

# TSR Asks: What are 2024 and 2025 entry undergraduates plans and expectations for open days this academic year?

Methodology: TSR Asks monthly omnibus survey

Prospective undergraduate students, aged 16 or above planning to begin a university course in 2024 or 2025

Base: 362 complete and partial responses, 2024 entry: 169, 2025 entry: 193

Fieldwork completed 1st – 4th September 2023

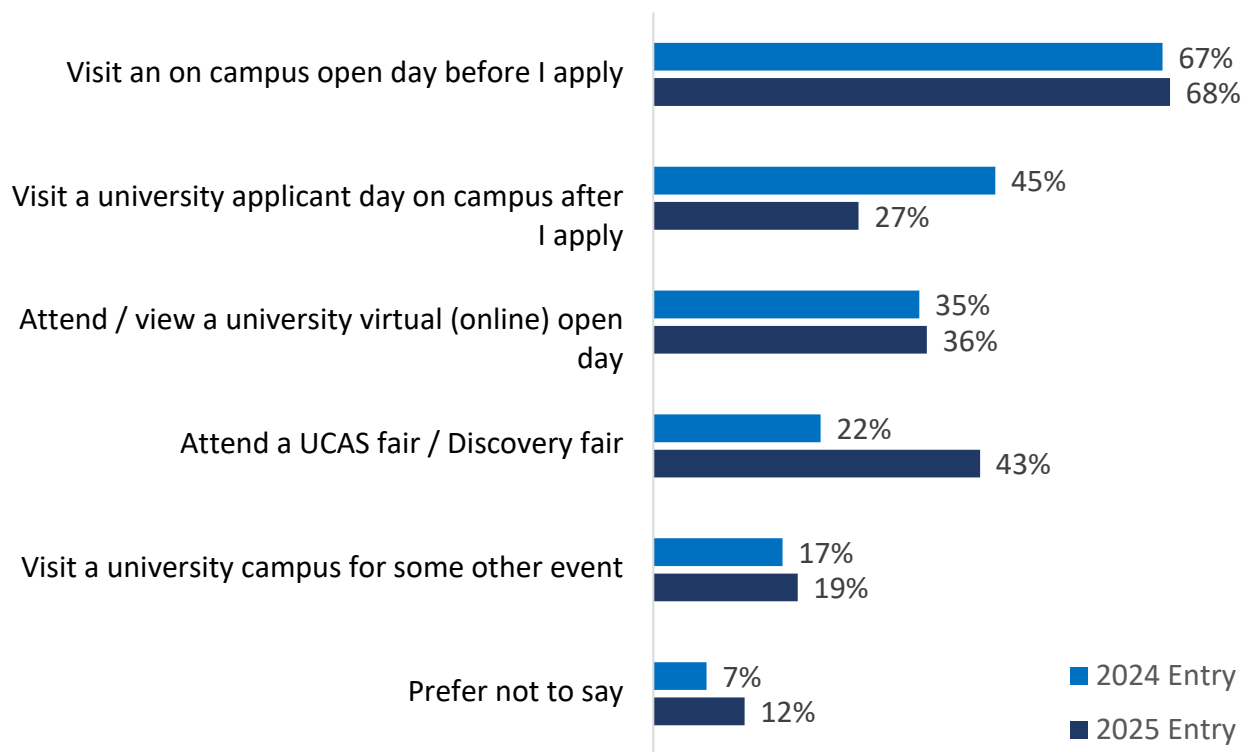
---

# Which recruitment visits are 2024 and 2025 entry undergraduates planning for this academic year?

Over three-quarters (78%) of respondents said they planned to visit a university in person this academic year, whether that be for an open day, an applicant day, or for another event.

While on campus visits were the more popular way to access open days, virtual event continue to have a role in decision making with more than a third of both 2024 and 2025 entry undergraduate respondent planning to attend an online university open day this academic year.

*Q: Which if any do you plan to do this academic year? (Multiple Response)*



Understandably given the stage in the recruitment cycle, a higher proportion of 2025 entry respondents (43%) planned to attend a UCAS fair / Discovery fair this academic year than 2024 entry respondents (22%). You can read more about what prospective undergraduate sought from these events in our [HE fairs summary](#).

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

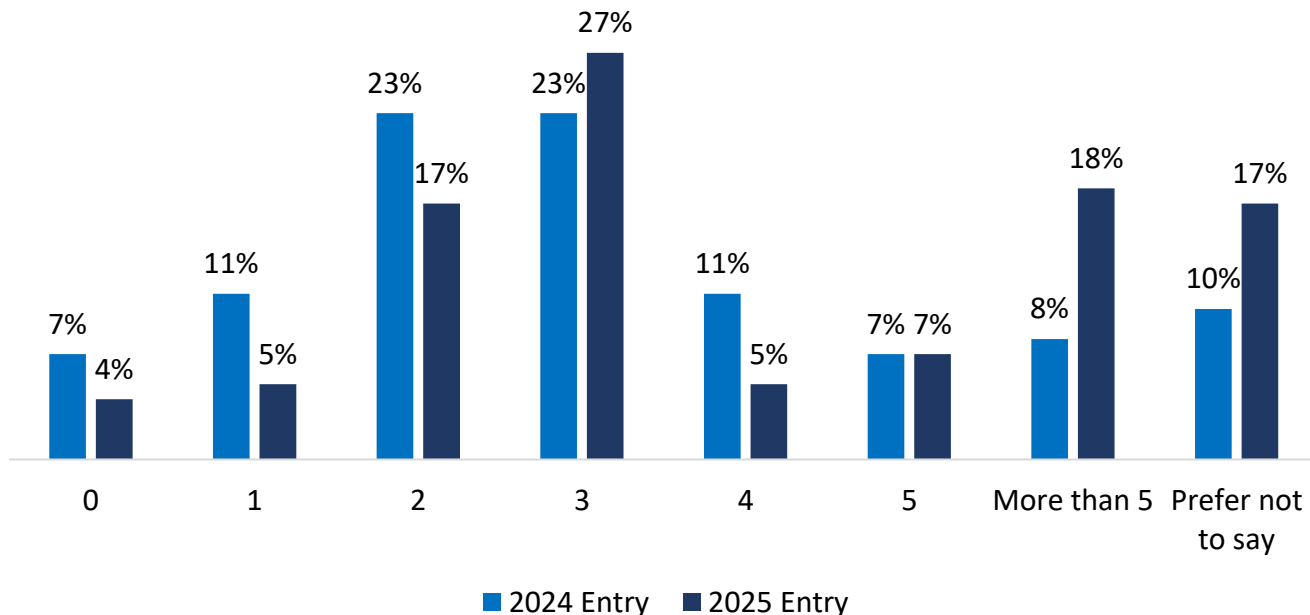


# How many on campus open days do 2024 and 2025 entry undergraduates plan to attend?

Respondents most frequently planned to attend 2 or 3 on campus university open days in total during their application journey.

While 2024 entry respondents were perhaps more conservative in the number of events they planned to attend in total, 2025 entry respondents were significantly more likely to say they were planning to attend more than 5 on campus university open days (18% cf. 8%).

*Q: How many on campus university open days do you plan to attend in total? (Single response)*



While prospective undergraduates may be keen to attend a number of on campus open days, our research from June 2023 showed that well over a third (37%) of 2023 entry respondents had occasions where they had been unable to attend a university open day/visit because their parent(s)/carer(s) were unable to take them or pay for their travel. You can access these findings [here](#)

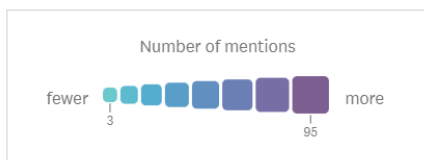
Got questions? For further information, to find out **how we can meet your research needs** or to add your own confidential ad hoc or tracking questions to our monthly TSR Asks surveys, please contact us: [hello@tsrinsight.com](mailto:hello@tsrinsight.com)



# How do 2024 and 2025 entry undergraduates feel about visiting university open days?

Respondents' feelings about visiting university open days varied. Positively, 'excited' was the most frequently used word among both 2024 and 2025 entry respondents, mentioned by around one third. Respondents were also curious, interested or intrigued. However, some were feeling nervous, apprehensive or anxious, while some 2024 entry respondents were feeling overwhelmed.

*Q: What one word describes how you feel about visiting university open days? (Open Comment)*  
 (Base: 277)



*I think they are good because its different seeing the university on campus than seeing it through a screen. it can really make or break whether you attend the university. (2024 entry)*

*It's inaccessible to me because I live too far away. (2024 entry)*

*Excited, however I don't know how I will afford the travel (2024 entry)*

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

# What do 2024 and 2025 entry undergraduates want to find out from an on-campus open day?

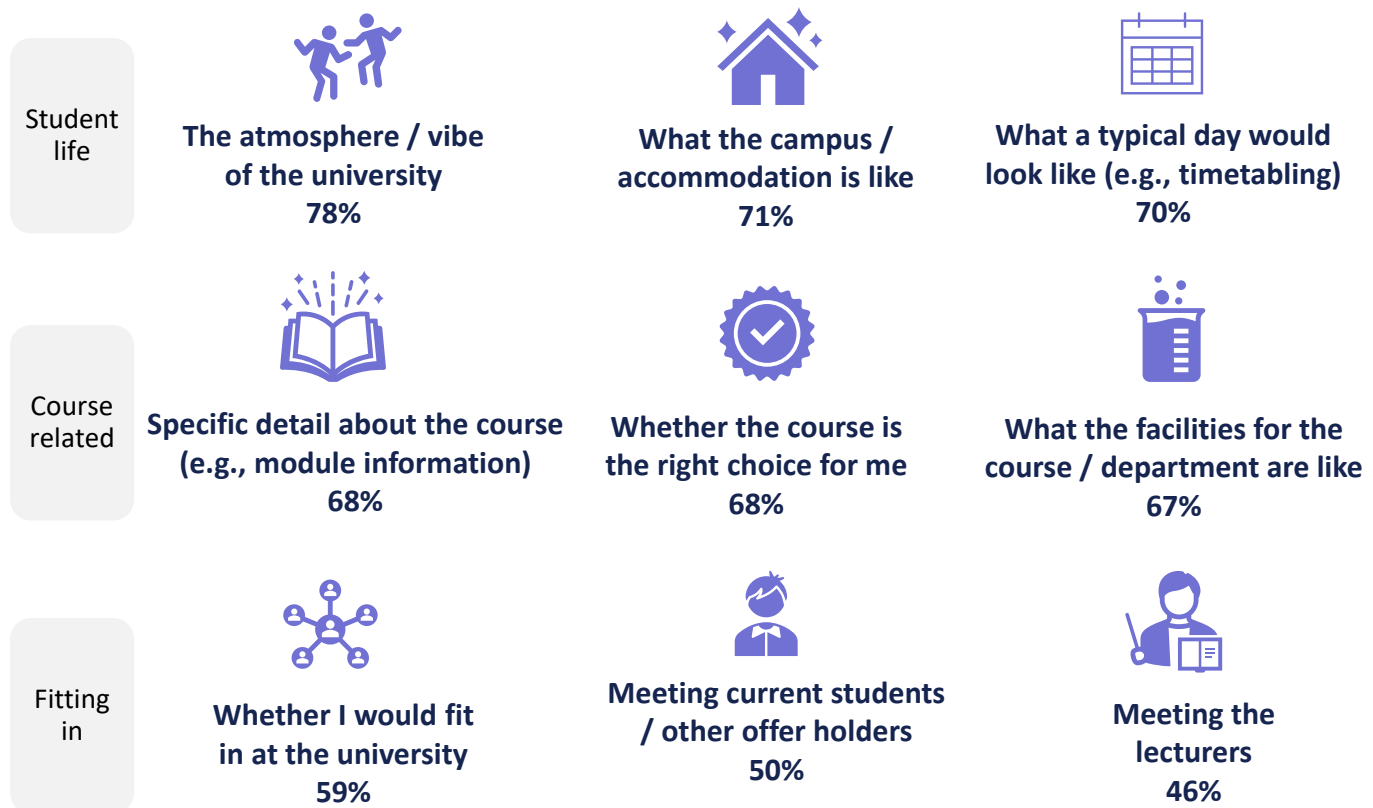
Understanding student life through getting a feel for the University atmosphere or vibe (78%), seeing the campus or accommodation (71%) and understanding what a typical day would be like (70%) were the most frequently mentioned things respondents felt were important to find out from an on campus open day.

Course related aspects were also important; finding out course details (68%), seeing course facilities (67%) and getting a feel for whether the course was right for them (68%) were wanted by around two-thirds.

Understanding whether they would fit in (59%) and having opportunities to meet the people who they would be either learning from or alongside were important; 50% wanted to meet current students or other offer holders and 46% wanted to meet lecturers.

There were no significant differences between what 2024 and 2025 entry applicants sought from on campus open days.

*Q: What are the most important things you want to find out from an on campus open day? (Multiple response) (Base: 356)*



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