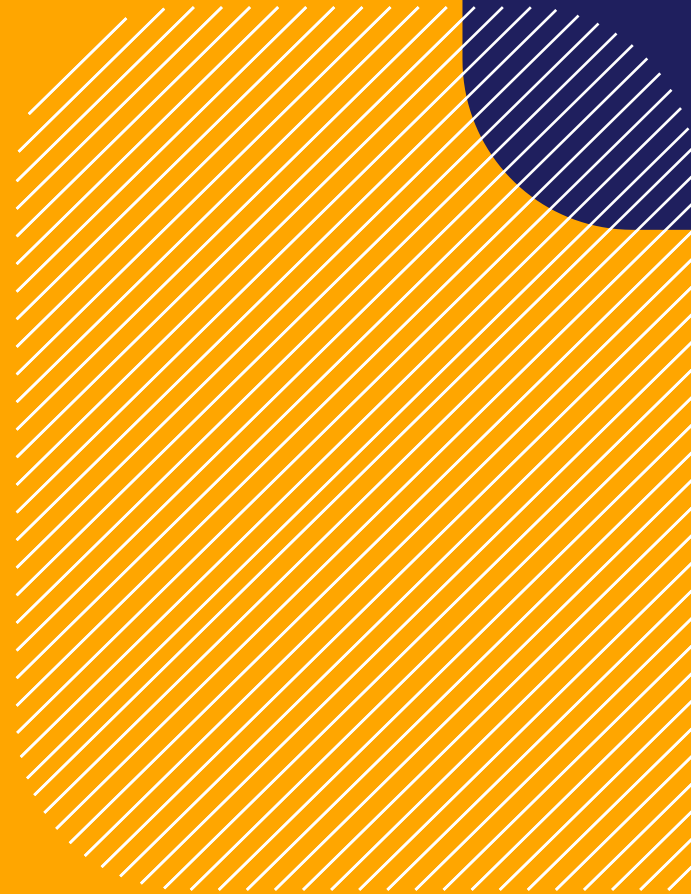


Student Sentiment



September 2024

As the UK's largest online student community, we witness daily the valuable exchange of support and advice among young people. Learning from their experiences guides us in providing meaningful support.

We have the opportunity and responsibility to amplify students' voices, sharing their perspectives with those like you who aim to support them. By listening to students and collaborating across sectors, we strive to make a genuine impact on their lives.



Highlights in this update


- As a new cohort of Year 12 moved up to Year 13 status we asked them at the start of term where they were in terms of university shortlisting.
- Life skills such as cooking and money management are the main needs of students moving away to university this month.
- Summer was all about relaxation for the TSR community when we asked what their summer plans involved.
- Almost half of Year 13 students were feeling overwhelmed at the new academic year.
- We asked students what influence their parents had in their uni choices.
- Over half of 2026 entry applicants have already started their research on future careers, universities and courses.
- What do students think universities are doing well?

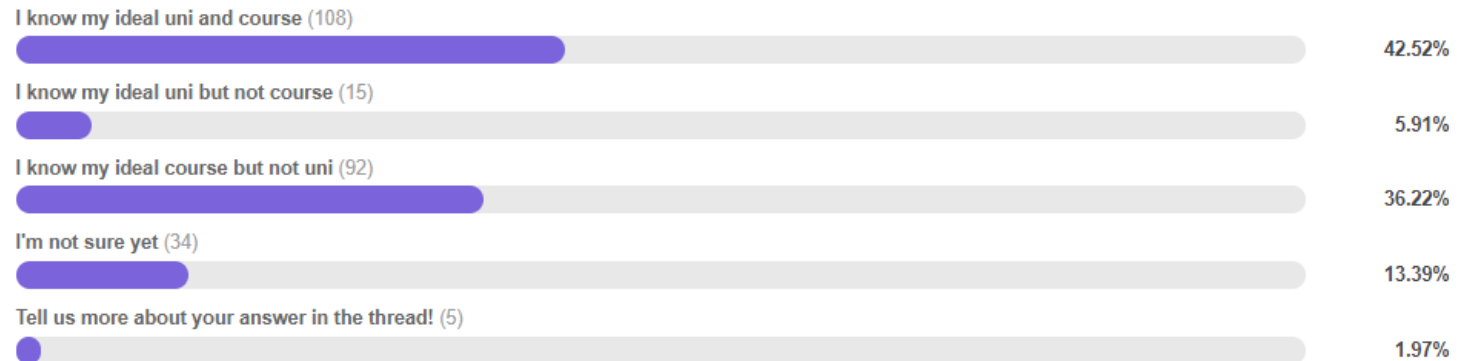
Year 12s: how much have you decided about your uni application?

This poll reveals that a significant proportion of Year 12 students (42.5%) are confident in their ideal university choice and course choice while a sizeable 36.2% know their preferred course but are undecided on the university.

A smaller group (5.9%) say that they know their ideal Uni but not course and more notably, 13.3% are unsure about their choices all together suggesting a greater need for more guidance at this stage in their education journey.

Overall, on the surface, this data could suggest that while making their decisions, students do prioritise choosing their desired course before deciding on a choice of university; indicating that promotion of campus life alone might not be enough when attracting prospective students.

 Poll: Year 12s: how much have you decided about your uni application?

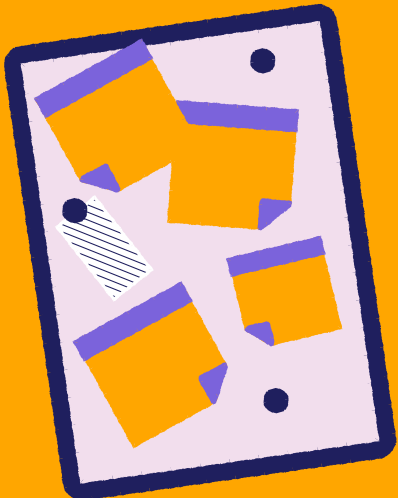



Freshers: what info do you need the most before starting uni?

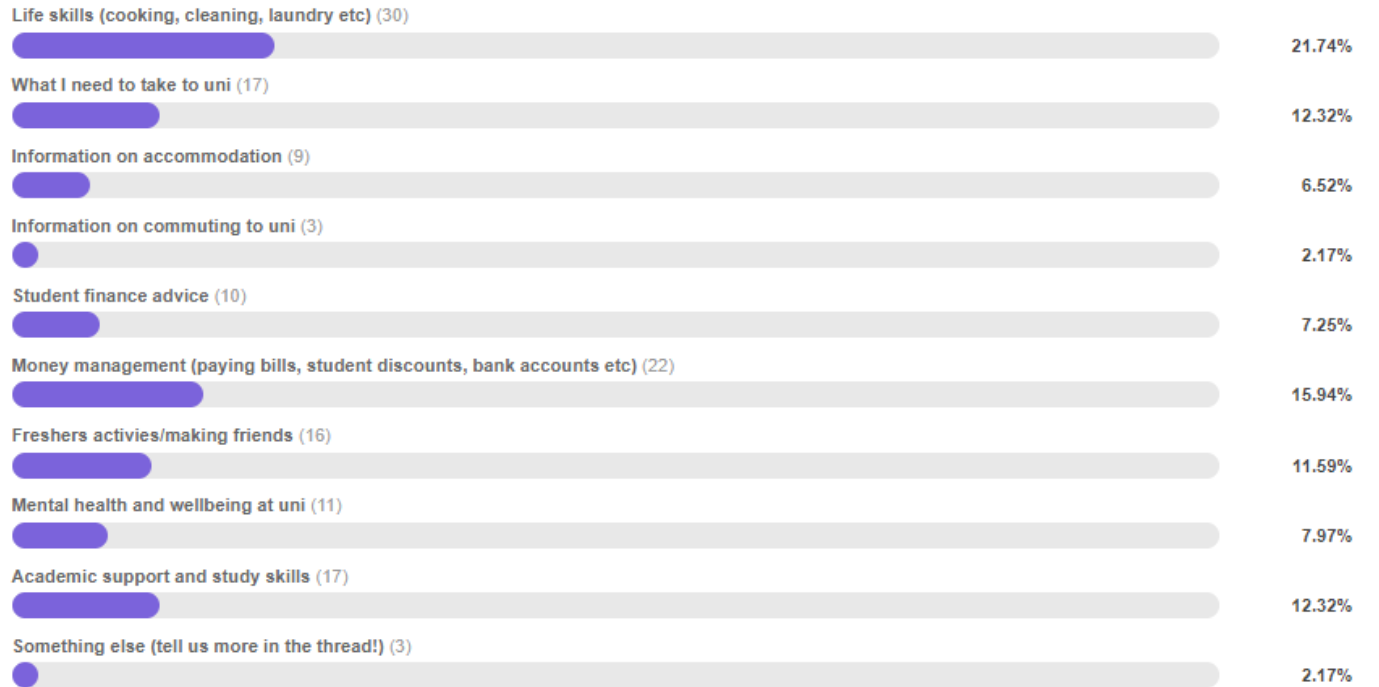
When comparing the results of this poll with last year's, there has been a noticeable shift in student priorities. Last year, money management (17.8% of votes) and academic support (16.5%) were the top concerns while life skills (14.06%) ranked lower.

This year, life skills is the primary concern amongst voters at 21.7% of votes, with money management (15.9%) sitting at the second highest voted for option but reducing slightly from 2023.

Additionally, mental health and wellbeing advice and freshers' activities has maintained consistent levels of interest. While student finance advice has also dropped from 2023 to 2024's results suggesting better overall knowledge of the student finance processes and a greater desire for information on practical life skills and transitioning to independent living.



 Poll: Freshers: what info do you need the most before starting uni?



138 votes. Promoted 06 September – 13 September 2024

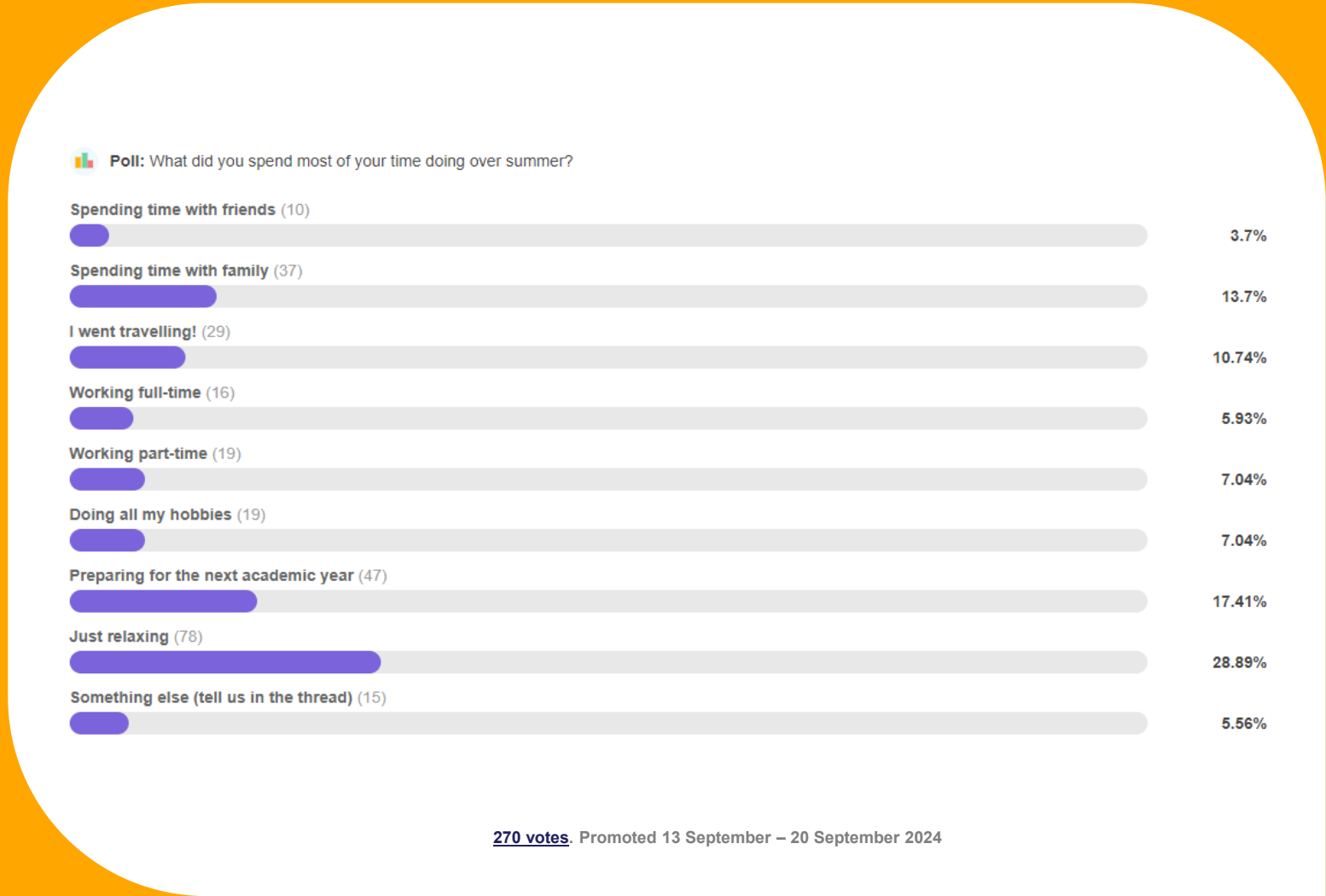
What did you spend most of your time doing over summer?

We asked students across year groups how they spent most of their summer break. The most popular response was time spent relaxing (28.89%).

Up next, 17.41% said they spent the most time preparing for the next academic year. This shows that respondents are to get ahead in their studies.

Following that, 13.7% of voters said they spent most of their summer spending time with family and 10.74% said they went travelling.

Both hobbies and part-time work took 7.04% of votes, while only 3.7% said they spent the most of their time with friends.



Year 13s: how are you feeling about the new academic year?

In this poll, we asked year 13s how they were feeling about the upcoming academic year. Almost half (48.3%) said they were feeling overwhelmed – this was the most popular response.


After that, 27.17% of respondents voted for feeling nervous. Combined, these top two responses took up a total of 75.47% of all votes.

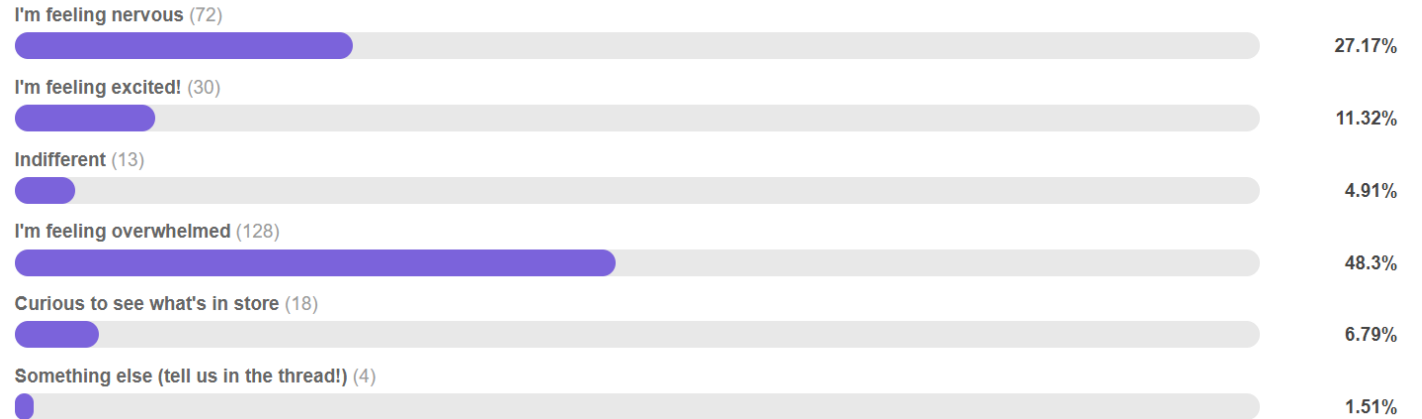
With uni applications and A-level exams, year 13 is an important year - and the pressure students might be feeling can be shown with three quarters of voters feeling nervous or overwhelmed.

As a result, students might need support throughout the academic year, from when they start their uni applications right up until results day and Clearing.

On the other hand, 11.32% said they were excited and 6.79% were curious to see what's in store.

While this was a smaller number of respondents, it also shows that the importance of year 13 can be motivating as it could play a role in shaping their future.

 Poll: Year 13s: how are you feeling about the new academic year?

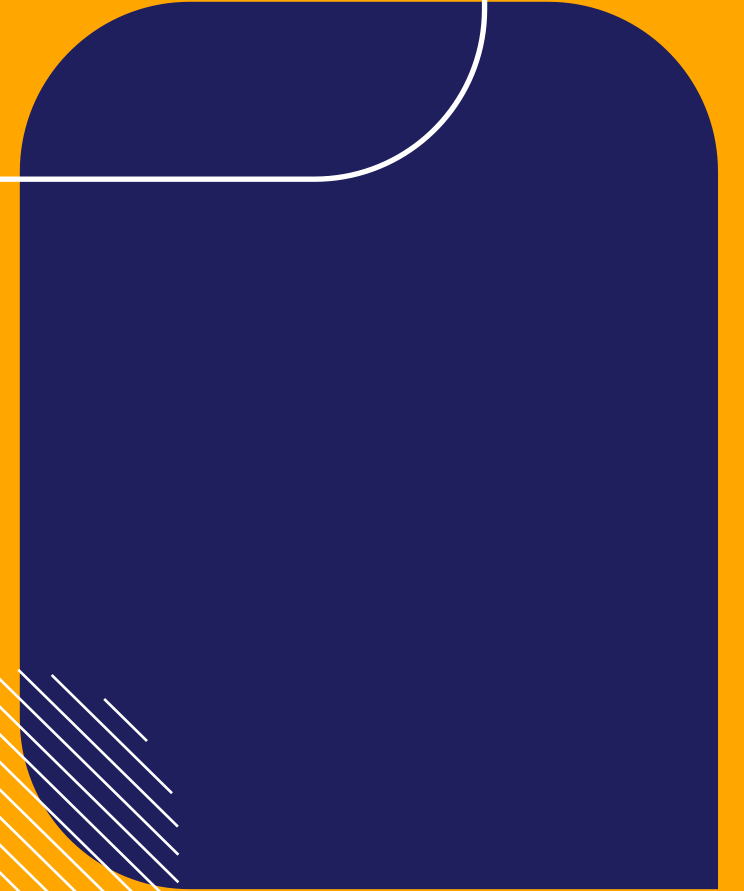


265 votes. Promoted 20 September – 27 September 2024



**The
Student
Room**
Insight

Summaries



2024 and 2025 entry prospective UGs: What are their parent(s)/carer(s) doing to support their university applications?

We asked 2024 and 2025 entry respondents to select from a list what their parent(s)/carer(s) had done in relation to their university decision making.

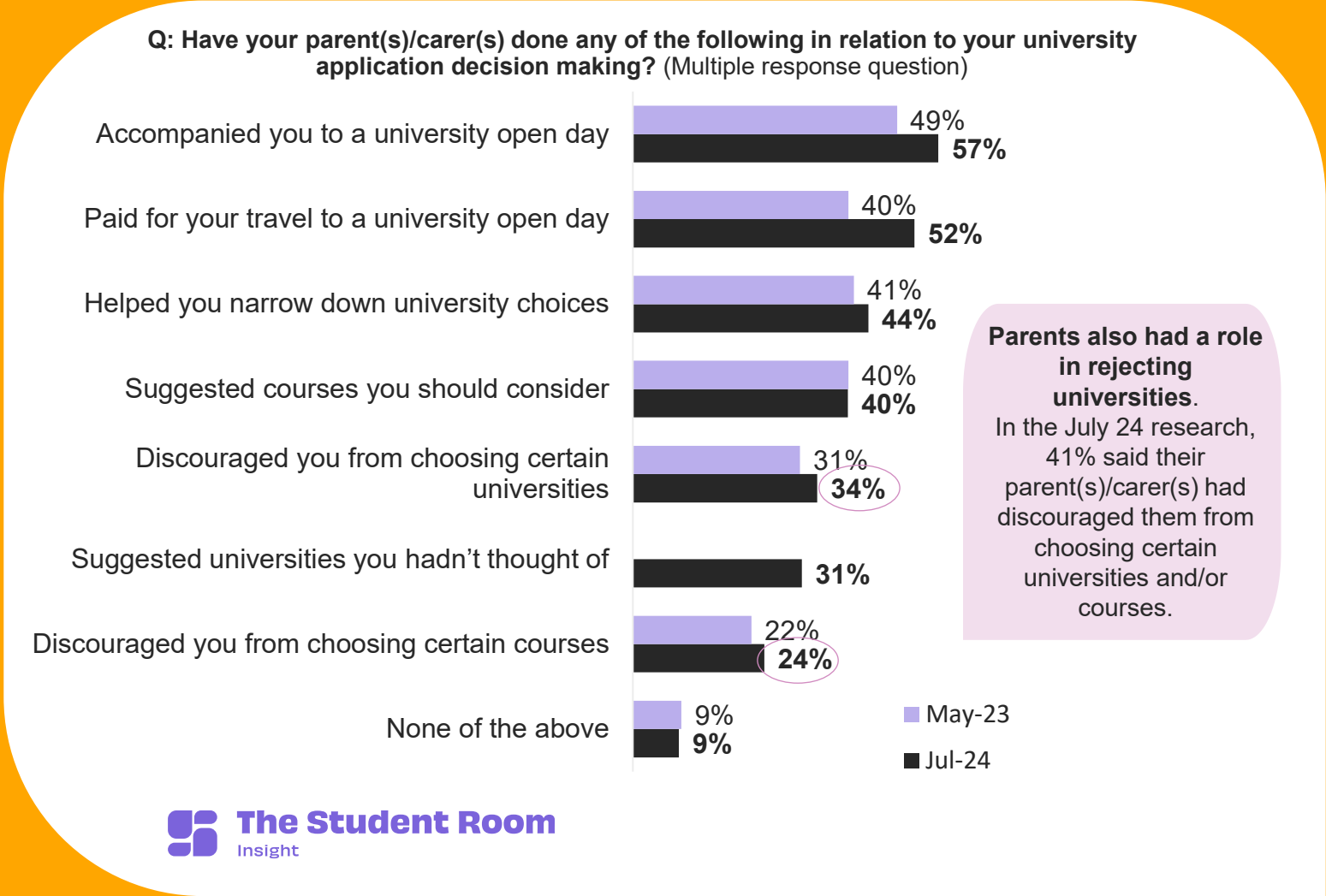
Most (91%) selected at least one step their parent(s)/carer(s) had taken in relation to their university application. Most frequently, they had accompanied them to a university open day (57%) or paid for their open day travel (52%).

Compared to May 2023 research*, respondents were more likely to say that their parents had accompanied them (57% cf. 49%) or paid for their travel to an open day (52% cf. 40%). These changes may be reflective of the survey being conducted later in the cycle (July 24 vs May 23), with Y12s (now Y13s) perhaps having attended their first open days in the June/early July period.

Find out more about how parent(s)/carer(s) are influencing prospective UG decision making in our [summary, here.](#)

Methodology: Online survey
Audience: 2024 and 2025 entry UGs, aged 16+
Fieldwork: 5th – 8th July 2024
Base: 332 respondents

*Responses are compared to The Student Room's May 2023 research with 2023 and 2024 entry UGs aged 16+ (base: 829)



2026 entry prospective UGs: Have they started their research yet?

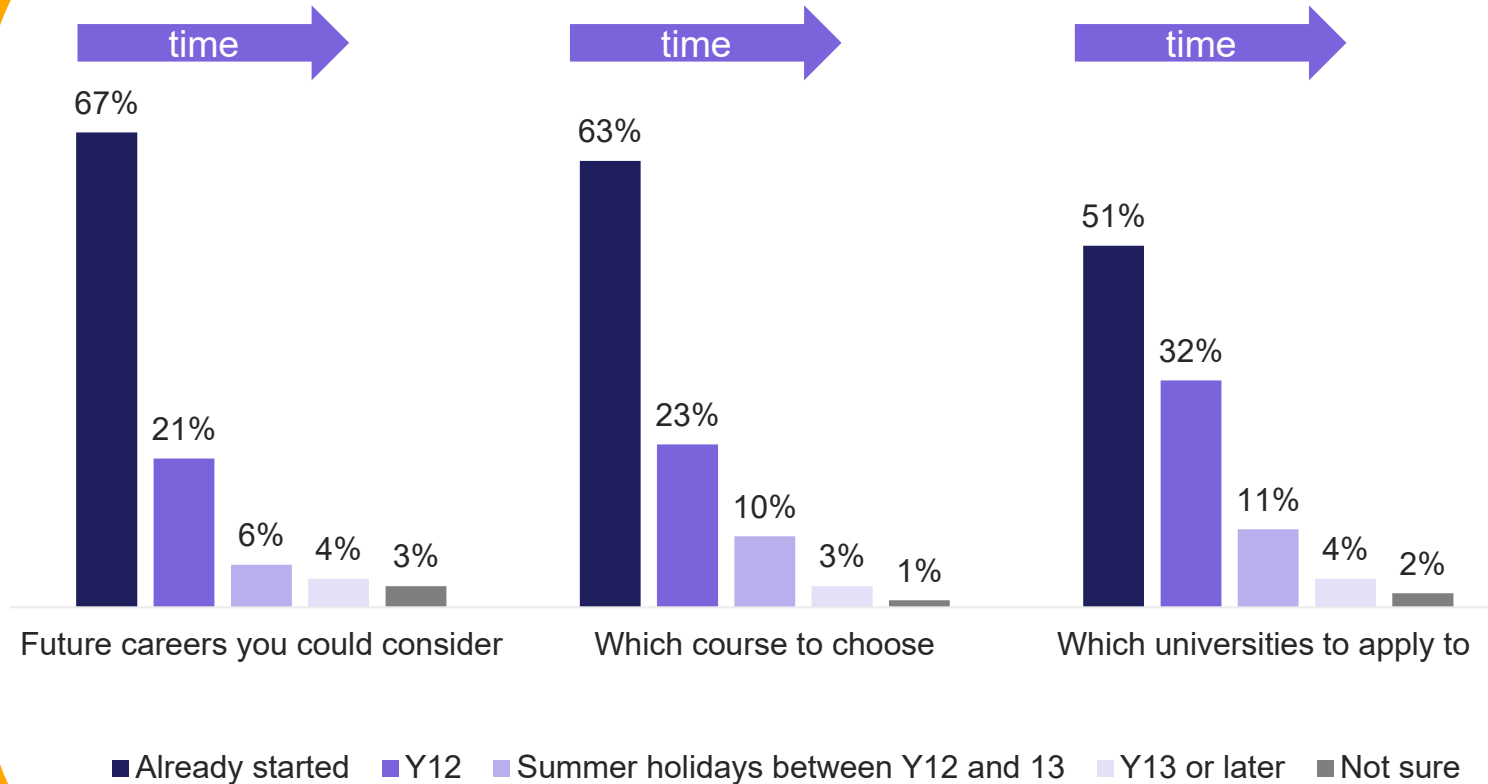
We surveyed 2026 entry respondents from The Student Room Community and asked what research they had begun in relation to their post-18 choices.

A large proportion had started their research into universities, courses, and future careers early. In total, 79% had already started their research into at least one of these areas.

Respondents were most likely to have begun researching **future careers**, with two thirds (67%) already having started their research on this. 63% had started to look at **which courses to choose**, and over half (51%) had begun to research which **universities to apply to**.

Among those who had not yet started their research, this tended to be something they had planned for Year 12.

Q: When do you plan to start researching...? (Grid question)



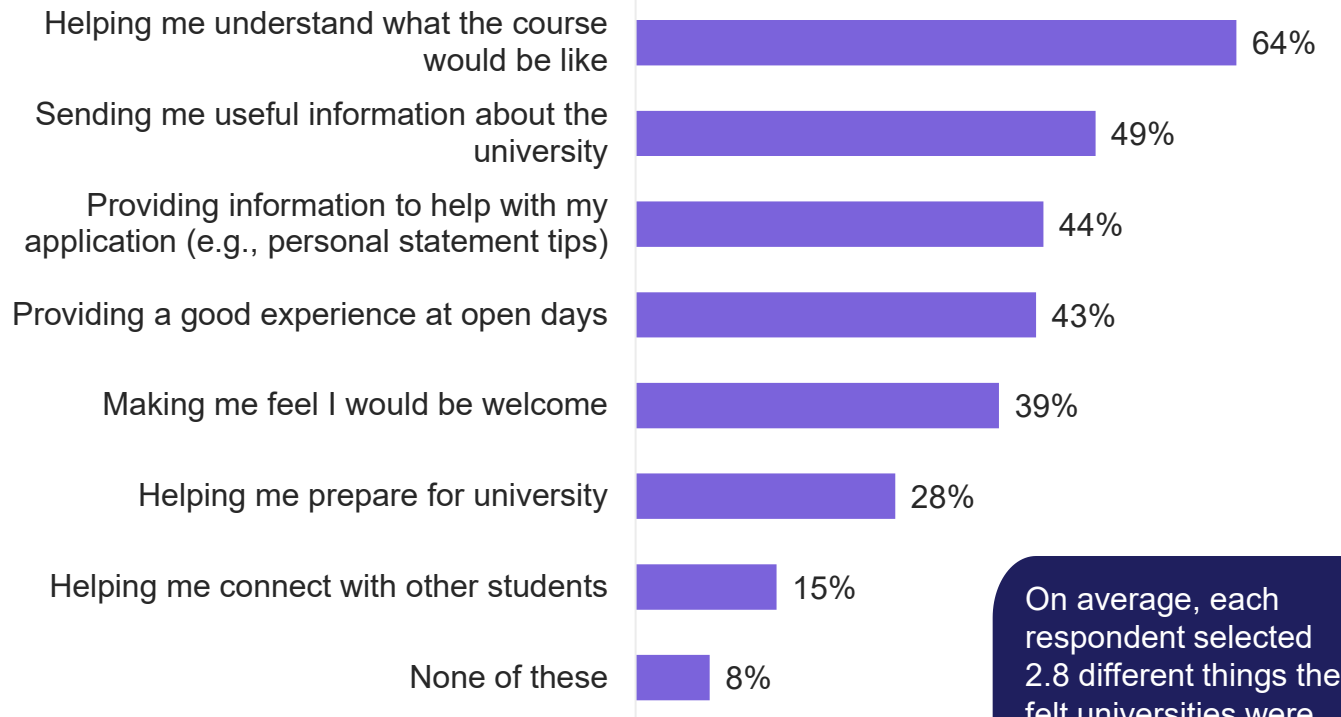
2025 entry prospective UGs: What are universities doing well?

2025 entry prospective UGs surveyed were asked to select what they thought that the universities they were currently researching were doing well.

Positively, the majority (92%) selected at least one thing they thought universities were doing well.

Almost two thirds (64%) felt the universities were helping them understand what the course would be like, and around half (49%) felt they were being sent useful information.

Q: Thinking about the universities that you're currently researching, which, if any, of the following do you think they're doing well...? (Single response question)



On average, each respondent selected 2.8 different things they felt universities were doing well.



Methodology: Online survey
Audience: 2025 entry UGs, aged 16+
Fieldwork: 6th – 9th September 2024
Base: 126 respondents

Product news



**September
registrations on site**

2,042
Year 11

5,400
Year 12

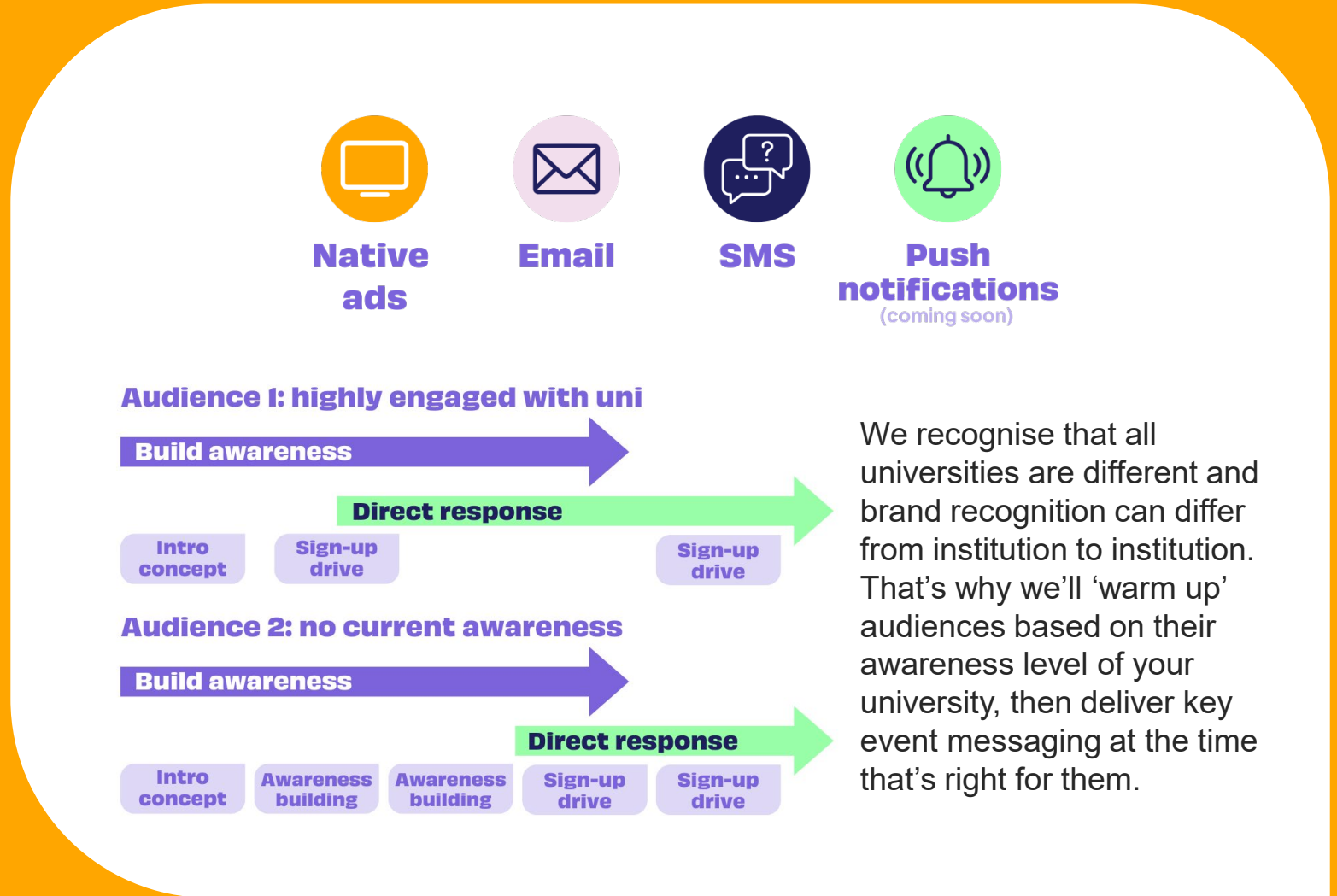
6,589
Year 13

Holistic campaigns to drive open day performance

A TSR survey with Year 13 students (*April 2024*) positioned open days as **the most useful information source** behind Ucas and your own website.

Our new Direct Response solution gives you **guaranteed performance** and will amplify your brand awareness in the application window and drive sign-ups for your open days.

Our approach utilises multiple channels of advertising, email, SMS and (coming soon) push notifications, alongside enhanced audience targeting and optimisation tools, to maximise engagement with your open day campaign.



Discussion Partnership – Coming December

Discussion Partnerships offer an exciting new opportunity to build recognition and affinity through key conversations on The Student Room.

Giving you exclusive partnership status for key university application discussions in your subjects or regions of focus, your brand awareness will be boosted, driving engagement all year long.

With an always in view “In Partnership with...” space on both the site and app, this annual partnership delivers extensive brand visibility and long-term association with high-intent student discussions, helping your institution stand out in a competitive market.

Regional: Partner of high intent discussions tagged as Applications & UCAS and A-Levels.

Subject: Partner for all discussions related to your chosen subject nationwide.

You will have ownership for 50 weeks of the year (excluding Results Week and following week)

