

Parents as influencers

We asked prospective undergraduates how their parent(s)/carer(s) were supporting and influencing their university application and decision making

Methodology:

TSR Asks monthly omnibus survey of 2024 and 2025 entry prospective undergraduates, aged 16+

Fieldwork:

5th – 8th July 2024

Base:

322 responses

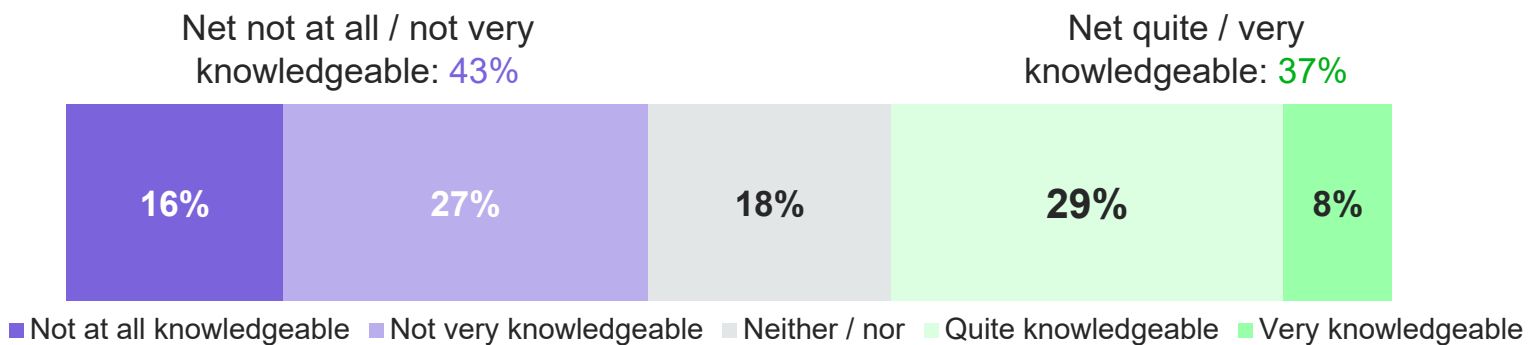
**Where relevant, responses are compared to The Student Room's May 2023 research with 2023 and 2024 entry UGs, aged 16+ (base: 829)*

Knowledge and influence of their parent(s)/carer(s)

We asked prospective UGs how knowledgeable they felt their parent(s)/carer(s) were about the university application process, and how much influence they expected they would have on their choices.

Knowledge levels appeared to be mixed, with a slightly larger proportion feeling that their parents were either not at all or not very knowledgeable (43%) than quite or very knowledgeable (37%) about the process. Those whose parent(s)/carer(s) went to university were more likely to feel that their parents would be very knowledgeable about the process (13%) than first in family respondents (3%).

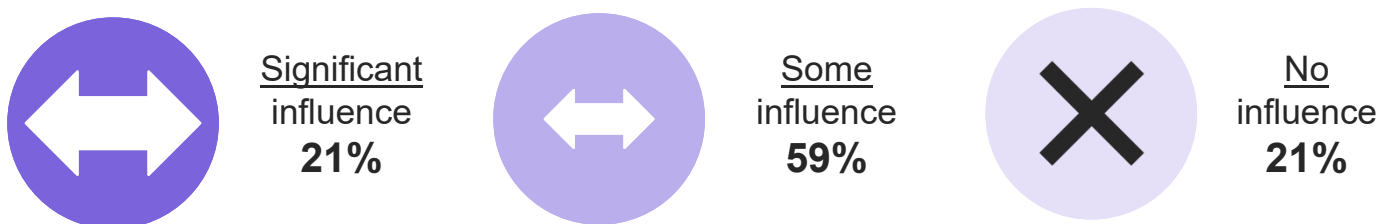
Q: How knowledgeable would you say your parent(s)/carer(s) were about the university application process? (Single response) *1% don't know



The majority (81%) believed their parent(s)/carer(s) would have at least some influence on their university choices, including 21% who believed their influence would be significant. This is largely consistent with May 2023 survey results*.

Almost a quarter (24%) of those whose parent(s)/carer(s) went to university felt they would have a significant influence on their decision making, compared to just 14% of those whose parent(s) did not attend. There were no significant differences in perceived influence between those who felt their parent(s)/carer(s) were and were not knowledgeable about the university application process.

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

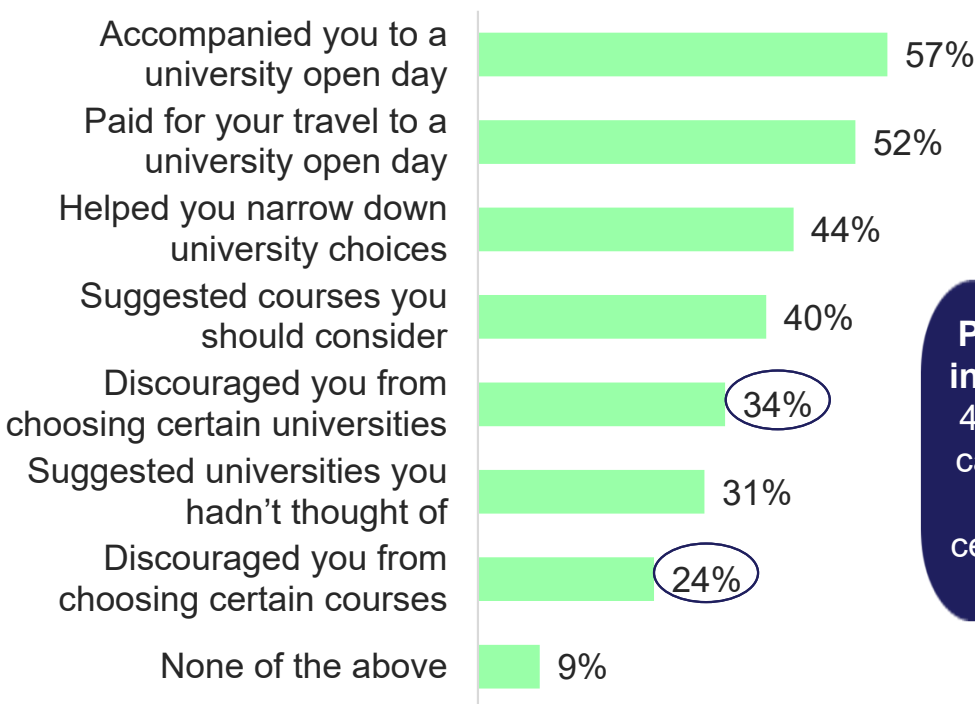


Support with university applications

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

Although one in five (21%) felt their parent(s) had no influence, 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%).

Q: Have your parent(s)/carer(s) done any of the following in relation to your university application decision making? (Multiple response)



Parents also had a role in rejecting universities. 41% said their parent(s)/carer(s) had discouraged them from choosing certain universities and/or courses.

While some parent(s)/carer(s) accompanied them to university open days or paid for travel costs, this was not the case for all respondents. Three in ten 2024 entry respondents (30%) reported having been unable to attend a university open day because their parents could not take them or pay for their travel. However, this proportion was slightly lower than the 37% of 2023 entry respondents surveyed last year*.

Q: Have you ever been unable to attend a university open day/visit because your parent(s)/carer(s) were unable to take you//pay for your travel? (Single response – 153 2024 entry respondents)

