

TSR Insight: What influence will schools and colleges have on 2024 entry undergraduate decision making?

We asked prospective undergraduates how their schools and colleges were supporting their university application and decision making

Methodology: TSR Asks monthly omnibus survey of prospective 2024 entry undergraduates, aged 16+

Base: 222 responses (6th – 9th October 2023)

How are schools and colleges supporting university decision making?

Almost all (93%) said their school/college had organised events to support their university decision making. Most commonly schools/colleges had invited representatives from universities in to speak.

However, only around half of these 2024 entry students had been taken to a Discovery day and less than one third said they had been to a university Open Day with their school/college.

Perhaps surprisingly given the current financial climate, less than two-fifths (39%) said their school or college had provided Student Finance information at this point in the cycle (pre-application).

Q: Has your school/college done any of the following in relation to your university application / decision making? (Multiple response)

63%	Invited universities in to speak
54%	Organised trips to a Discovery Day/UCAS fair
46%	Hosted an information session for parents
39%	Provided information about Student Finance
32%	Organised trips to a university open day
2%	Any other events
7%	None of these

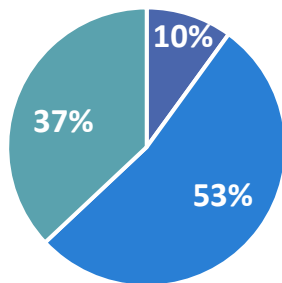
“They held a university/careers day, which involved several sessions, such as how to write a PS, in-tray exercises, talks on competitive universities, interview skills, reasons which you should pick your uni for etc.”

“Assemblies on the UCAS system and advice on how to complete the application etc.”

How influential are teachers and schools on university decision making?

Almost two-thirds (63%) of prospective undergraduate respondents felt their teachers would have some influence their university choice, including 10% who thought they would have significant influence on their decisions.

Q: How much influence, if any, do you feel your teachers will have on your university choice? (Single response)



- Significant influence
- Some influence
- No influence

Again, almost two-thirds (63%) said their school/college had provided suggestions or guidance to support their university decision making, with 29% saying that their school had suggested either courses or universities to consider.

Schools and colleges may also be playing a part in students’ rejecting universities; almost a quarter (23%) said their school/college had helped them narrow down their university choices while around one in eight (12%) said they had been discouraged from choosing certain universities by their school/college.

Q: Has your school/college done any of the following in relation to your university application / decision making? (Multiple response)

29%	Suggested courses you could consider
29%	Suggested universities you hadn’t thought of
28%	Suggested careers you could consider
23%	Helped you narrow down university choices
12%	Discouraged you from choosing certain universities
5%	Discouraged you from choosing certain courses
3%	Something else
37%	None of these

“Making me feel uncertain and are suggesting won’t support our university choices.”

“Suggesting which universities are within my grades”

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

How is advice delivered and where are schools advising students to search for information?

The majority of respondents (86%) said the information and support provided by their school or college was mostly general and delivered to groups of students. 14% said they received mostly personalised information or support.

Q: Which of the following best describes the information / support provided by your school or college about university? (Multiple response)



Positively almost all respondents (94%) had been given guidance on where to seek information to support their decision making. The UCAS website was the most frequently mentioned resource (81%), followed by university websites (61%).

Around one in three were being advised to seek information from comparison sites such as the Uni Guide (32%). Schools and colleges were also encouraging students to seek peer-to-peer recommendations from both friends and family (30%) or via online forums such as The Student Room (22%).

Q: Which, if any, of the following information sources have teachers advised you to use in relation to your university application / decision? (Multiple response)

