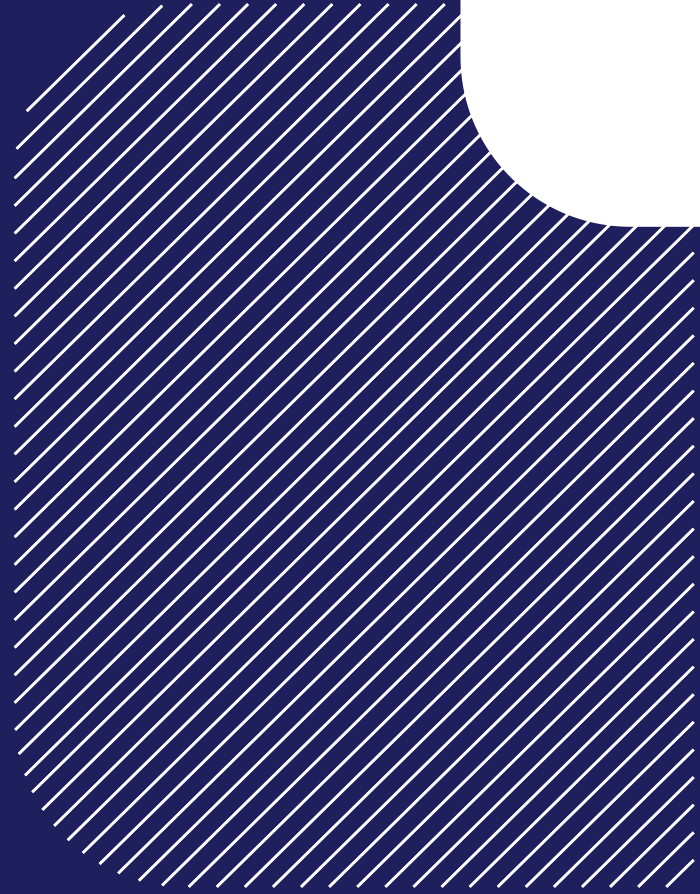


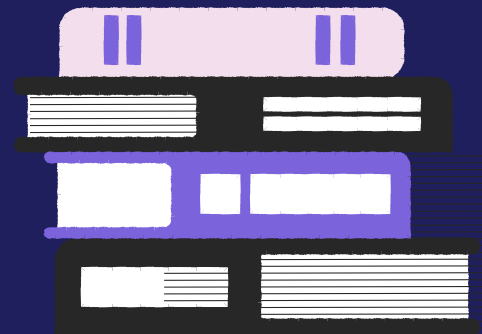
Student Sentiment



October 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


- Email is students' preferred method of communication from universities
- We asked year 12 users on site what their plans were post FE
- What are the main reasons students come to The Student Room
- What learning tools are helpful to support their studies
- Awareness of Clearing and what it means to 2026 entry potential applicants

Year 13s: Before you apply, how do you prefer a university to communicate with you? (Single choice Q)

When conducting this poll in October 2023, there was a clear preference for year 13s on the most favoured method of communication from a university which tells a similar story to 2024. In 2023 64.4% said that email is their preferred option and in 2024 email remained the dominant choice at 75.3% of votes.

Preference for phone calls or SMS fell by nearly 9% from 2023 to 2024, those who opted for a phone call dropped from 10.8% in 2023 to 7.8% in 2024 and those who prefer SMS dropped from 14.2% in 2023 to 8.43% in 2024 which might indicate that students are increasingly view direct calls as intrusive or less convenient than other options that they can access on their own terms prior to submitting their applications.

Those who preferred to look up information via social media or the university website remained relatively the same, from 7.6% in 2023 to 6.6% in 2024.

 Poll: Year 13's: Before you apply, how do you prefer a university to communicate with you?

I prefer a phonecall (13)



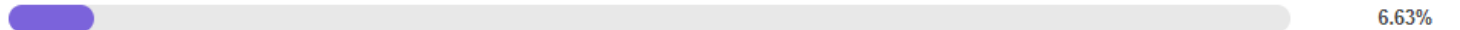
I like to receive information via text/sms (14)



Email is my preferred option (125)



None - I prefer to look myself (e.g. on social media, university website) (11)




Year 12s: Which of the following are you most likely to consider after Year 13?

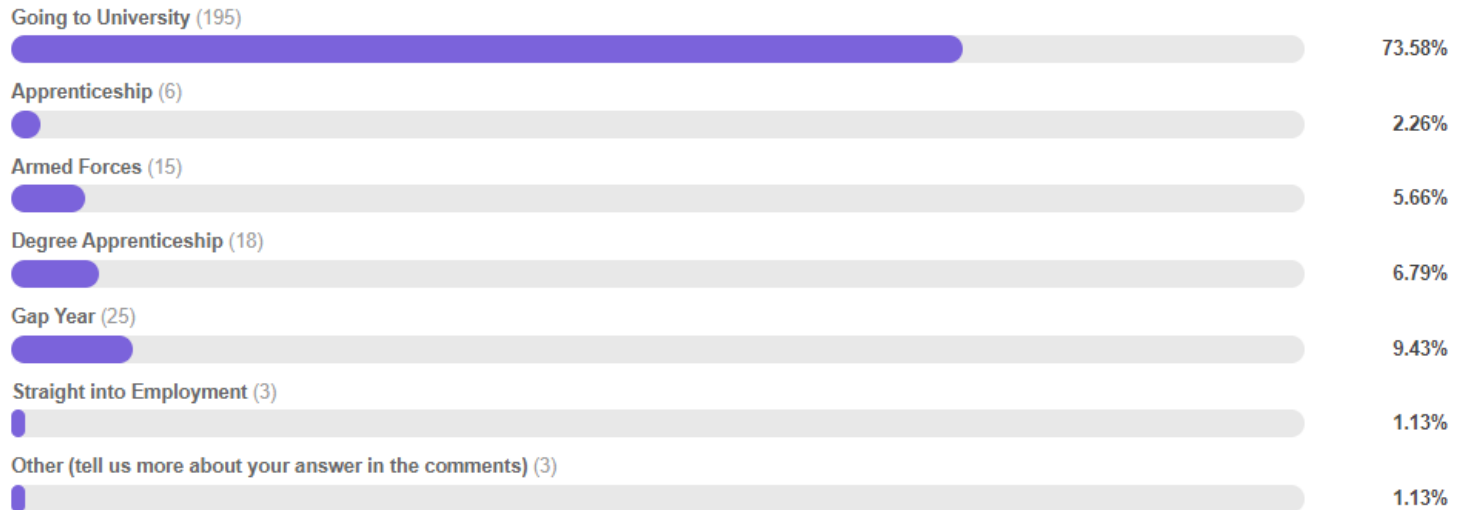
The poll results from Year 12s students regarding their plans for after Year 13 reveals a strong preference for pursuing higher education, with 73.5% indicating that at this stage they are most likely to attend university.

In contrast, apprenticeships (2.2%) and those who wish to go straight into employment (1.1%) received some of the lowest interest at this stage in their educational journey. Interestingly, Degree Apprenticeships received the third highest number of votes at 6.7% then closely followed by Armed Forces at 5.6%.

The second highest number of votes goes to those who are considering a Gap Year straight after completing further education at 9.4% of votes, though this is around a 680% difference from the students who chose 'Going to University'.

Overall, the results highlight the dominant inclination towards traditional higher education with options like 'Gap Year', employment and vocational training following behind; this highlights a potential desire for students to spend more time exploring their options before committing to university or alternative pathways.

 Poll: Year 12s: Which of the following are you most likely to consider after Year 13?



“Simply university for me as of right now”

“University, but I’m also considering going straight into employment depending on what happens. i don’t need to get a degree to get into my chosen career anyways. It’s only optional. i love how most people picked university.”

“Probably uni, might take a gap year but idk yet”

What's the main purpose you use TSR for?

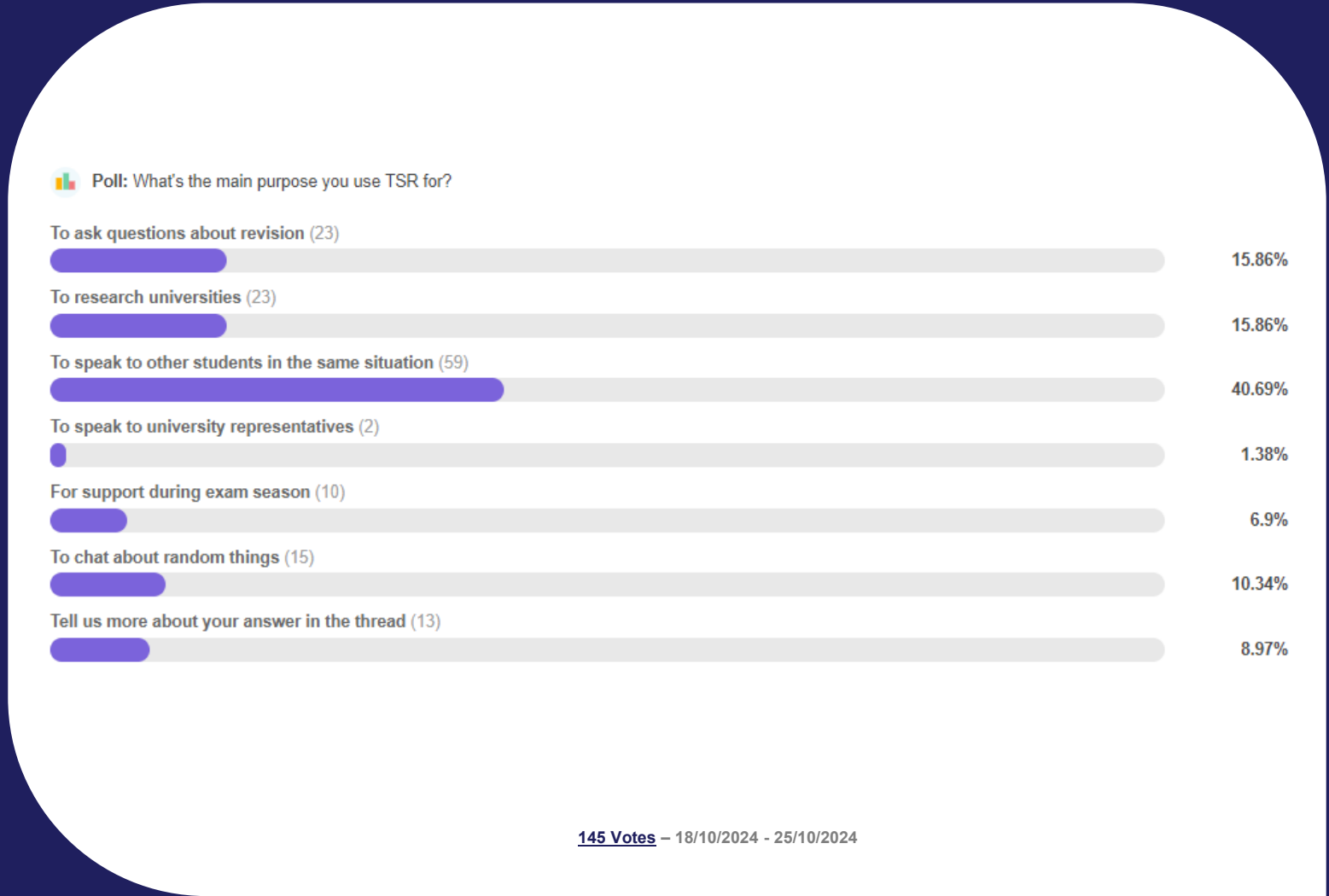
The responses to this poll highlights the strong sense of community connection and academic support that TSR offers to our users.

The most popular option at 40.6% of votes is 'to speak to other students in the same situation' showcasing the value place on shared experiences and engagement. Additionally, an equal share of votes (15.86%) come to TSR to ask questions about revision and for researching university options, maintaining our role as a vital resource for academic guidance and bridging the gap between our users and universities.

In contrast, at this time in the academic year, 1.3% say they come to TSR to connect with university representatives. An option that would likely change depending on the time of the year.

6.9% seek support during exam season, another with potential to increase depending on the time of the year and a further 10.3% say the main purpose they use TSR is for casual conversations with others.

These results show that users really value connecting with others who share their interests, which presents opportunity for student representatives to offer guidance through their own experiences and gaining visibility among prospective students as well as fostering the vibrant and supporting community spirit unique to TSR.



"Chatting and helping others, but I do use it for questions regarding uni too, and I like going through the IB section as well."

"Here to ask questions and help people. 😊 Sometimes play the forum games as well."

"I know a lot of people who r on TSR cuz they need advice. One of the main reasons I'm on TSR is to give people my views as an A levels student and a 17 year old who has gone through a surprising amount in life. I understand that everyone has different views of different things, and I'm really happy to share my opinion with others and (hopefully) help them in some way whether it be with academics, self related stuff or relationships)

also, the ppl on TSR r really nice, and I've found a few friends who i frequently chat with abt stuff 😊 (they're very entertaining lol)"

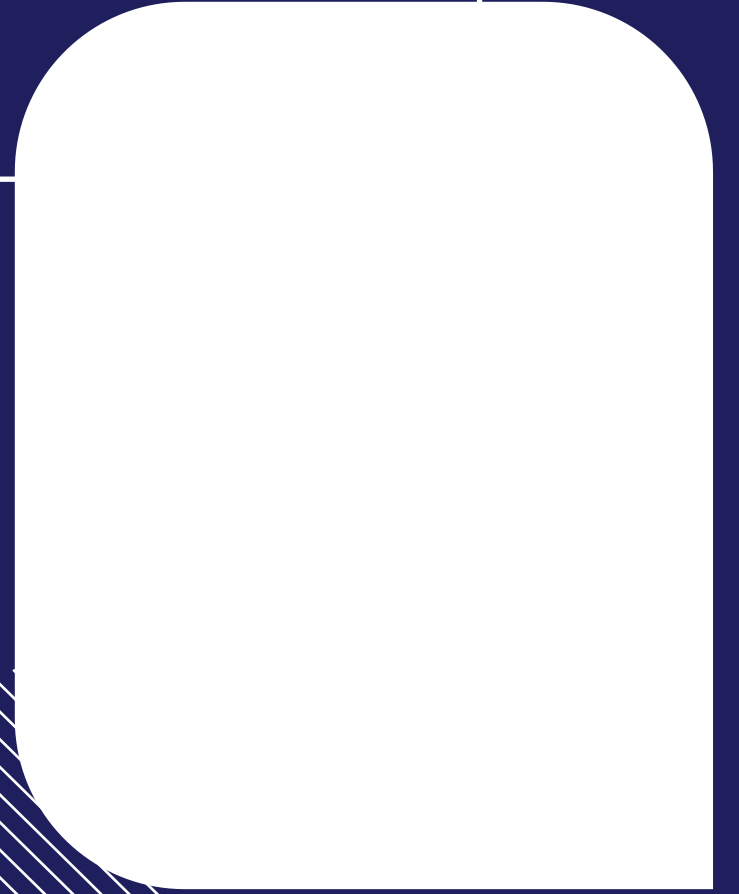
"I come to TSR to support people"

The Student Room



**The
Student
Room**
Insight

Summaries



Year 12s and 13s: Use of Learning Tools

The majority of respondents were receptive to using free apps or online tools (86%), with around three in ten (29%) open to using paid for apps or online tools.

In total, 64% were interested in some form of tuition, either face-to-face (46%) or online (49%).

Q: Would you consider using any of the following learning tools to support your studies? (multiple responses)

Learning tools considered



free apps / online tools
86%



online tuition
49%



face-to-face tuition
46%



paid for apps / online tools
29%

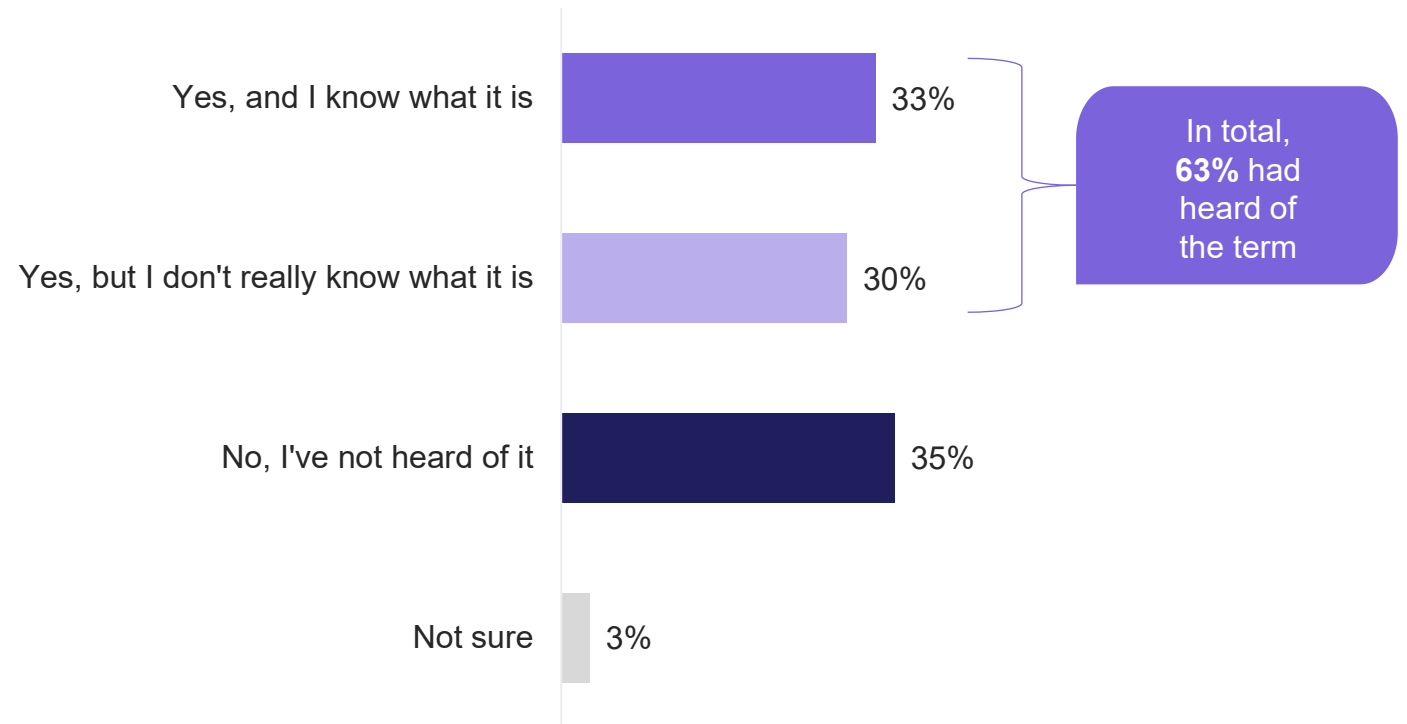
4% None of these

2026 entry respondents: Early awareness of Clearing

At the very early stages of their university decision-making, 63% of 2026 entry respondents reported that they had heard of the term 'Clearing', including a third (33%) said they had both heard of the term and knew what it is.

35% had not heard of Clearing at this stage, a small proportion (3%) were unsure.

Q: Have you heard of Clearing? (single response)



Other TSR news..



**October
registrations on site**

4,731
Year 11

6,418
Year 12

9,821
Year 13

New Official Rep Lounge for UPP Unlimited partners

What's new

Enhancing our current offering to the allowance of unlimited Reps, enables you to have a larger team of Reps so focus can be extended to different areas e.g. Postgrad or International. Each with their own log-in, they will now have more ownership and flexibility in creating engaging content about your university across a variety of areas.

New additions to support your Reps from **11th November** include:

Enhancing the Official Rep Lounge – this dedicated community hub enables your Reps to learn from each other as well as Reps at other universities, fostering a collaborative environment.

“It's been an eye-opening experience to discover conversations about applications unfolding in real-time. It was particularly rewarding on A Level Results Day to hone in on the stressed messages, providing support and changing minds.

The conversations that we're monitoring on The Student Room show just how much movement there is in this crucial point for entry next September. It's given me a better understanding of their mindset, anxieties, and when they want to know about specific areas in the UCAS cycle. Their conversations inform us, which enables us as a university to better advise them through tailored content.”

TSR Official Rep - Social Media Manager, University of South Wales

New and updated video training and resources - providing comprehensive onboarding to your new Reps and ongoing training for those already active, to ensure Reps have a deep understanding of community engagement and get the most out of their time on site.

Best practice discussion - to help Reps initiate conversations effortlessly.

Useful links from 11th to share with your Reps (only accessible by TSR Official Reps):

Lounge: <https://www.thestudentroom.co.uk/forumdisplay.php?f=1657>

Training: <https://www.thestudentroom.co.uk/forumdisplay.php?f=1363>

Templates: <https://www.thestudentroom.co.uk/forumdisplay.php?f=1653>

What's coming up:

- As mentioned, New Official Rep enhancements (live 11th November)
- Clearing packages, bespoke options and early bird deals (live mid-end November)
- New exciting Discussion partnership opportunity (live 1st December)
- Development work to your profile page on The Uni Guide – will reveal more next month!

Have you had your demo of CAMPUS Lens™ yet? If not, please [book an appointment](#) for you and your team.

