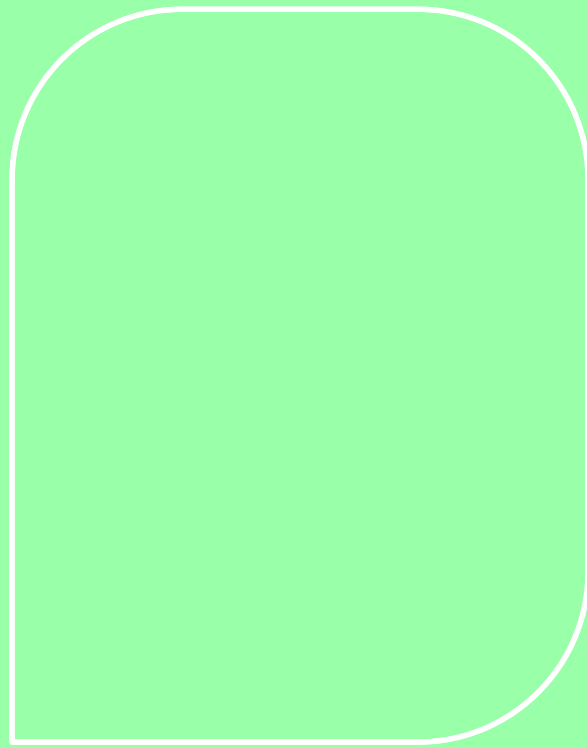




**The  
Student  
Room**



# Student Sentiment

December 2024

As the UK's largest online student community, we witness daily the valuable exchange of support and advice among young people. Learning from their experiences guides us in providing meaningful support.

We have the opportunity and responsibility to amplify students' voices, sharing their perspectives with those like you who aim to support them. By listening to students and collaborating across sectors, we strive to make a genuine impact on their lives.

# Highlights in this update .....

December saw us sprinkle some festive cheer for students so we created a 2024 quiz for the TSR community to enjoy as well as running polls such as “does a Yorkshire pudding belong on a Christmas dinner?” (it most certainly does by the way!)

This months sentiment deck does still have a few of our earlier polls from last month, wrapping up a year of student sentiment that saw 15,000 opinions logged in site polls, on top of the thousands of responses via our monthly TSR Asks surveys. Key insights from this deck include:

- Year 12 reactions to personal statement changes
- Revision was firmly on the Christmas list for students
- What benefits of HE are most important to students?
- Ahead of National Apprenticeship Week, we asked what sources students use for information on apprenticeships and what they want to know about them

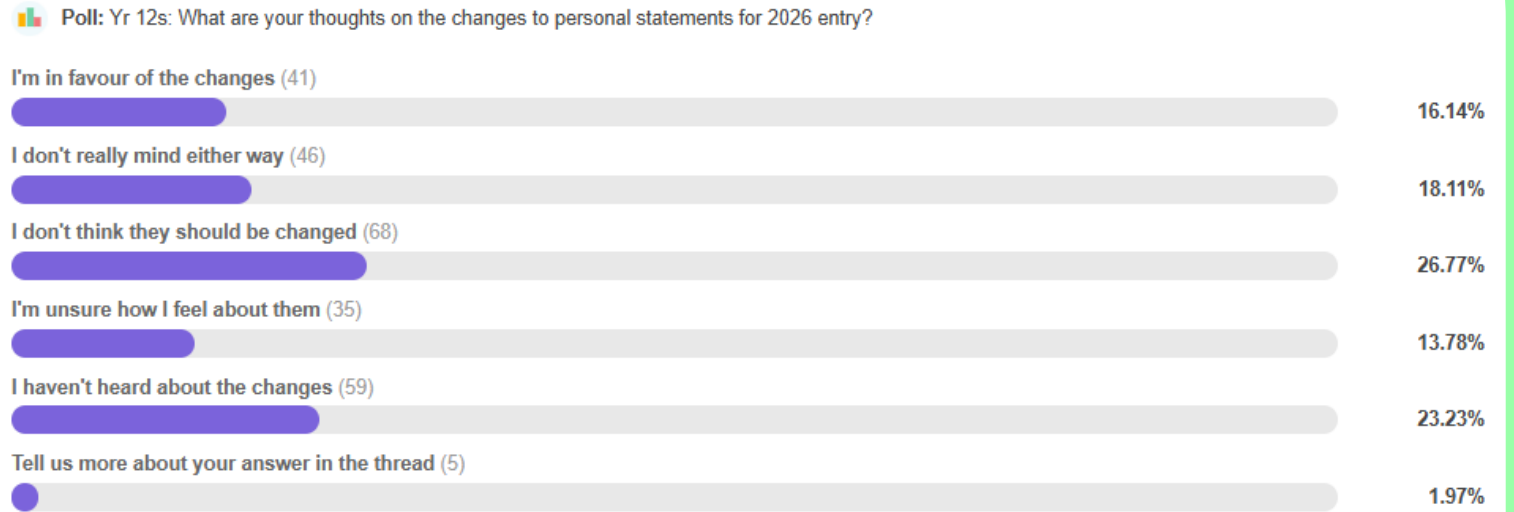
## Yr 12s: What are your thoughts on the changes to personal statements for 2026 entry?

The results of this poll reflect mixed reactions among Year 12 students regarding the proposed changes to personal statements from 2026 entry.

While 26.7% are opposed to the changes, only 16.1% are fully in favour, indicating a generally more sceptical viewpoint. 13.7% are unsure how they feel which suggests there could be a gap in communication or understanding around the changes and an additional 18.1% feel indifferently, neither for nor against the new personal statement format.

Notably, 23.2% say they have not heard of the changes, which sits at the second highest voted for option just slightly below those who say they are not in favour of the proposed changes.

Addressing this awareness gap is crucial, with the new personal statement format due to be introduced in September 2025, and nearly a quarter of voters say they are unaware of the alterations, this highlights a need for more effective communication and outreach to ensure that students feel well informed and fully prepared to begin their university applications.



## What students are saying on the poll thread

*"Personally I would just prefer the normal personal statement format - it would probably suit me more."*

*"Though I see how some people would benefit from the initial framework to a "personal statement" that the three sections would provide"*

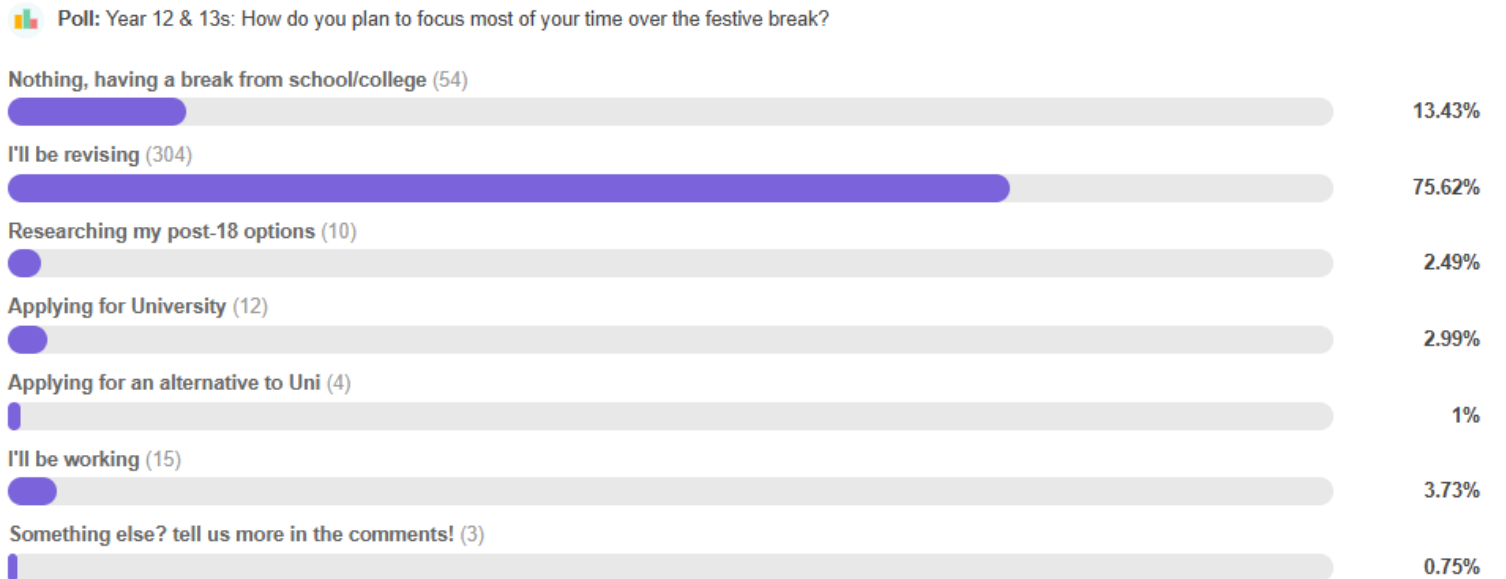
*"I've noticed that everything gets dumbed down - what was wrong with writing a long one pager? This seems like they have to guide every paragraph and spoon feed students with what they need to write rather than allowing personal voice to shine through. It wasn't broken, why fix it?"*

*"Yes they will make it easier for people applying to set their thoughts out in the way the university wants them to read, but let's face it, most schools know how to help students do that anyway. All it does is restrict how most people apply for university for the benefit of a few people who don't know how to and don't want to learn how to."*

## Year 12 & 13s: How will you focus most of your time over the festive break?

It's clear in the results of this poll how the Year 12s and Year 13s on TSR plan to focus their time over the festive break, taking a strong lead at 75.6% of votes, those students say that they will be revising, with mock exams coming up in January and February for the majority.

This is evident in our data where in December alone we saw a **143% increase YoY** of Year 12 and Year 13 posters in our [Grow Your Grades forum](#) and a **47% increase YoY** of Year 12 and Year 13 posters in the [Study Help & A-levels forum](#), highlighting a growing commitment of students seeking revision support, motivation tips and much more during their school holidays.

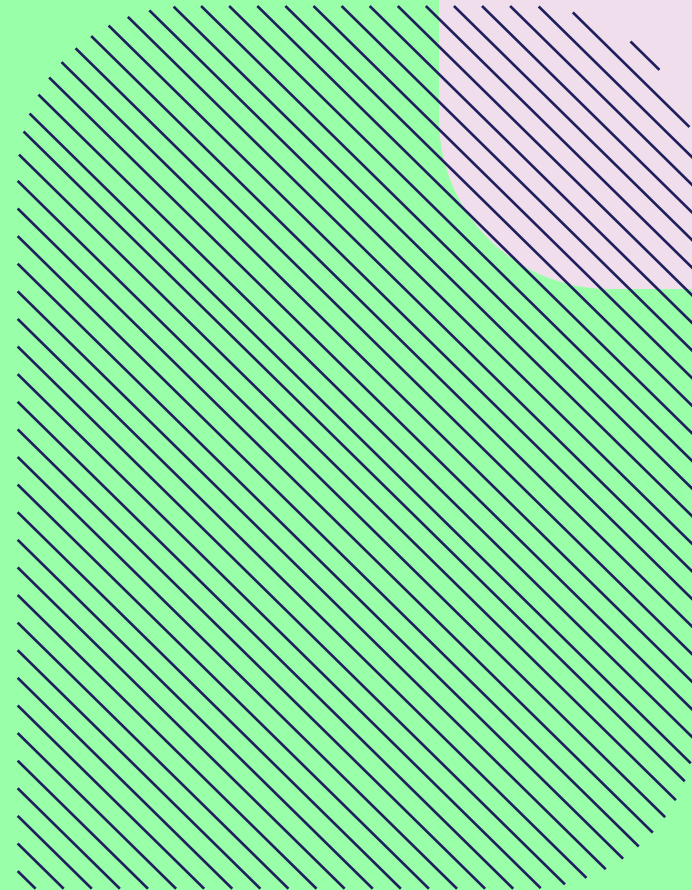


*"I'll study enough that I don't lose knowledge but desperately need some time to relax too after the university rush."*

402 Votes. Promoted 13/12/24 - 21/12/24



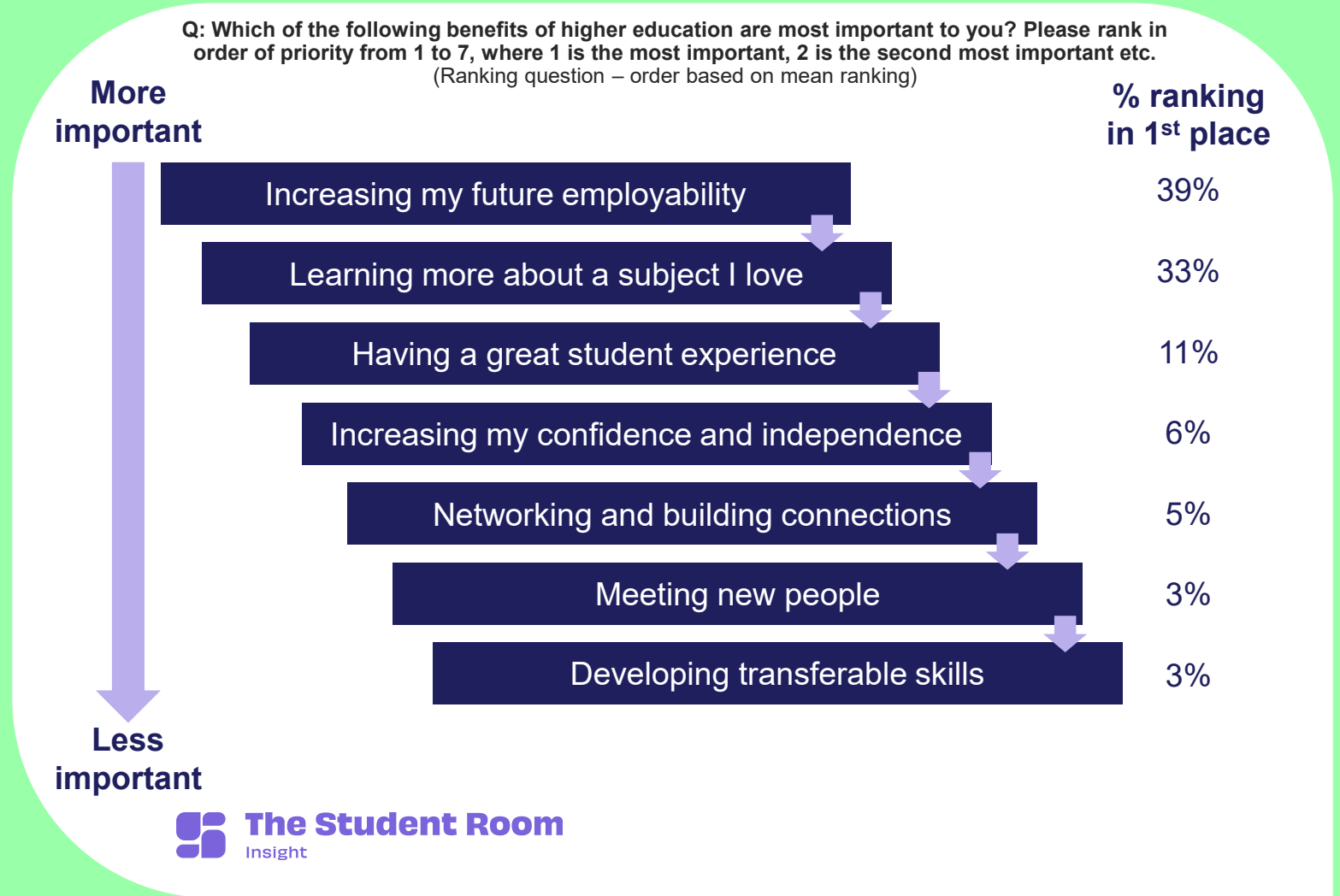
# Summaries



## Benefits of higher education

We asked respondents to rank which of a list of benefits of higher education were most important to them.

Respondents considered the most important benefit of higher education **as increasing their future employability**, with almost two-fifths (39%) of respondents ranking this in the first place of a list of factors. **However, learning more about a subject they loved** ranked in second, with a third (33%) selecting this in first place.



**Methodology:** Online survey

**Audience:** 2025 and 2026 entry prospective UGs, aged 16+

**Fieldwork:** 8<sup>th</sup> – 10<sup>th</sup> December 2024

**Base:** 446



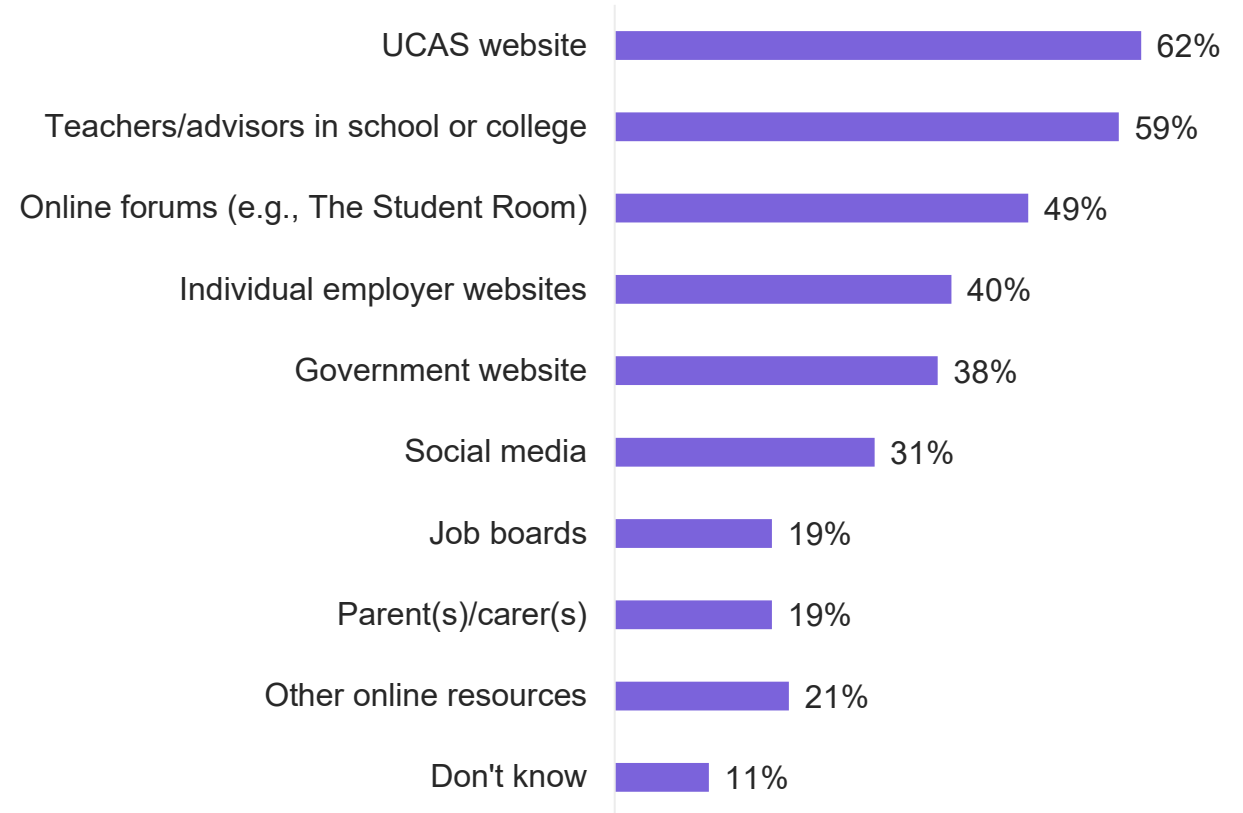
## Finding out about apprenticeships

We asked respondents where they would go if they wanted information about apprenticeships.

Respondents selected an average of around three different information sources each, most likely the UCAS website (62%) or advisors at their school or college (59%). Around half (49%) would get this information from online forums such as The Student Room.

In total, 86% would look for information on apprenticeships using at least one online source.

**Q: Where would you go if you wanted information about apprenticeships? Please select all that apply**  
(Multiple response question)



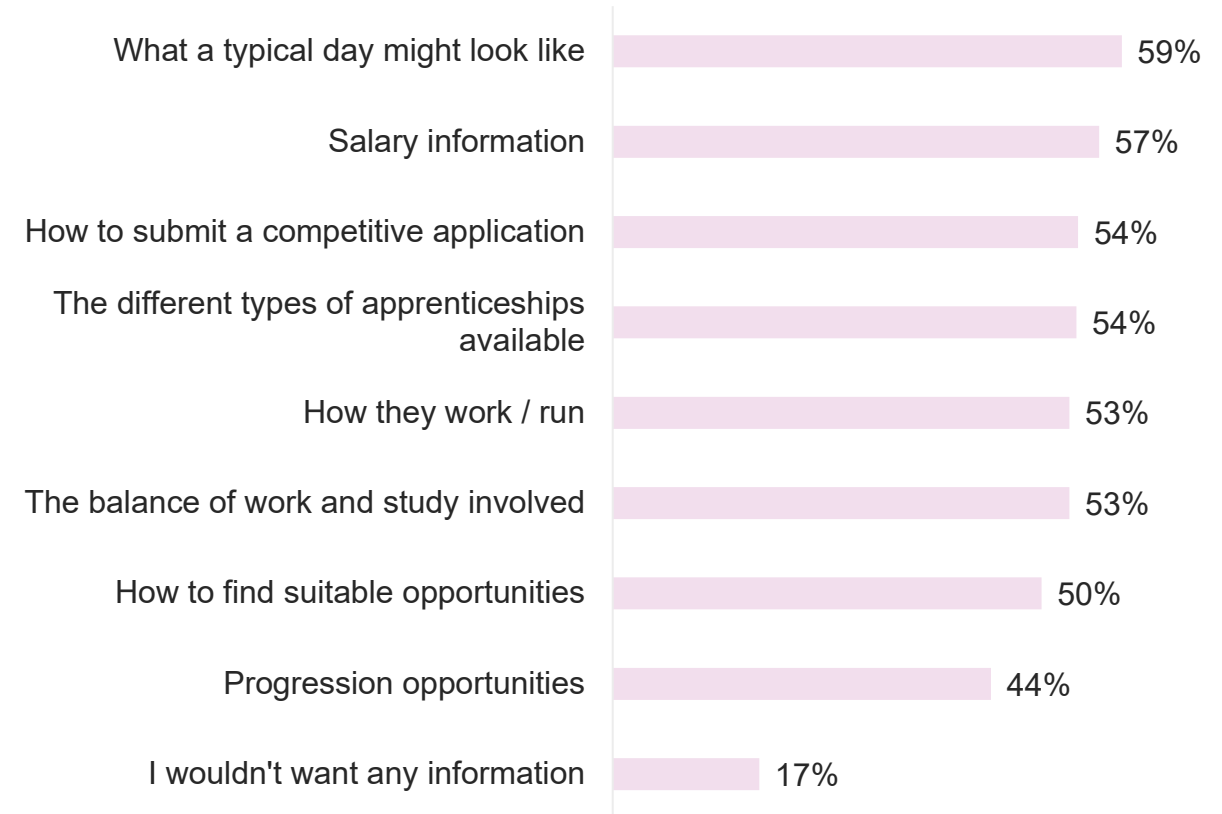
## Apprenticeship information needs

The majority of Year 12 and 13 respondents (83%) wanted some information about apprenticeships.

They were most likely to want information about what a typical day might look like (59%) and salary information (57%).

Among those who wanted information, they each wanted over 5 different pieces of information on average, suggesting wide range information needs and perhaps a lack of current knowledge about apprenticeships.

**Q: Which of the following information, if any, would you like to see about apprenticeships? Please select all that apply (Multiple response question)**



# Other news



**2024 saw....**

**135 million**  
page views on site

**100,000**  
members creating posts

**18 million**  
views of Official Rep  
posts

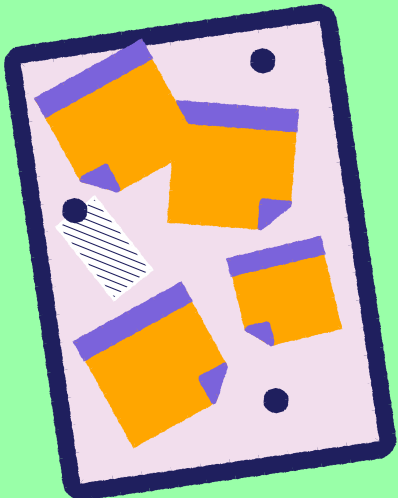
**250,000**  
new Y11-13 members  
join TSR

## Clearing packages and media pack are now live

Encompassing a mix of email, SMS, topic sponsorship and targeted display advertising, our 2025 national, subject and regional packages are now available to book!

With over six million users on The Student Room in August 2024, you can work with us to influence high-intent Clearing 2025 applicants both ahead of and during results week itself.

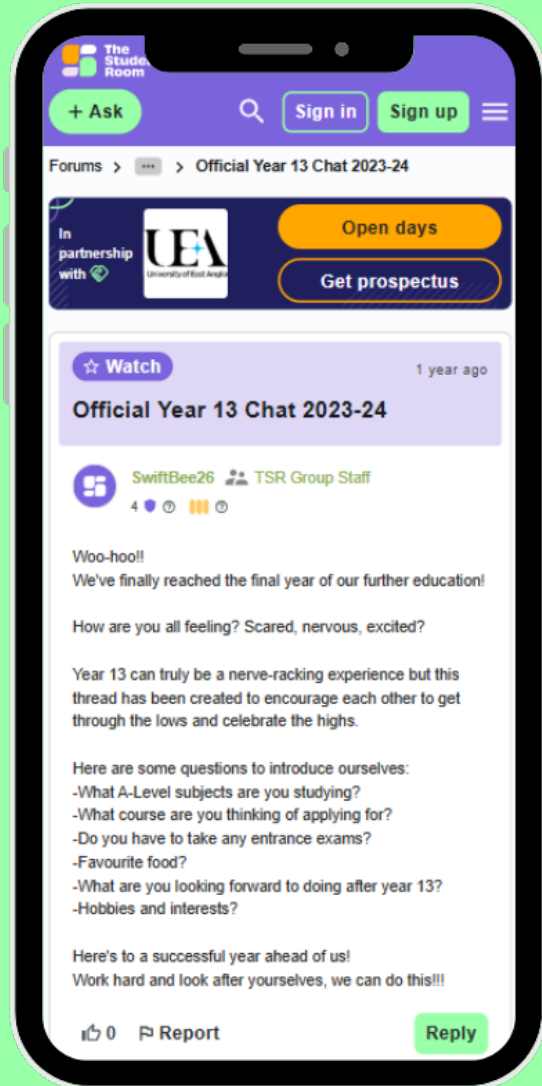
**[Download our media pack](#)** to find out more and take advantage of early bird rates of up to 20% discount until end of January 2025.



Available subjects include:	Available regions include:
Accounting and finance	North West England
Biological sciences	East of England
Economics	Northern Ireland
Engineering and technology	Scotland
Geography, environment and earth sciences	Wales
Health sciences and professions	Yorkshire & the Humber
Mathematics	<a href="#">View the full range of available packages here</a>

The National Premium Package is also still available!

## Discussion Partnerships



Discussion Partnerships offer an exciting new opportunity to build recognition and affinity through key conversations on The Student Room.

Giving you exclusive partnership status for key university application discussions in your subjects or regions of focus, your brand awareness will be boosted, driving engagement all year long.

With an “**In Partnership with...**” space on both the site and app, this partnership delivers extensive brand visibility and long-term association with high-intent student discussions, helping your institution stand out in a competitive market.

Choose from the below options in your content block:

- Your active lead gen buttons (e.g. open days)
- Reviews from The Uni Guide and Did You Know facts
- Your own CTA with link

You will have ownership for 50 weeks of the year (excluding Results Week and following week)