and virtual open days.

Q: Have you visited any of the following so far...? (Single response)

Q: And do you plan to visit any of the following in the future? (Single response)



Perhaps unsurprisingly given their later stage in the application cycle, 2024 entry respondents were more likely to have **already attended** an open day, either virtually or on campus (86%), than 2025 entry respondents (49%). Whereas 2025 entry respondents were more likely than 2024 entry respondents to be **planning to attend** a virtual or on campus open day in the future (97% cf. 40%).

However, it should be noted that despite their later stage in the cycle (research conducted May 2024), two fifths (40%) of 2024 entry respondents were still planning to attend either a virtual or on campus open day in the future, suggesting there is still appetite for both event types at this stage.