

# TSR Insight: Prospective Postgraduate decision making

Methodology: Online survey to current undergraduates (second year and above), graduates and others considering postgraduate study

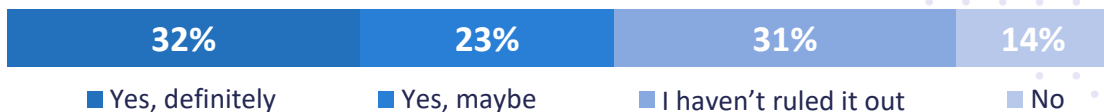
Fieldwork: September – October 2023  
Base: 135 responses

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# Interest and benefits of postgraduate study

The majority (86%) of those surveyed were open to postgraduate study. Around one third were definitely considering it.

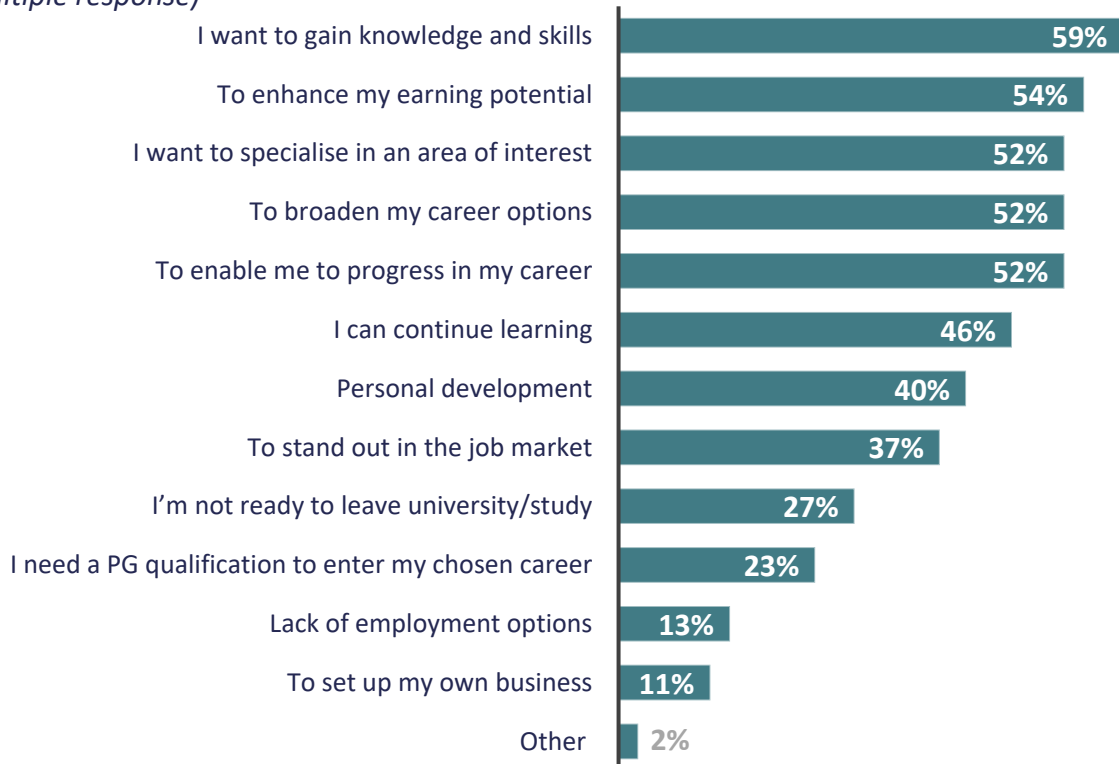
*Q: Are you considering postgraduate study? (Single response)*



Respondents identified a range of career and personal development benefits to undertaking postgraduate study, on average each selecting around five benefits to study. Most frequently mentioned were gaining skills and knowledge (59%) and enhancing earning potential (54%). Broadening career options and enabling career progression were also considered benefits by over half of respondents.

Personal benefits around enjoying their subject were also recognised; specialising in an area of interest and being able to continue their learning were mentioned by around half each.

*Q: Which if any of the following do you think are the benefits of postgraduate study? (Multiple response)*



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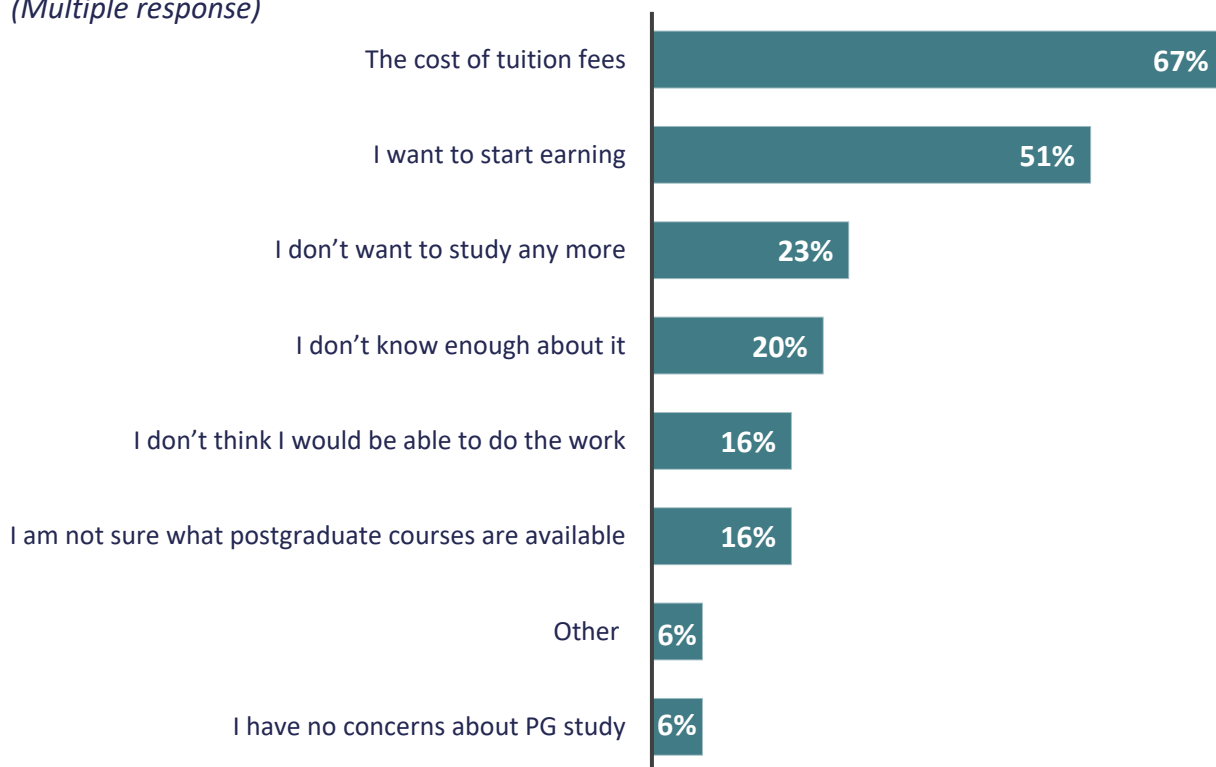
## Concerns about postgraduate study

Almost all (94%) had concerns about postgraduate study. The primary concern was the cost of tuition fees (67%). Around half were also keen to start earning.

However, there also seems to be scope for providers to provide further information about the options available – one in five said they didn't know enough about it and around one in six (16%) were not sure what postgraduate courses were available.

Providing reassurance about what is required may also be valuable, as 16% were concerned they may not be able to do the work.

**Q: Which if any, of the following concerns do you have about postgraduate study?**  
(Multiple response)



### Other comments included

*"I don't know how I would manage the work load as well as having to work due to no other way of finding the tuition fees."*

*"I don't need PG because I will graduate with an undergrad masters degree"*

*"I am not sure what I have a passion for"*

*"Whether it is worth it in the long run, or will it just burn me out and be a waste of time and money"*

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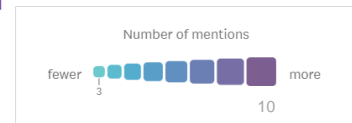
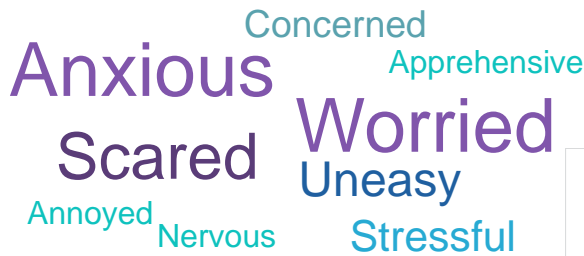
## Prospective postgraduates were concerned about the rising costs of living and how it was impacting them

Most (84%) had concerns about rising living costs, feeling anxious, worried or scared.

*Q: How concerned are you about rising costs of living?*

**84%** of prospective PGs were very or quite concerned about rising costs of living

*Q: What one word would you use to describe how you feel about rising costs of living? (OPEN)*

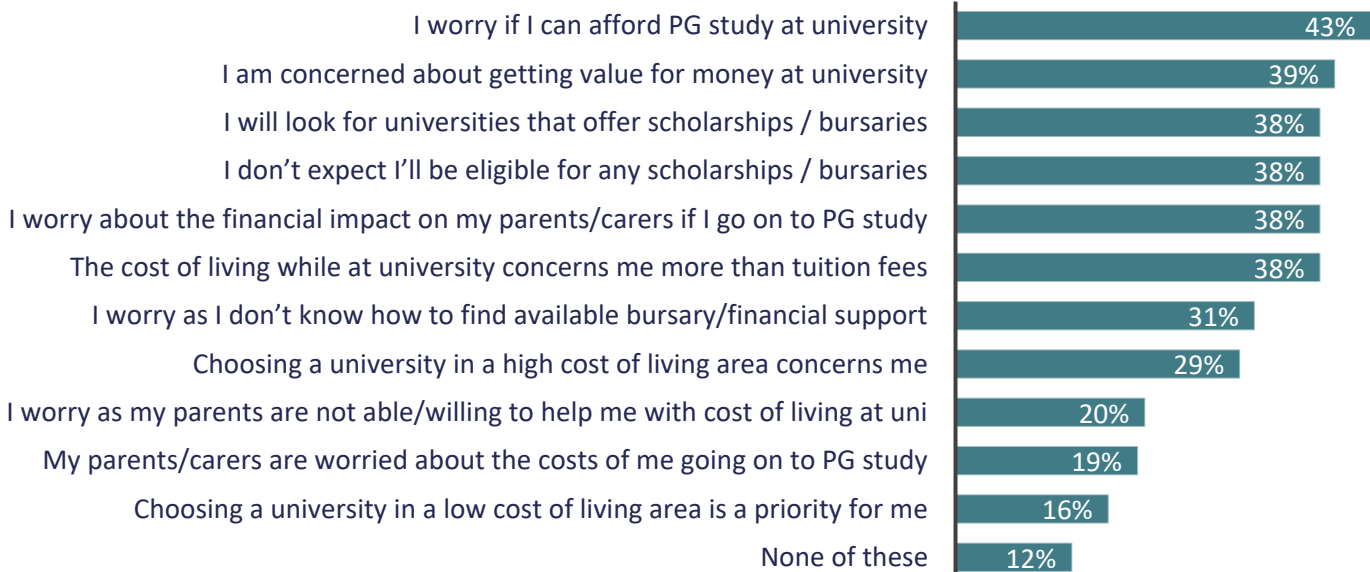


More than two-fifths (43%) were worried whether they could afford postgraduate study. Getting value for money was also a concern (39%).

Information around financial support may be valued; while almost two-fifths (38%) said they would look for universities offering scholarships and bursaries, the same proportion didn't expect to be eligible for any. Almost one third (31%) were worried about finding financial support.

The impact on parents was also notable at this level, 38% were concerned how their study may impact their parents, 19% said their parents were worried about the costs.

*Q: Which of the following statements do you agree with? (multiple choice) % Agree*



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