

# Prospective undergraduates' use of league tables and metrics

**Methodology:**

Online survey to 2024 and 2025 entry prospective undergraduates

**Fieldwork:**

3rd – 6th November 2023

**Base:**

699 responses

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## University information sources

Respondents were most likely to have found **university websites** (71%), the **UCAS website** (57%) and **open days** (52%) useful for finding out about universities.

More than two fifths (41%) found **university league tables** useful for finding out about universities, the same proportion who found friends and family members (41%) and social media (41%) useful. At this stage, 2024 entry respondents were more likely to have found **league tables** useful (48%) than 2025 entry (36%).

**Q: Which, if any, of the following have you found useful when finding out about universities? (Multiple response)**



**71%**

University's own website



**57%**

UCAS website



**52%**

Attending open days



**44%**

Online forums (e.g., The Student Room)



**41%**

Social media



**41%**

Friends/family members



**41%**

University league tables



**40%**

Comparison sites (e.g., The Uni Guide)



**40%**

University prospectuses



**36%**

School guidance (e.g., careers advisor, teacher)



**32%**

Reading student reviews



**30%**

Current or previous students at the universities I'm considering

## League tables / metrics used

Overall, more than three quarters (77%) of 2024 entry respondents had used at **least one league table or metric** when deciding which universities to apply to, compared to 57% of 2025 entry respondents. Of those who used league tables / metrics, each used an average of around 2 tables/metrics each.

Almost one quarter (23%) of 2024 entry respondents, and more than two fifths (43%) of 2025 entry respondents said they hadn't used any at this stage in their decision making. Respondents from both years of entry were most likely to use **The Complete University Guide and The Guardian University Guide**.

**Q: Which, if any, of the following league tables / metrics have you used when deciding which universities to apply to? (Multiple response) By year of entry.**

