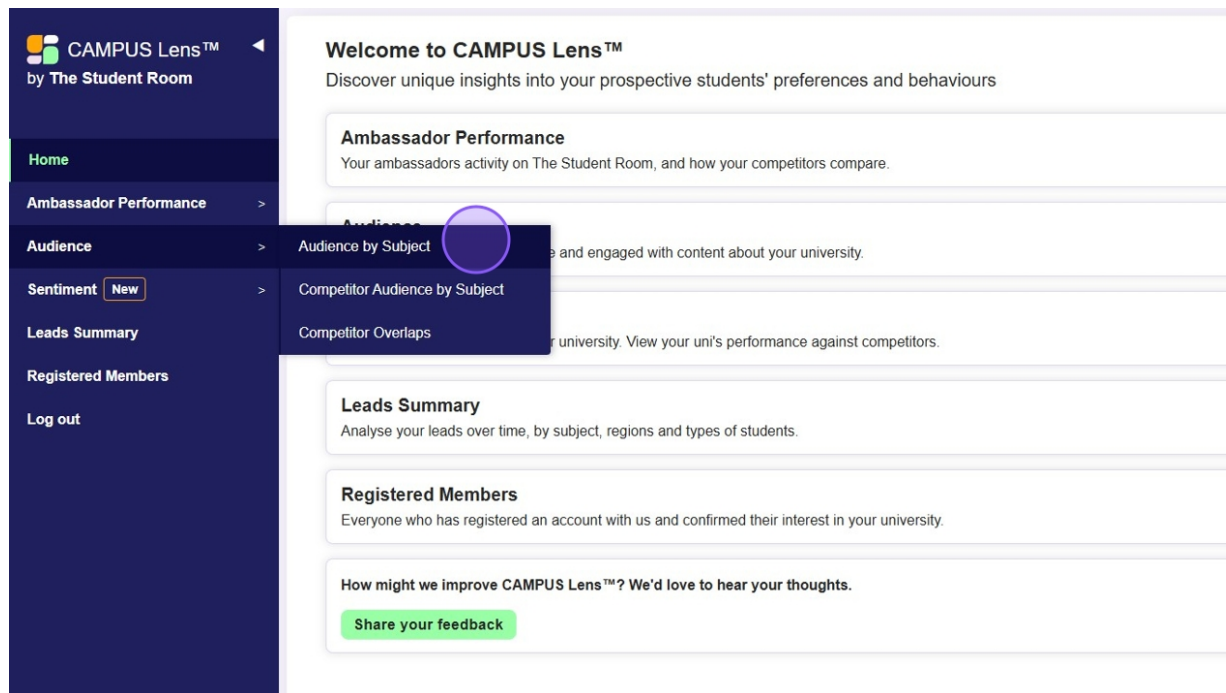


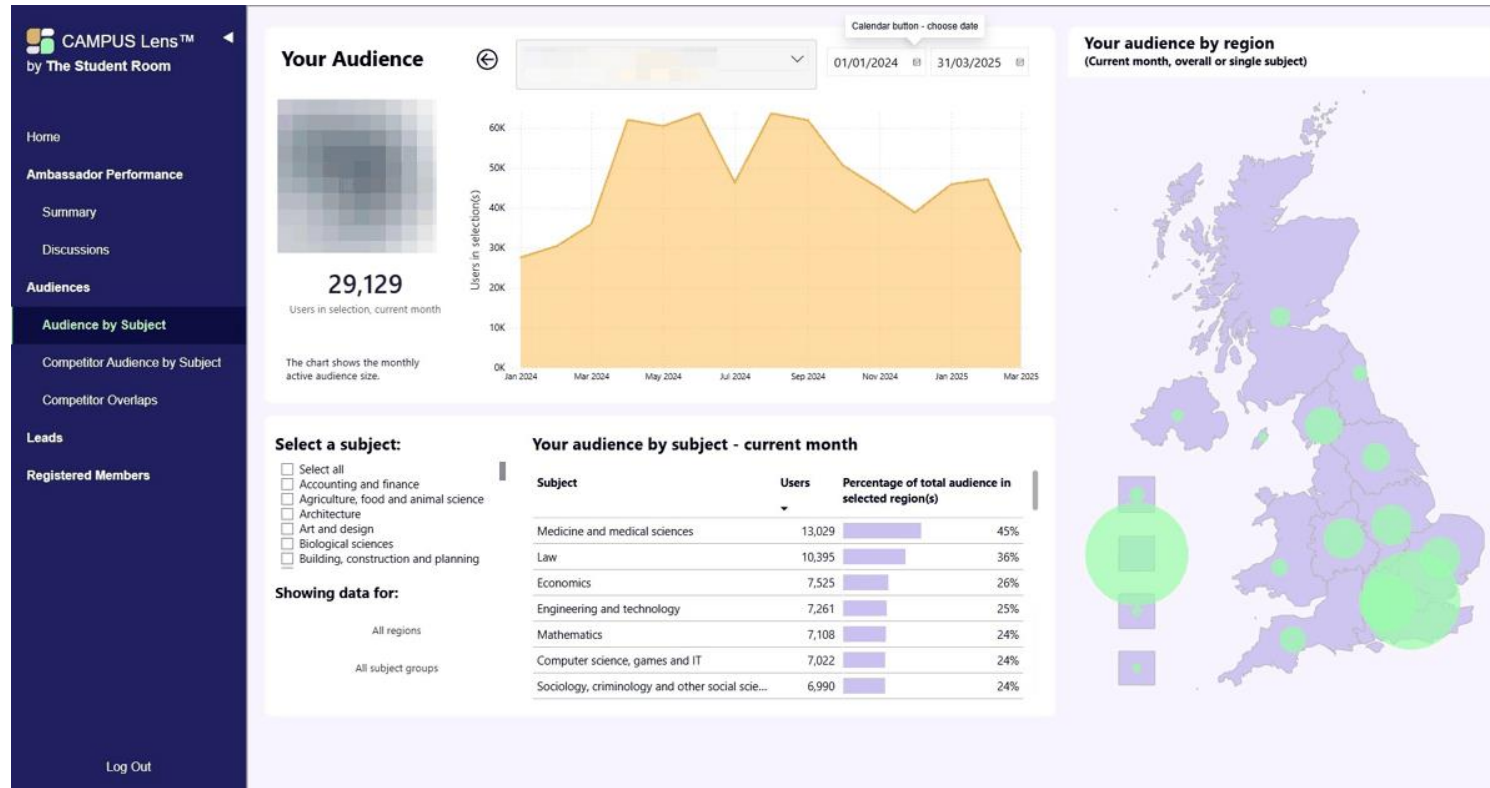
How to Navigate The Audience Report

This guide offers essential insights for effectively utilising the Audience Report, enabling you to track active interest in your university over time. By understanding fluctuations tied to the academic calendar and filtering data by subjects and regions. Additionally, it provides comparative analysis against competitors. It's a valuable resource for optimizing outreach and improving strategic planning.

1. Navigate to <https://campus-lens.tsrmatters.com> login and select **Audiences by Subject** to view report



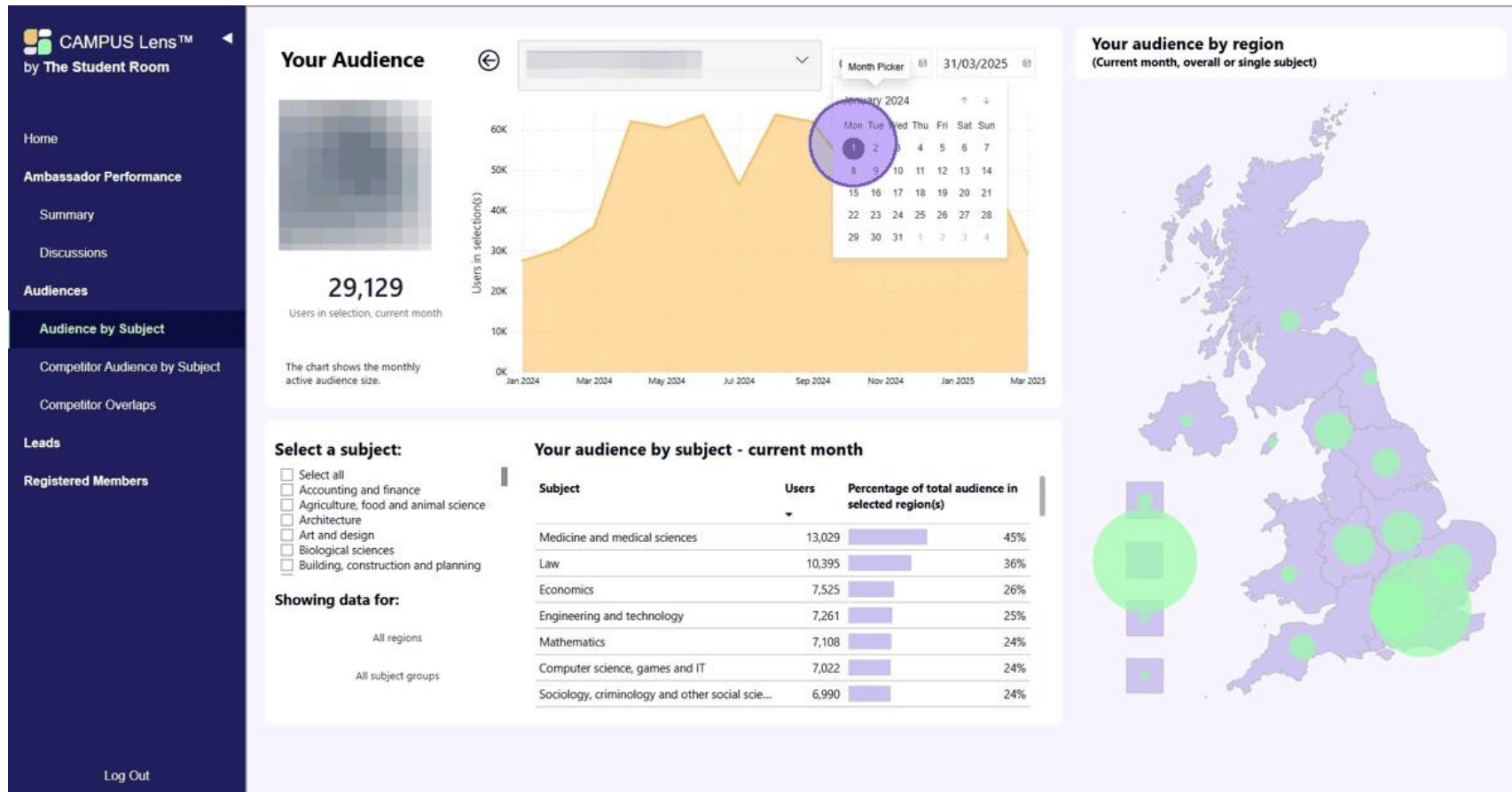
- The audience report is updated on a monthly basis for example January data would become available at the beginning of February. The audience report by subject allows you to monitor the number of active users interested in your university overtime.



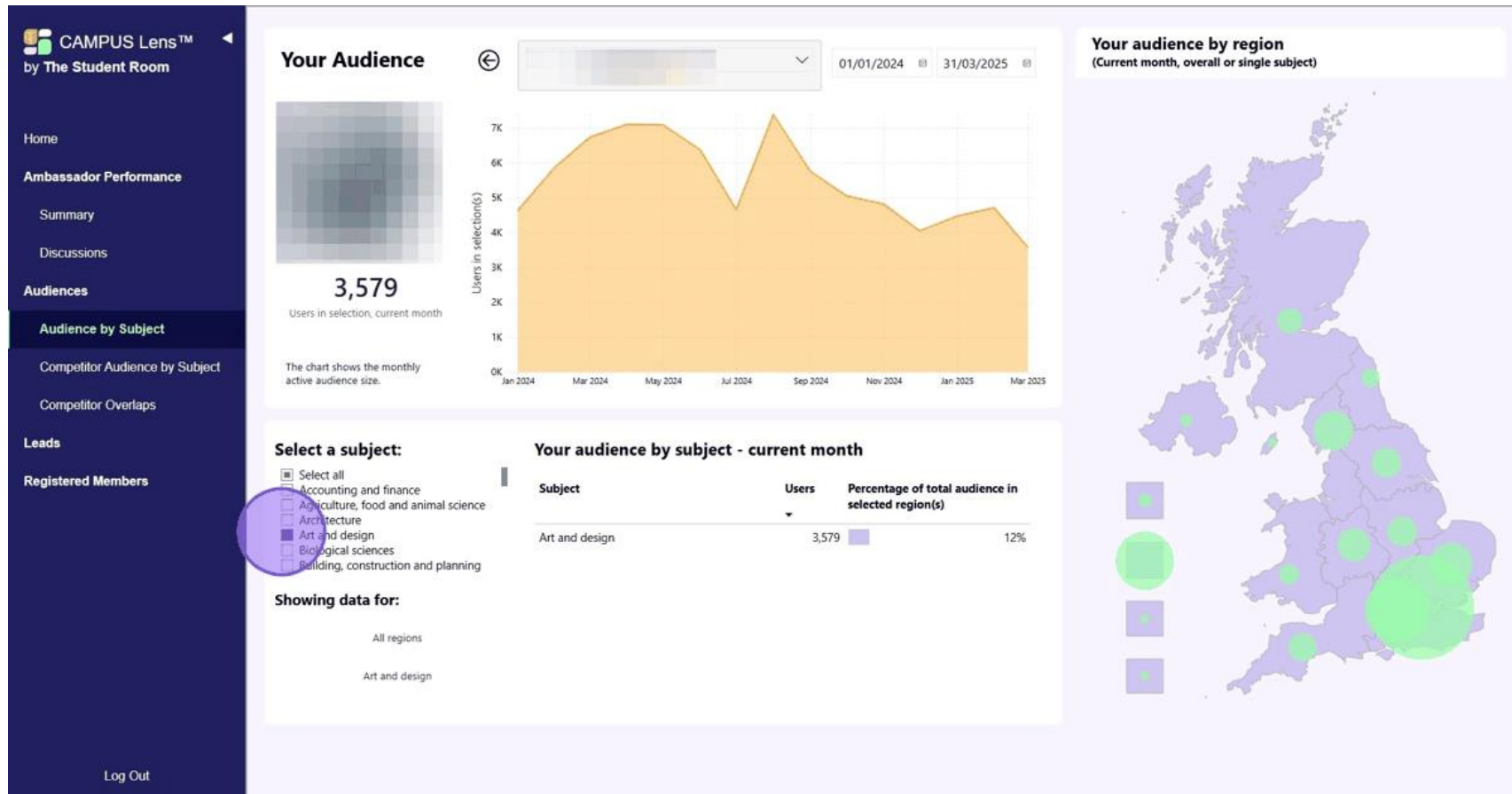
Tip! Expect fluctuations corresponding to the academic calendar for example peaks during exams and dips during the summer

Tip! Be cautious of subjects with large audiences, such as Medicine and Medical sciences, as they may skew your data

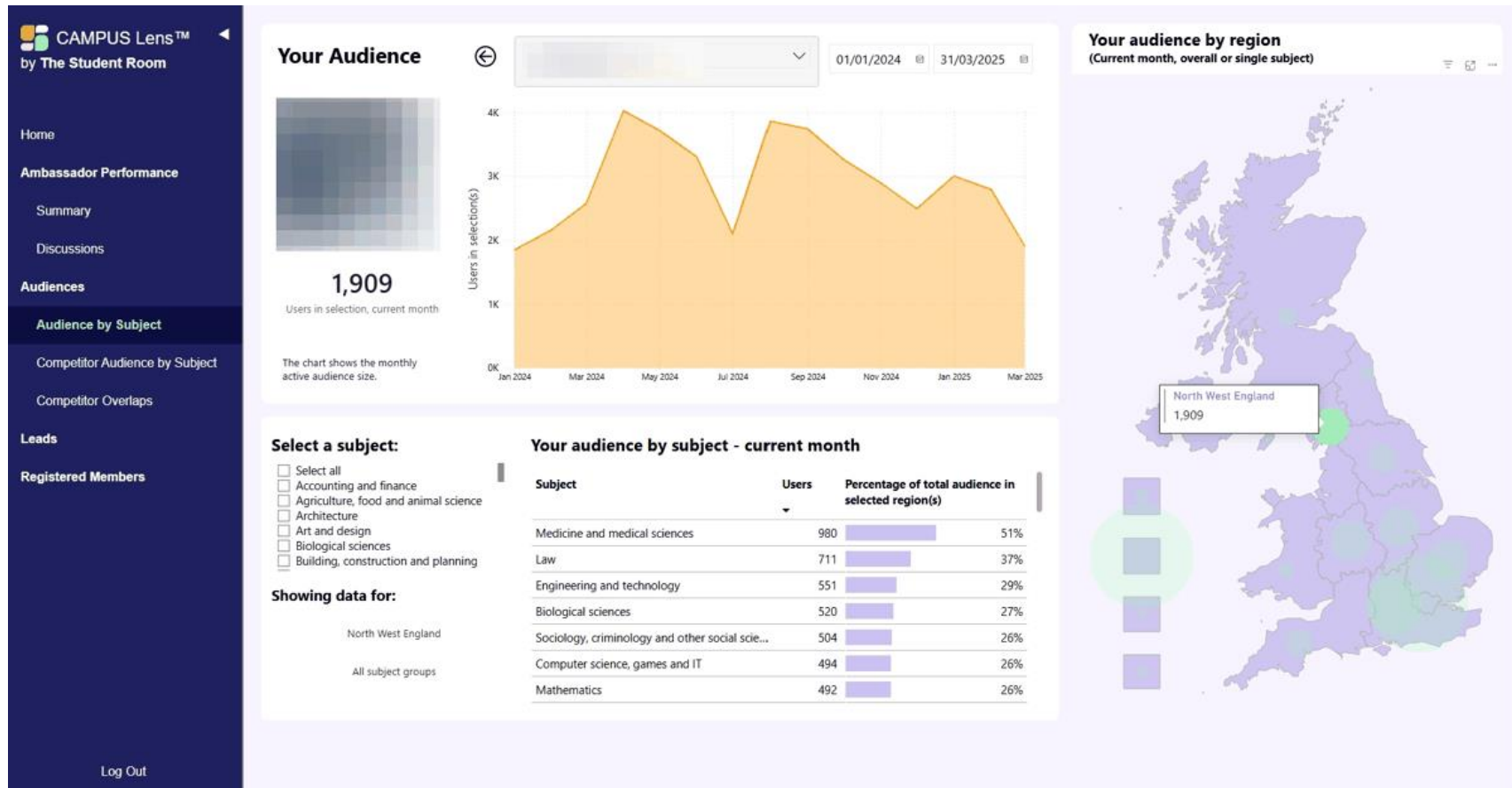
- Click on the **calendar icon** to change the reporting period. This report goes back to January 2024 and will eventually provide you with two years of rolling data.



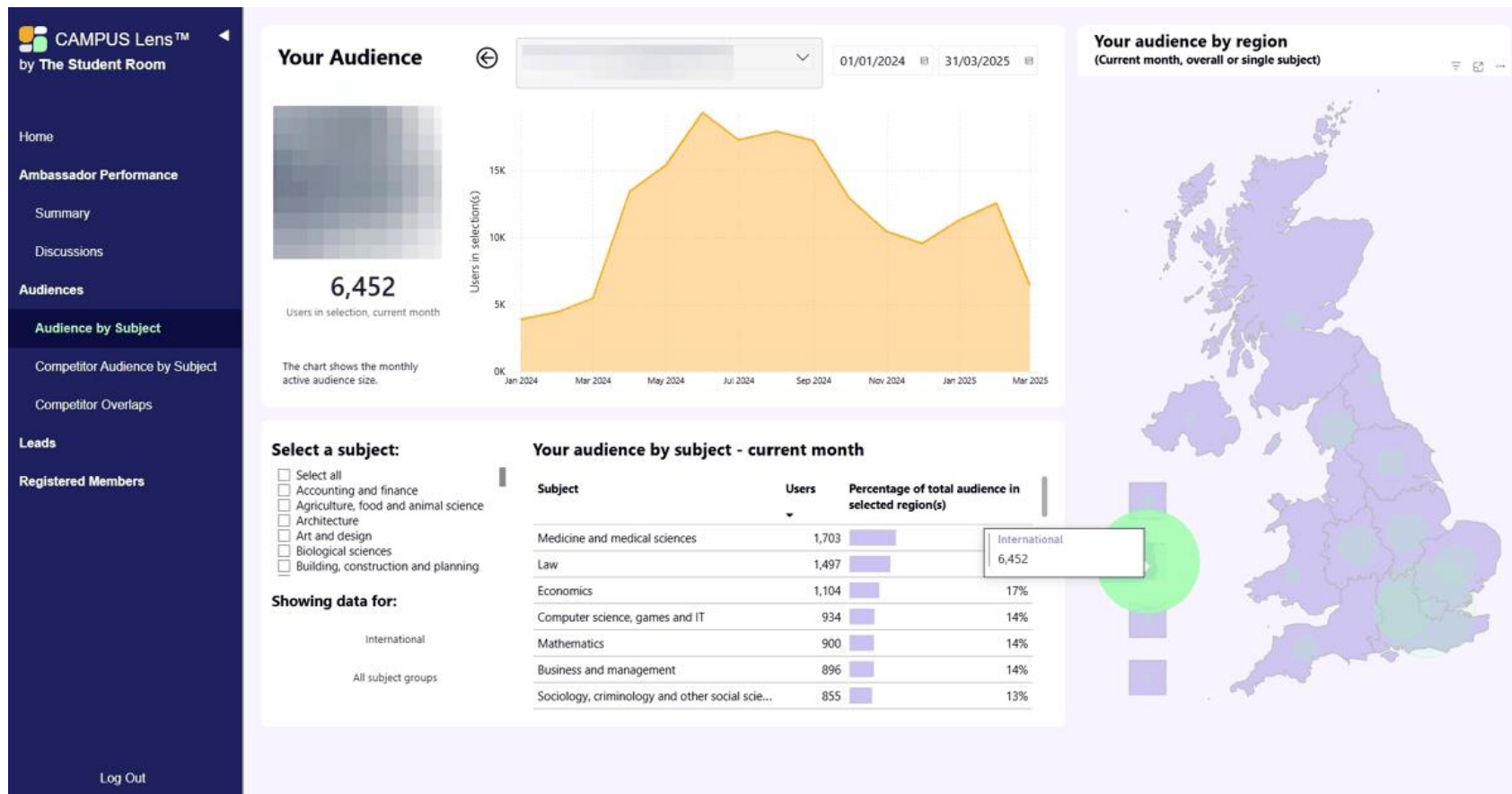
4. Select specific **subjects** to filter the report by



- Click on an area of the map to **filter by UK region**, click again to remove the filter

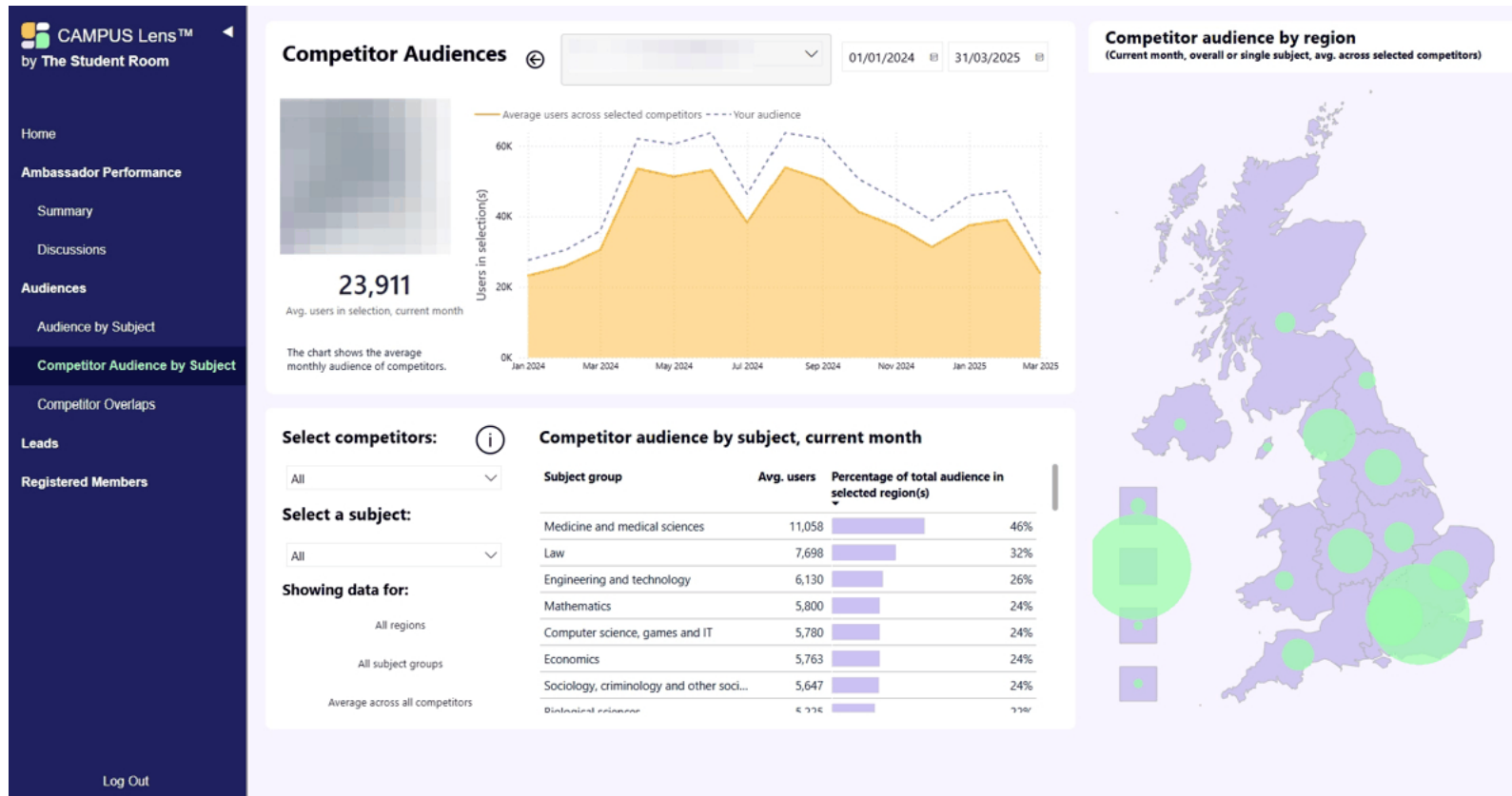


6. Hover over the boxes to see grouped audiences such as **international**. Click to filter by that audience, click again to remove the filter



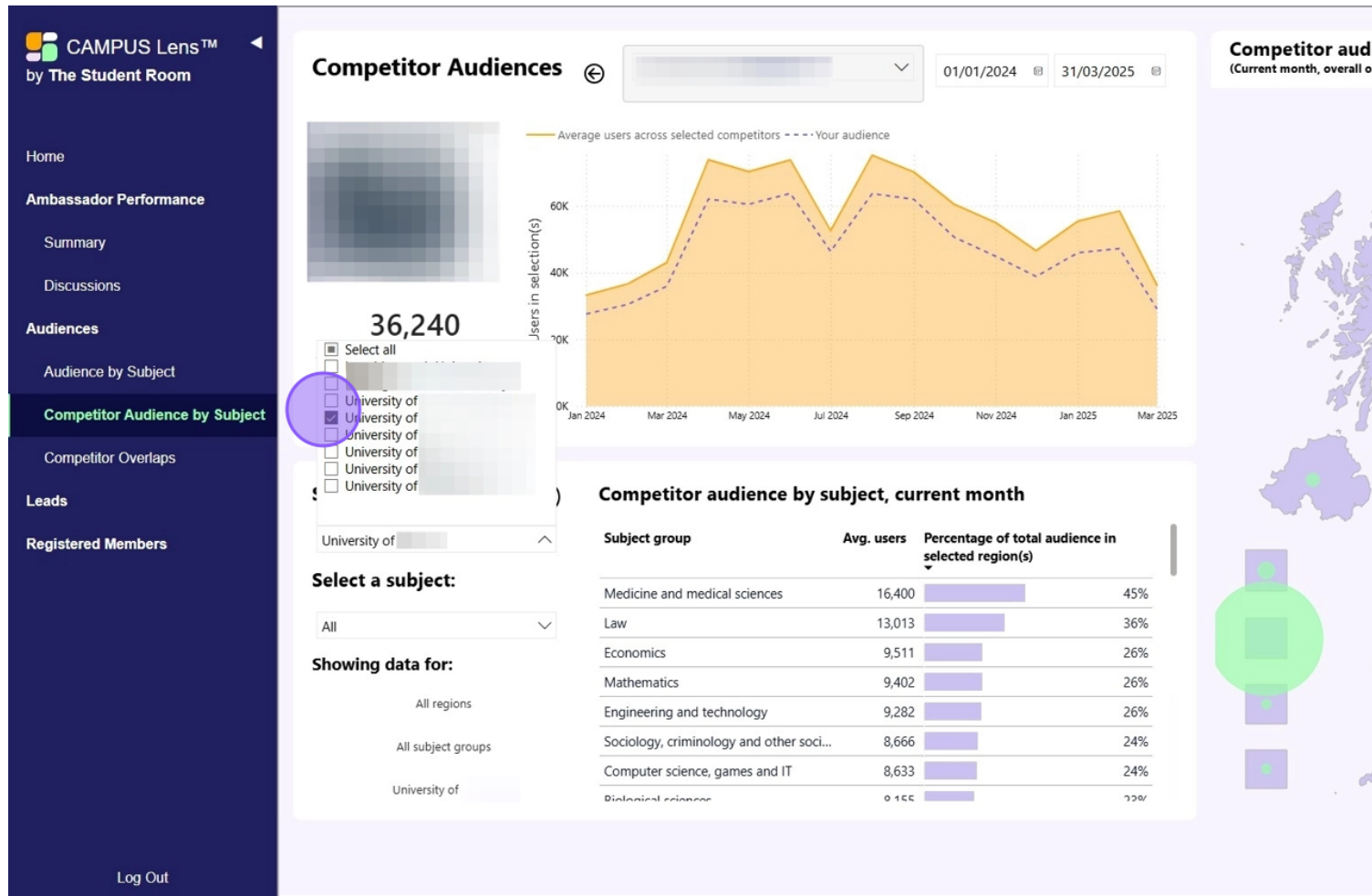
Alert! There are some unknown groupings this is where we have been unable to identify a users specific location.

7. Select **Competitor audiences by subject** to view the second page of the report and compare your audience data against selected competitors




Tip! Larger institutions may skew data due to their significant audience size. Consider adjusting your competitor set or interpreting the data with this context

- Filter by competitors here, select one, many or all



9. Filter by subject, select one, many or all



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Competitor Audience by Subject

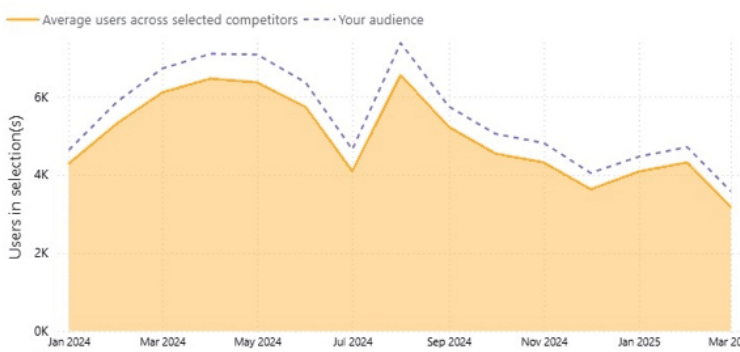
Competitor Overlaps

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Competitor Audiences



3,178
Avg. users in selection, current month

The chart shows the average monthly audience of competitors.

☒ Select all

- ☐ Accounting and finance
- ☐ Agriculture, food and animal sciences
- ☐ Architecture
- ☐ Art and design
- ☐ Biological sciences
- ☐ Building, construction and planning
- ☐ Business and management
- ☐ Chemistry
- ☐ Classics and archaeology
- ☐ Computer science, games and IT
- ☐ Design
- ☐ Engineering
- ☐ Health, life and physical sciences
- ☐ Humanities
- ☐ Law
- ☐ Medicine
- ☐ Mathematics
- ☐ Natural sciences
- ☐ Performing arts
- ☐ Social sciences
- ☐ Technology
- ☐ The arts
- ☐ Veterinary

Showing data for:

☒ All regions

☐ Art and design


☐ Average across all competitors

Competitor audience by subject, current month

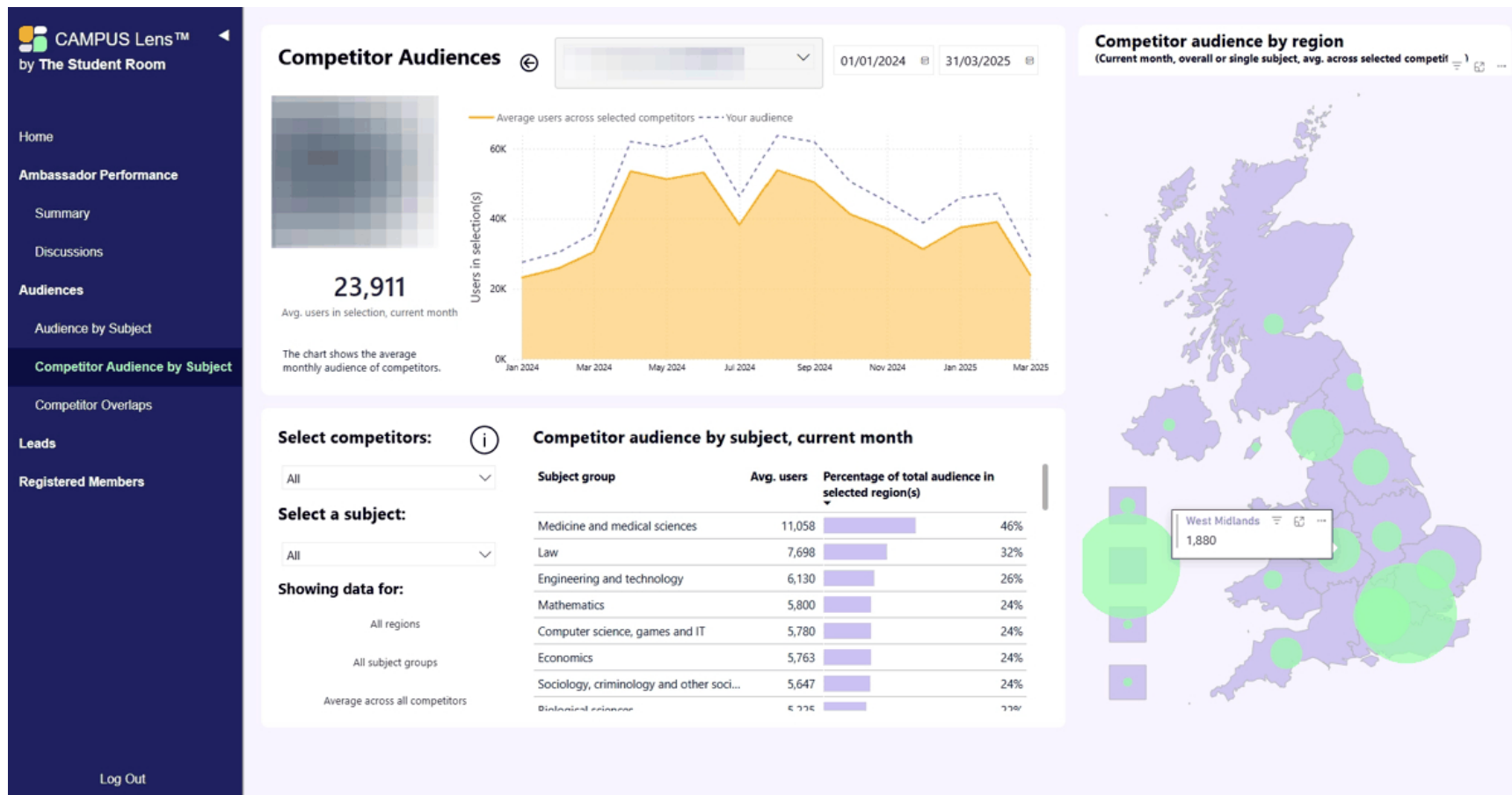
Subject group	Avg. users	Percentage of total audience in selected region(s)
Art and design	3,178	13%

Competitor audi

(Current month, overall or

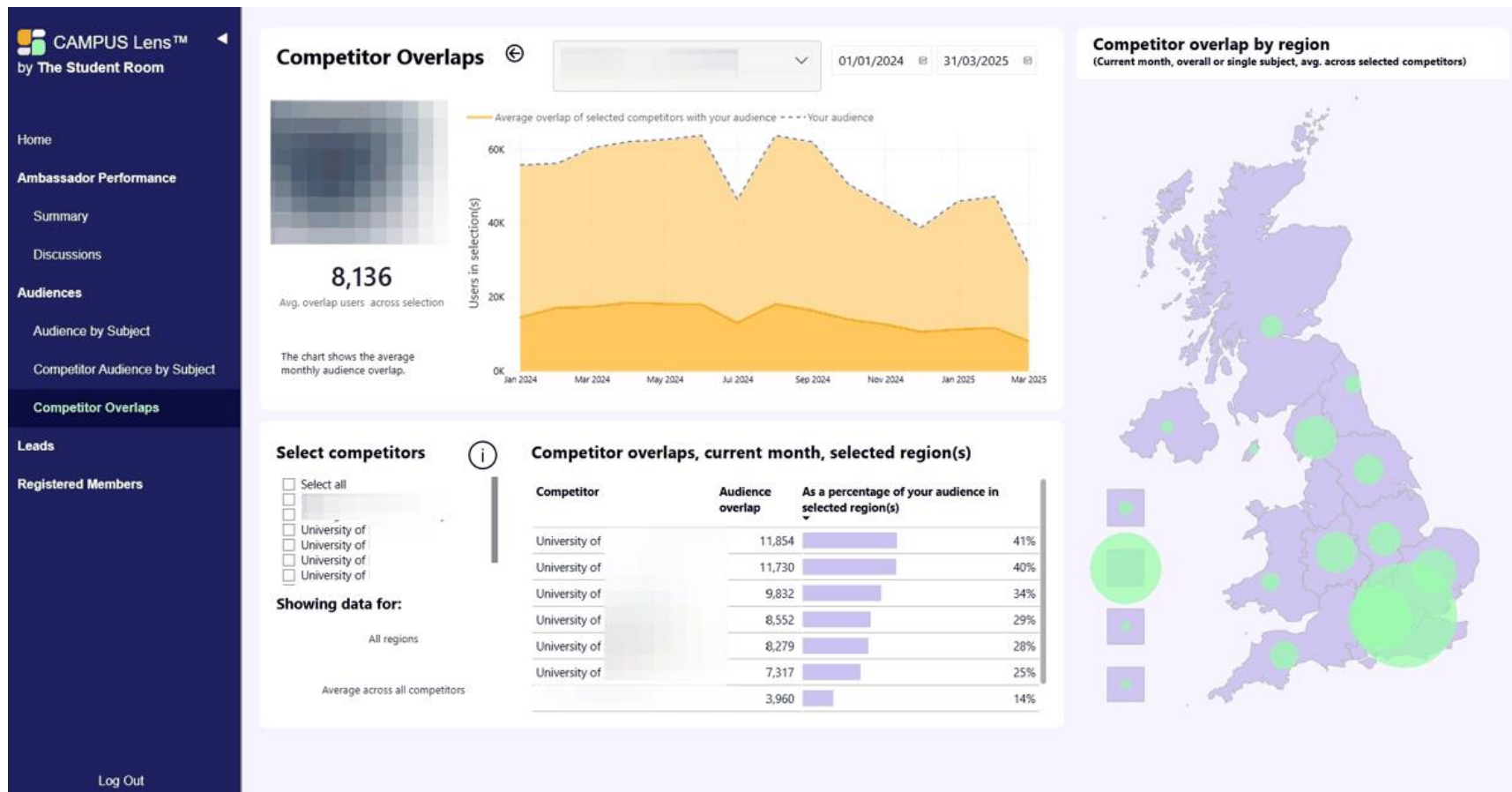


10. You can also filter by **Region** by selecting an area on the map, click again to remove the filter



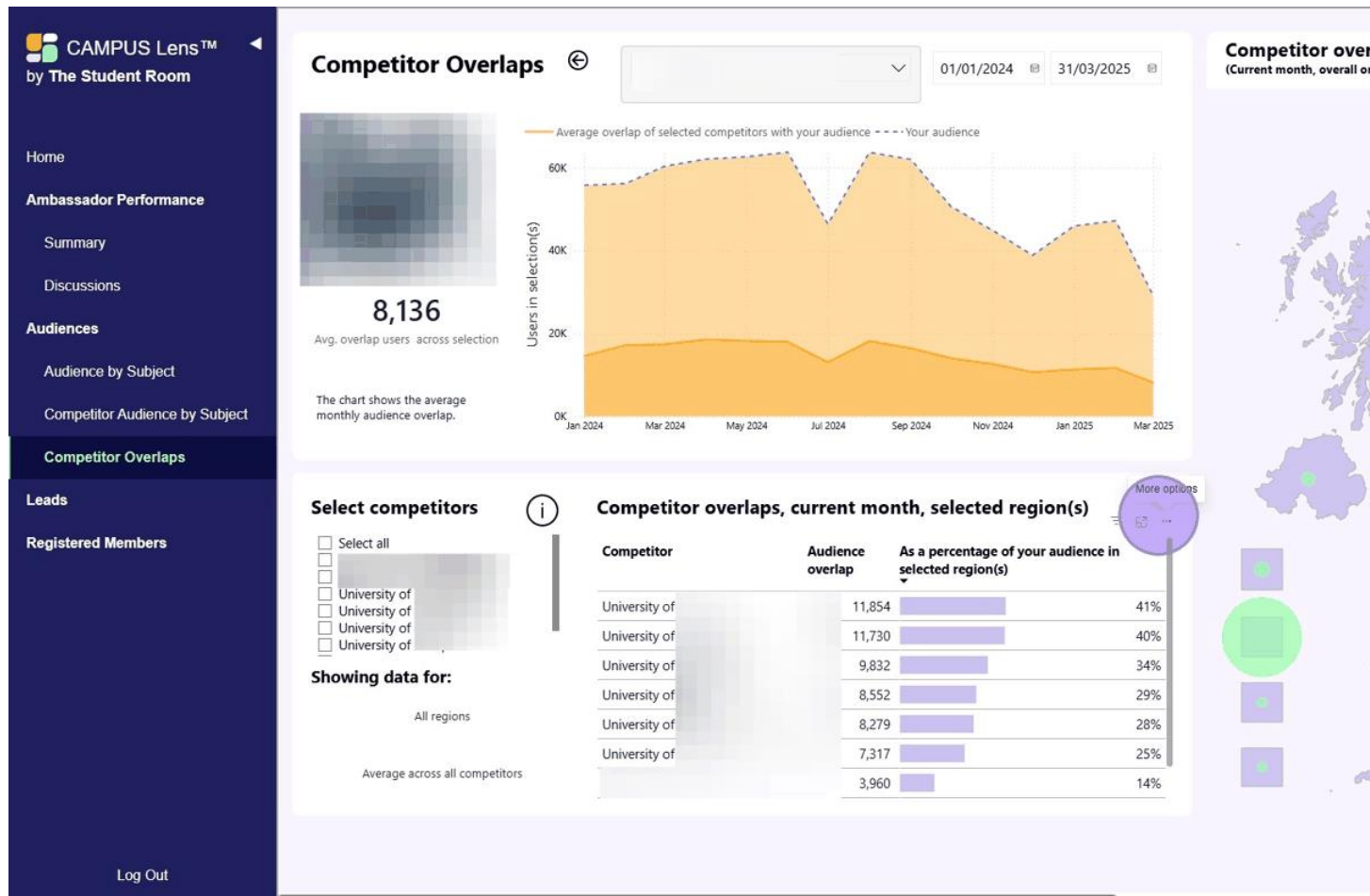
11. Finally click on the **Competitor Overlaps** to compare your audience size and you can filter by:

- Competitors
- UK Regions
- International

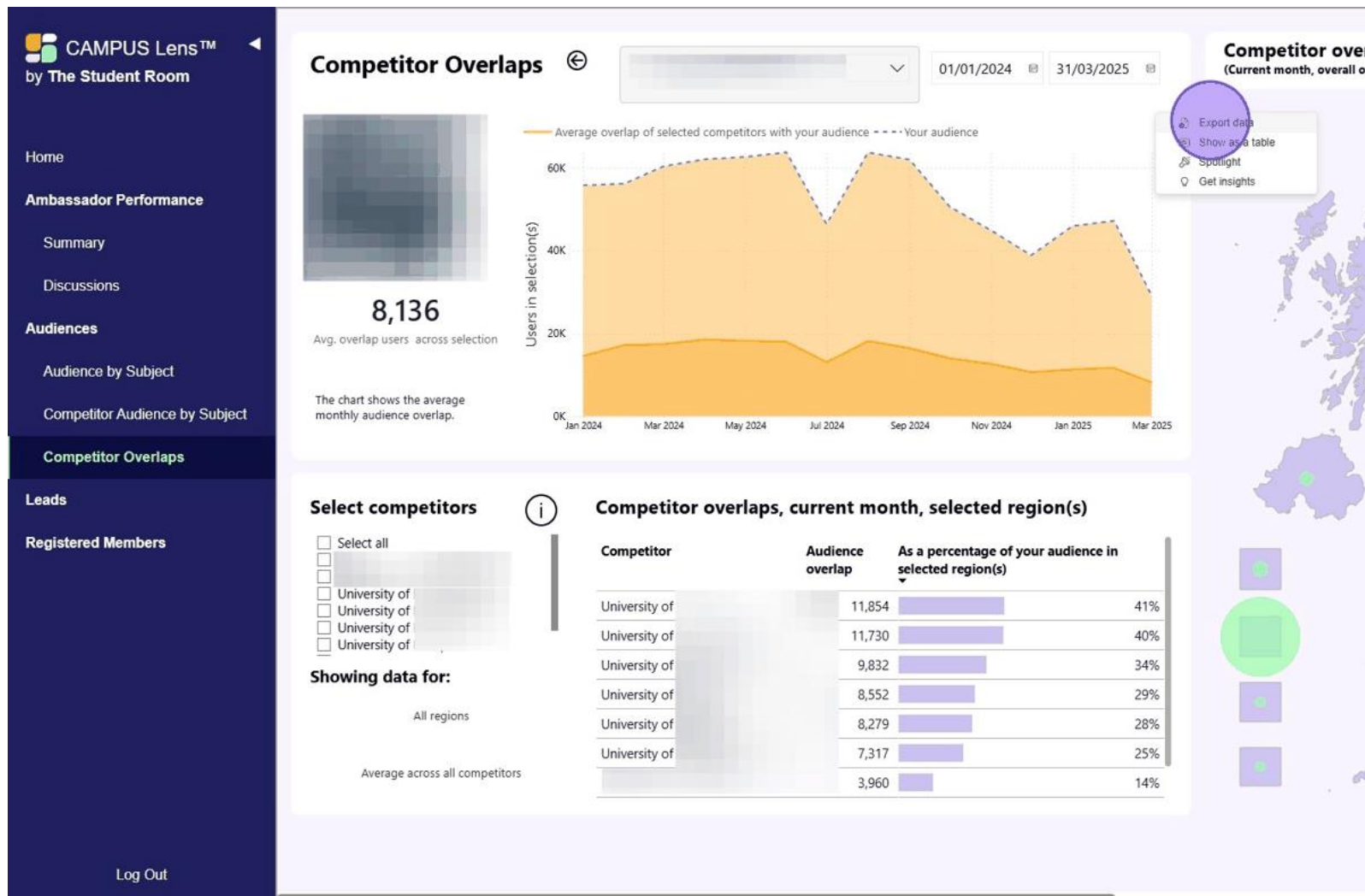


12. To export any graph or table:

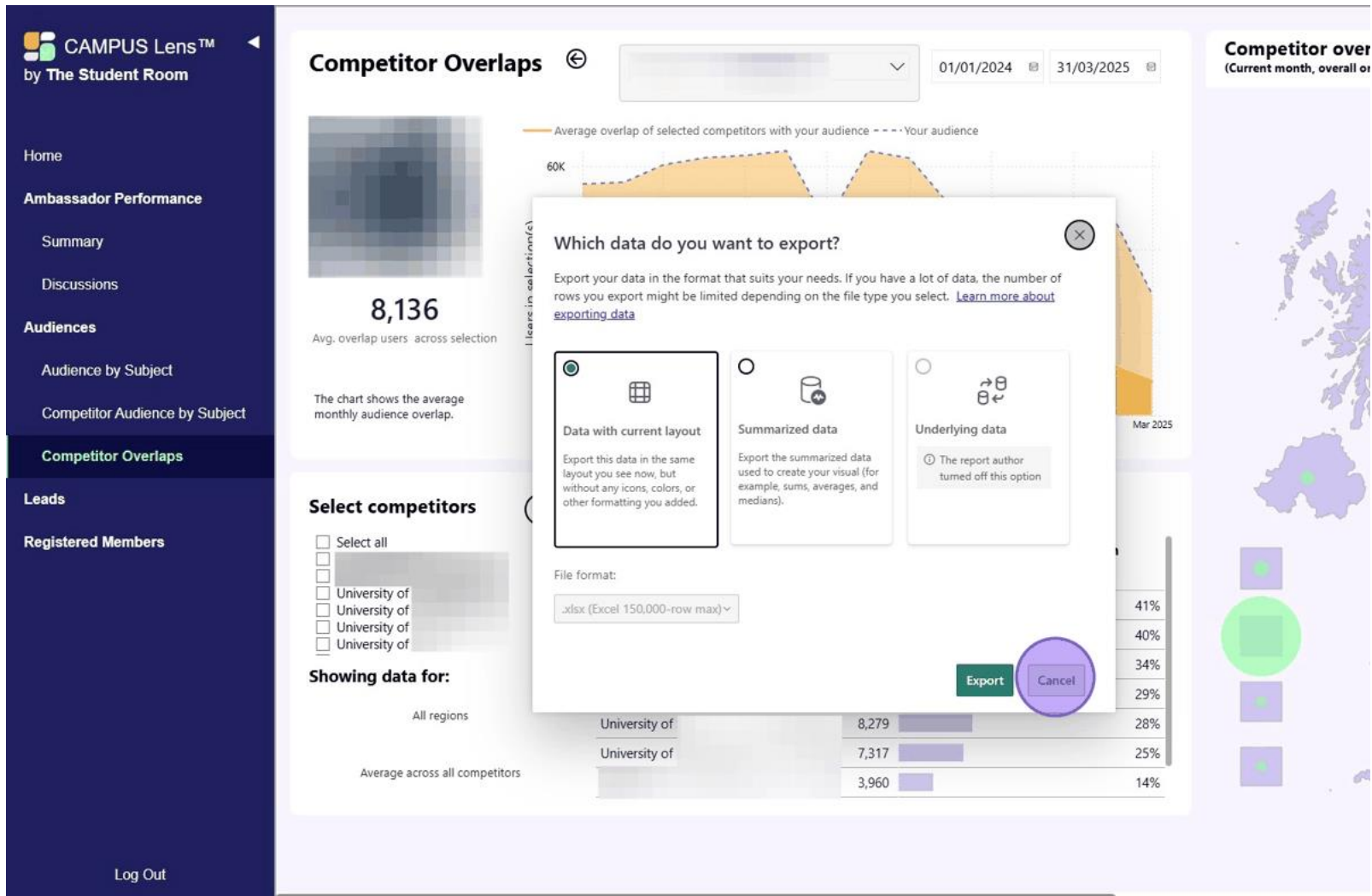
- Hover over the visual.
- Click the three dots (...).



13. Click "Export data"



14. Click "Export"



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by The Student Room

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Competitor Overlaps

01/01/2024 31/03/2025

8,136
Avg. overlap users across selection

The chart shows the average monthly audience overlap.

Select competitors

☐ Select all

☐ University of

☐ University of

☐ University of

☐ University of

Showing data for:

All regions

Average across all competitors

Which data do you want to export?

Export your data in the format that suits your needs. If you have a lot of data, the number of rows you export might be limited depending on the file type you select. [Learn more about exporting data](#)

- ☒ **Data with current layout**
Export this data in the same layout you see now, but without any icons, colors, or other formatting you added.
- ☐ **Summarized data**
Export the summarized data used to create your visual (for example, sums, averages, and medians).
- ☐ **Underlying data**
The report author turned off this option

File format:
.xlsx (Excel 150,000-row max) v

Export **Cancel**

Competitor over
(Current month, overall or)

Mar 2025

41%

40%

34%

29%

28%

25%

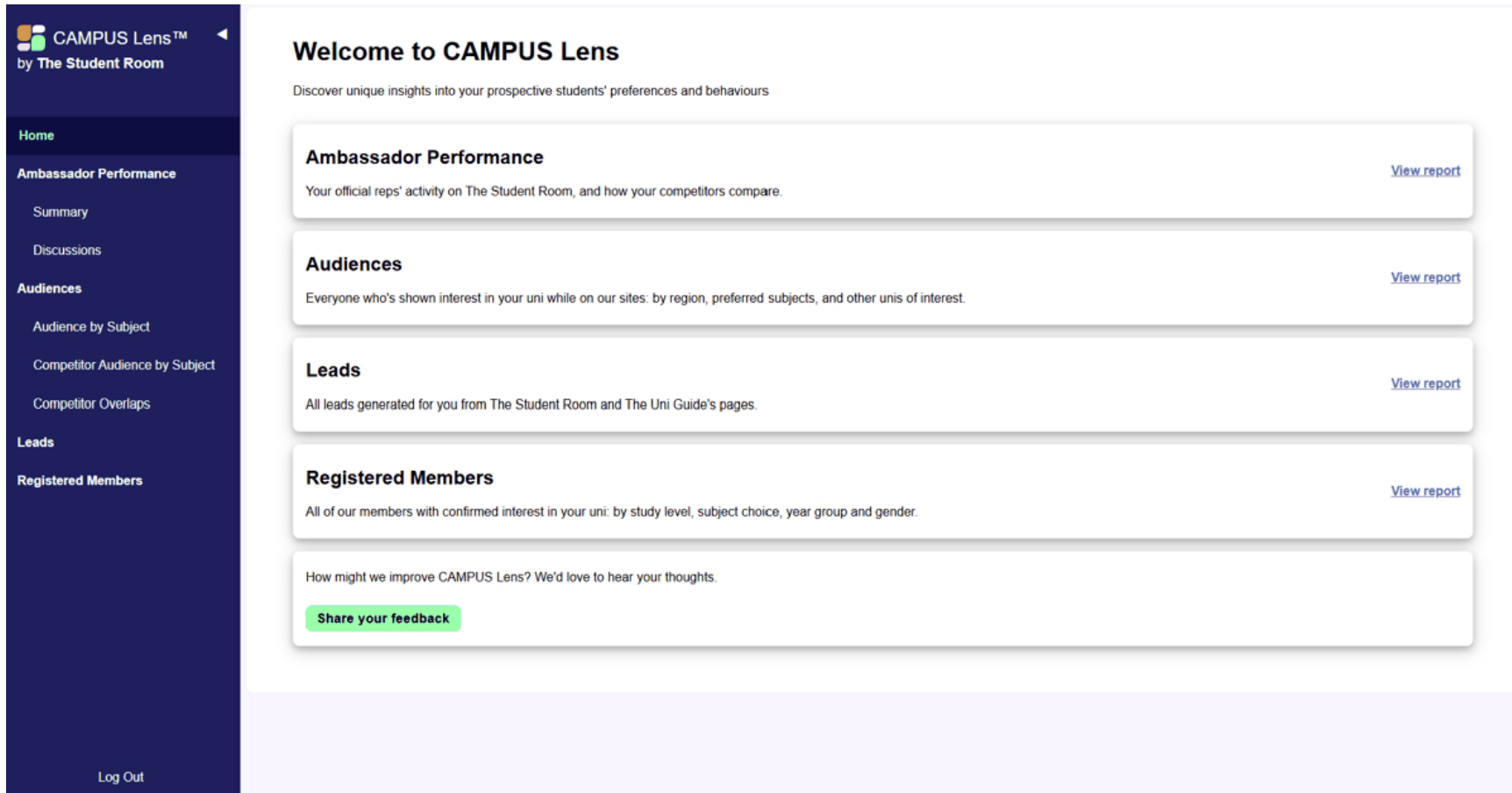
14%

University of 8,279

University of 7,317

3,960

15. Click **Home** to browse additional reports, and don't forget to leave feedback to help us improve!



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Welcome to CAMPUS Lens

Discover unique insights into your prospective students' preferences and behaviours

Ambassador Performance

Your official reps' activity on The Student Room, and how your competitors compare.

[View report](#)

Audiences

Everyone who's shown interest in your uni while on our sites: by region, preferred subjects, and other units of interest.

[View report](#)

Leads

All leads generated for you from The Student Room and The Uni Guide's pages.

[View report](#)

Registered Members

All of our members with confirmed interest in your uni: by study level, subject choice, year group and gender.

[View report](#)

How might we improve CAMPUS Lens? We'd love to hear your thoughts.

[Share your feedback](#)

Tip! Any filters you apply will automatically revert to their default settings when you exit the report page