

TSR Insight: What do 2024 undergraduates think about HE fairs?

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

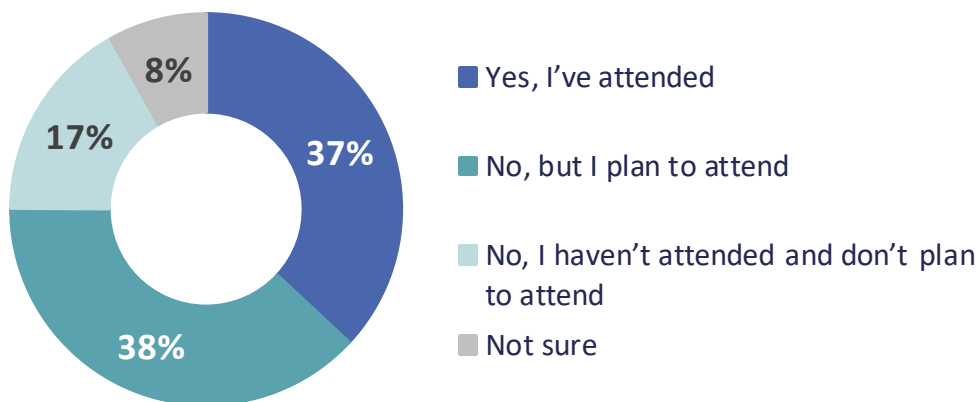
Base: 560 responses (3rd – 5th June 2023)

What do 2024 entry UGs think of HE fairs?

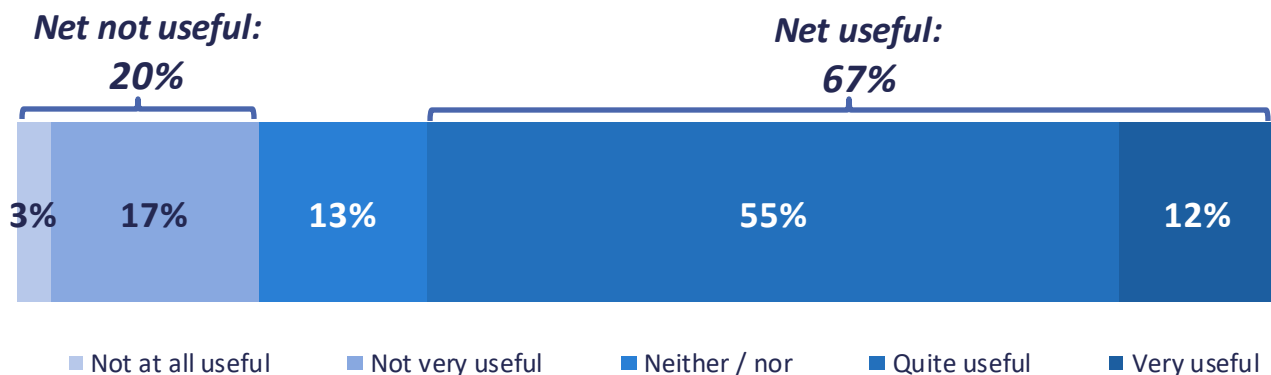
By June 2023 more than one third (37%) of 2024 entry prospective undergraduate respondents had attended a UCAS fair/discovery exhibition as part of their application journey. A further 38% had not yet attended but planned to do so. Only 17% had no plans to attend this type of event.

Two-thirds of those who attended the events found them useful, although just 12% said they had been very useful. First in family respondents were more likely to say the UCAS fairs/discovery exhibitions they attended were very useful compared to those whose parents had been to university (19% compared to 9%).

Q: Have you attended a UCAS fair / discovery exhibition? (Single response)



Q: How useful did you find the UCAS fair / discovery exhibition? (Single response)
 (Base: 187 respondents who had attended)



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How would attendees describe the HE fairs they went to?

2024 entry prospective undergraduates who had attended a UCAS fair or discovery event were most likely to describe the experience positively, one quarter used the word informative. Interesting, useful and helpful were also mentioned. However busy and overwhelming were also frequently used to describe the events attended.

Q: What one word would you use to describe your experience of attending a UCAS fair / discovery exhibition? (Open comment)

(Base: 128 respondents who had attended)

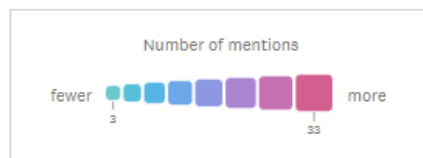
Interesting good useful Helpful

Informative look

Busy

Overwhelming

Eye-opening



Describing UCAS fairs/discovery events

“It was good I just didn't know what I wanted to look for at that time”

“Talked to several of the people manning the stands of universities I was thinking about applying for and discovered some new information about them I didn't know before, so was quite useful.”

“It allowed me to ask loads of different unis and students questions without the stress of having to travel to each different site or send an email and wait for a response.”

“It was a little overwhelming but was a good place to start looking at universities. It gave me an overview of all unis I could be interested in so I can now narrow down which ones are best for me as well as look for alternative ones.”

“It was unfriendly, the teachers couldn't answer my questions and there wasn't much on my course.”

“It was quite good and useful but it was also quite overwhelming”

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