

K12 Keele University

Cycle years: 2013 - 2018

Cycle Reference Point: End of Cycle

Applicant coverage: UK domiciled

Reporting groups: Sex, POLAR4, ethnic group

Applicant statistics: June deadline applicants, placed June deadline applicants, all placed applicants, June deadline applicants per 10,000 population, placed June deadline applicants per 10,000 population, all placed applicants per 10,000 population

Application statistics: June deadline applications, offers, offer rate, average offer rate, percentage point difference between offer rate and average offer rate, contribution of group to the average offer rate

Non-disclosure controls: To avoid the disclosure of information about any individual the following measures are taken

- Applicants, placed applicants, applications and offers are rounded to the nearest 5.
- Applicants/placed applicants per 10,000 population figures are reported as 0 if the applicant/placed applicant figures are rounded to 0.
- All statistics related to the offer rate are not reported when the number of applications for a group is less than 10. The percentage point difference between the offer rate and the average offer rate is not reported when the number of applications for a group is less than 50.
- Offer rates are reported as 0% if there are fewer than 5 offers, and 100% if the number of offers is within 5 of the number of applications. When the offer rate is reported as 0% or 100%, it is reported in italics.

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P.1 18 year old applicants

Statistic	2013	2014	2015	2016	2017	2018
June deadline applicants	9,650	9,625	8,995	9,175	7,850	8,735
Placed June deadline applicants	990	1,135	1,110	1,110	1,085	1,130
All placed applicants	1,150	1,230	1,475	1,565	1,475	1,560
June deadline applicants per 10,000 population	126.8	127.8	117.4	122.4	105.9	120.9
Placed June deadline applicants per 10,000	13.0	15.1	14.5	14.8	14.6	15.6
All placed applicants per 10,000 population	15.1	16.3	19.2	20.9	19.9	21.6

P.2 18 year old applications

Statistic	2013	2014	2015	2016	2017	2018
June deadline applications	10,080	10,030	9,335	9,525	8,140	9,200
Offers	6,980	7,495	7,005	6,845	6,640	7,580
Offer rate	69.2%	74.7%	75.1%	71.9%	81.6%	82.4%

P.3 18 year old applicants by sex

Statistic	Sex	2013	2014	2015	2016	2017	2018
June deadline applicants	Men	4,025	4,105	3,680	3,645	3,095	3,445
	Women	5,625	5,525	5,315	5,525	4,750	5,290
Placed June deadline applicants	Men	420	495	465	465	470	425
	Women	570	640	645	645	615	705
All placed applicants	Men	505	535	635	690	640	595
	Women	645	695	835	875	830	960
June deadline applicants per 10,000 population	Men	103.0	106.0	93.8	94.9	81.5	93.0
	Women	151.8	150.9	142.2	151.2	131.6	150.3
Placed June deadline applicants per 10,000 population	Men	10.8	12.8	11.9	12.1	12.3	11.5
	Women	15.4	17.5	17.3	17.6	17.0	20.0
All placed applicants per 10,000 population	Men	12.9	13.8	16.2	18.0	16.9	16.1
	Women	17.4	19.0	22.4	23.9	23.0	27.3

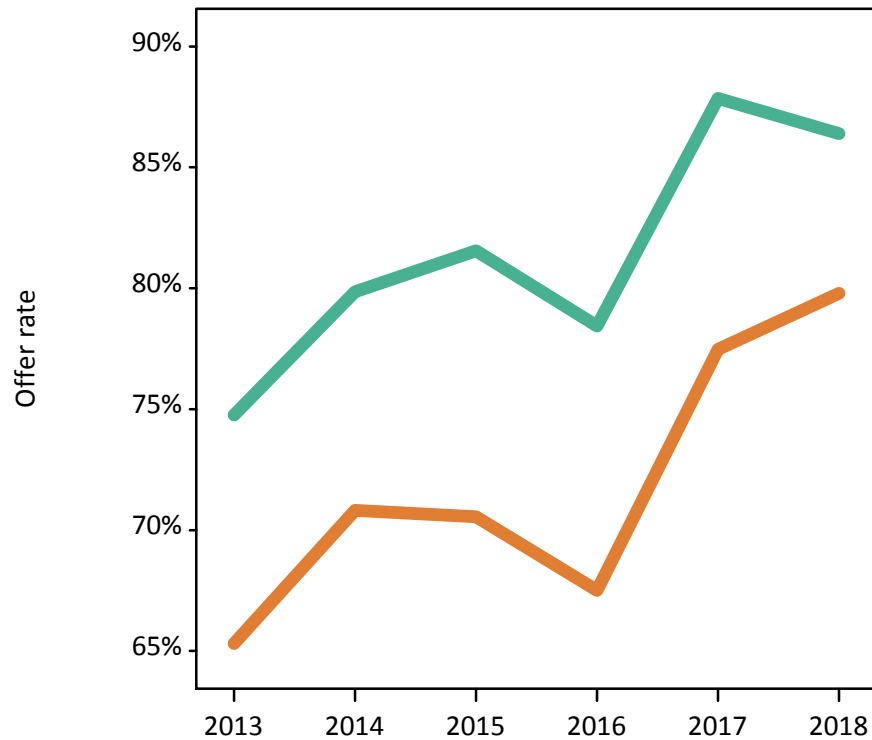
P.4 18 year old applications by sex

Statistic	Sex	2013	2014	2015	2016	2017	2018
June deadline applications	Men	4,195	4,300	3,820	3,795	3,235	3,660
	Women	5,885	5,730	5,515	5,735	4,905	5,540
Offers	Men	3,135	3,435	3,115	2,975	2,840	3,160
	Women	3,840	4,060	3,890	3,870	3,800	4,420
Offer rate	Men	74.8%	79.9%	81.5%	78.4%	87.9%	86.4%
	Women	65.3%	70.8%	70.5%	67.5%	77.5%	79.8%
Average offer rate	Men	76.1%	80.5%	82.1%	79.0%	88.5%	87.6%
	Women	64.4%	70.4%	70.1%	67.1%	77.1%	79.0%
Percentage point difference between offer rate and average offer rate	Men	-1.3	-0.6	-0.6	-0.6	-0.6	-1.2
	Women	0.9	0.5	0.4	0.4	0.4	0.8
Contribution of group to the average offer rate	Men	0.566	0.566	0.560	0.557	0.558	0.550
	Women	0.690	0.674	0.695	0.707	0.709	0.703

P.5 18 year old offer rate by sex

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2013-2018.

Men
Women



P.6 Percentage point difference between 18 year old offer rate and average offer rate by sex

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2013-2018.

Men
Women



P.7 18 year old applicants by POLAR4 quintile

Statistic	POLAR4 quintile	2013	2014	2015	2016	2017	2018
June deadline applicants	Quintile 1	1,070	1,130	1,175	1,220	1,110	1,305
	Quintile 2	1,520	1,590	1,545	1,530	1,365	1,535
	Quintile 3	2,005	1,990	1,820	1,915	1,635	1,820
	Quintile 4	2,270	2,220	1,950	1,985	1,660	1,845
	Quintile 5	2,775	2,685	2,495	2,505	2,060	2,205
Placed June deadline applicants	Quintile 1	135	155	200	190	205	240
	Quintile 2	160	175	205	200	210	205
	Quintile 3	210	210	205	240	205	220
	Quintile 4	225	275	235	210	195	215
	Quintile 5	260	315	265	265	265	245
All placed applicants	Quintile 1	145	170	245	240	255	305
	Quintile 2	175	190	265	265	255	275
	Quintile 3	235	225	265	320	285	300
	Quintile 4	270	295	330	315	285	305
	Quintile 5	315	355	365	425	390	370
June deadline applicants per 10,000 population	Quintile 1	75.9	80.4	83.0	89.8	82.9	100.4
	Quintile 2	104.7	110.9	105.7	107.9	97.8	113.5
	Quintile 3	134.9	136.0	121.3	130.7	112.9	129.0
	Quintile 4	147.4	145.5	126.0	130.2	109.8	125.0
	Quintile 5	161.2	157.7	143.7	145.3	120.3	130.9
Placed June deadline applicants per 10,000 population	Quintile 1	9.5	11.2	14.1	14.1	15.5	18.3
	Quintile 2	10.9	12.3	14.1	14.2	15.1	15.2
	Quintile 3	14.1	14.5	13.7	16.2	14.3	15.6
	Quintile 4	14.7	18.0	15.0	13.6	13.0	14.7
	Quintile 5	15.2	18.5	15.3	15.5	15.3	14.5
All placed applicants per 10,000 population	Quintile 1	10.4	12.1	17.2	17.7	19.1	23.3
	Quintile 2	12.1	13.2	18.3	18.8	18.3	20.3
	Quintile 3	15.9	15.3	17.7	21.8	19.7	21.1
	Quintile 4	17.6	19.3	21.2	20.5	18.8	20.7
	Quintile 5	18.4	20.7	21.1	24.5	22.7	22.1

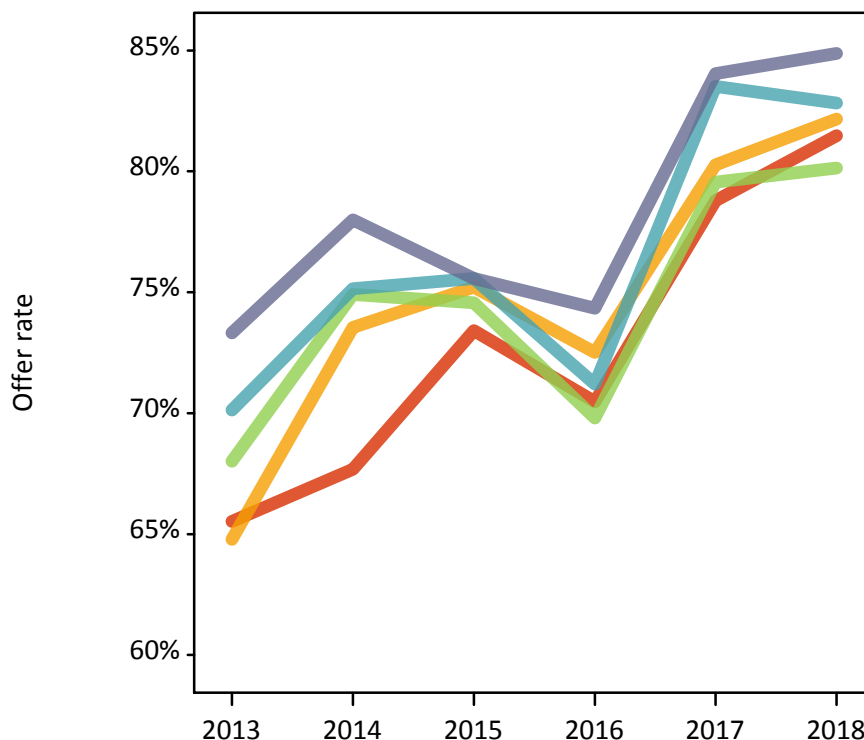
P.8 18 year old applications by POLAR4 quintile

Statistic	POLAR4 quintile	2013	2014	2015	2016	2017	2018
June deadline applications	Quintile 1	1,145	1,215	1,240	1,285	1,155	1,410
	Quintile 2	1,590	1,680	1,620	1,605	1,430	1,635
	Quintile 3	2,105	2,070	1,885	1,995	1,695	1,935
	Quintile 4	2,350	2,295	2,010	2,055	1,715	1,920
	Quintile 5	2,880	2,760	2,565	2,570	2,125	2,275
Offers	Quintile 1	750	820	910	905	910	1,150
	Quintile 2	1,030	1,235	1,220	1,165	1,145	1,345
	Quintile 3	1,435	1,550	1,405	1,395	1,350	1,550
	Quintile 4	1,650	1,725	1,520	1,465	1,435	1,590
	Quintile 5	2,110	2,155	1,940	1,910	1,785	1,930
Offer rate	Quintile 1	65.5%	67.7%	73.4%	70.5%	78.8%	81.5%
	Quintile 2	64.8%	73.5%	75.2%	72.5%	80.3%	82.2%
	Quintile 3	68.0%	74.9%	74.6%	69.8%	79.6%	80.1%
	Quintile 4	70.1%	75.1%	75.6%	71.2%	83.5%	82.8%
	Quintile 5	73.3%	78.0%	75.6%	74.3%	84.0%	84.9%
Average offer rate	Quintile 1	65.0%	68.9%	73.5%	70.7%	78.6%	81.7%
	Quintile 2	66.0%	74.0%	75.5%	72.2%	80.5%	82.6%
	Quintile 3	68.0%	74.9%	74.4%	70.4%	79.7%	81.5%
	Quintile 4	69.9%	75.3%	75.6%	71.5%	83.3%	82.3%
	Quintile 5	73.0%	77.0%	75.4%	73.7%	84.0%	83.7%
Percentage point difference between offer rate and average offer rate	Quintile 1	0.6	-1.2	-0.1	-0.2	0.2	-0.2
	Quintile 2	-1.3	-0.4	-0.3	0.3	-0.3	-0.5
	Quintile 3	-0.0	-0.0	0.2	-0.6	-0.1	-1.4
	Quintile 4	0.2	-0.2	-0.1	-0.3	0.2	0.6
	Quintile 5	0.3	1.0	0.1	0.6	0.0	1.1
Contribution of group to the average offer rate	Quintile 1	0.211	0.212	0.221	0.229	0.242	0.228
	Quintile 2	0.231	0.237	0.249	0.236	0.265	0.250
	Quintile 3	0.272	0.270	0.269	0.276	0.290	0.273
	Quintile 4	0.291	0.286	0.278	0.282	0.296	0.278
	Quintile 5	0.355	0.346	0.351	0.351	0.352	0.323

P.9 18 year old offer rate by POLAR4 quintile

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2013-2018.

- Quintile 1
- Quintile 2
- Quintile 3
- Quintile 4
- Quintile 5



P.10 Percentage point difference between 18 year old offer rate and average offer rate by POLAR4 quintile

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2013-2018.

- Quintile 1
- Quintile 2
- Quintile 3
- Quintile 4
- Quintile 5



P.11 18 year old applicants by ethnic group

Statistic	Ethnic group	2013	2014	2015	2016	2017	2018
June deadline applicants	Asian	1,450	1,435	1,430	1,640	1,375	1,580
	Black	570	590	555	570	500	605
	Mixed	320	310	345	375	320	360
	White	7,165	7,140	6,495	6,380	5,485	5,970
	Other	105	100	110	140	120	160
Placed June deadline applicants	Asian	95	125	105	165	170	200
	Black	45	40	60	70	60	70
	Mixed	30	30	35	45	40	35
	White	815	925	895	815	800	800
	Other	5	10	10	5	10	15
All placed applicants	Asian	120	145	185	285	260	320
	Black	55	50	90	110	90	105
	Mixed	35	30	55	70	55	60
	White	925	990	1,120	1,075	1,035	1,035
	Other	10	10	15	15	20	30
June deadline applicants per 10,000 population	Asian	219.5	211.9	201.8	227.8	186.6	213.1
	Black	191.3	194.6	174.7	182.4	158.3	194.3
	Mixed	119.1	108.1	112.5	119.5	99.7	112.1
	White	113.9	115.7	104.2	105.5	92.4	104.0
	Other	116.9	109.6	116.2	138.7	114.6	154.1
Placed June deadline applicants per 10,000 population	Asian	14.1	18.3	14.7	23.2	23.1	27.1
	Black	14.8	13.5	18.5	21.7	18.4	21.8
	Mixed	10.7	10.4	11.7	14.0	12.1	10.2
	White	12.9	15.0	14.4	13.5	13.5	14.0
	Other	7.7	9.7	9.3	7.0	8.7	16.2
All placed applicants per 10,000 population	Asian	18.2	21.2	26.0	39.9	35.3	42.9
	Black	18.5	16.8	28.0	35.8	28.9	33.4
	Mixed	12.2	10.8	18.2	21.9	17.8	18.6
	White	14.7	16.0	18.0	17.8	17.5	18.0
	Other	11.0	10.7	13.5	14.1	17.5	28.5

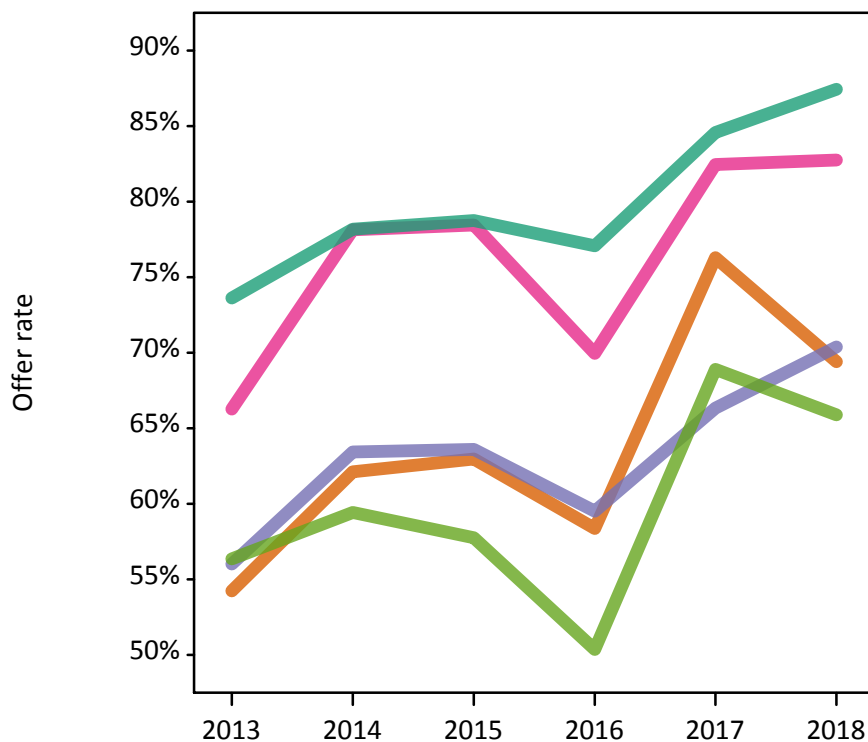
P.12 18 year old applications by ethnic group

Statistic	Ethnic group	2013	2014	2015	2016	2017	2018
June deadline applications	Asian	1,490	1,480	1,465	1,705	1,440	1,665
	Black	580	600	565	590	505	620
	Mixed	335	320	360	385	325	370
	White	7,520	7,480	6,760	6,635	5,695	6,320
	Other	110	105	115	140	120	170
Offers	Asian	805	920	925	995	1,095	1,155
	Black	325	380	360	350	335	435
	Mixed	220	250	285	270	270	305
	White	5,535	5,845	5,325	5,115	4,815	5,525
	Other	60	65	65	70	80	110
Offer rate	Asian	54.2%	62.1%	63.0%	58.4%	76.3%	69.4%
	Black	56.0%	63.4%	63.6%	59.5%	66.3%	70.4%
	Mixed	66.3%	78.1%	78.5%	69.9%	82.5%	82.7%
	White	73.6%	78.2%	78.7%	77.1%	84.6%	87.4%
	Other	56.4%	59.4%	57.8%	50.4%	68.9%	65.9%
Average offer rate	Asian	56.8%	64.8%	64.5%	59.8%	76.7%	71.4%
	Black	59.6%	66.0%	65.1%	60.2%	69.6%	73.2%
	Mixed	69.3%	78.7%	77.6%	70.7%	82.4%	83.5%
	White	72.6%	77.3%	78.3%	76.5%	84.1%	86.6%
	Other	60.7%	62.8%	58.4%	52.8%	72.6%	66.4%
Percentage point difference between offer rate and average offer rate	Asian	-2.5	-2.7	-1.5	-1.4	-0.4	-2.0
	Black	-3.6	-2.6	-1.4	-0.7	-3.2	-2.8
	Mixed	-3.0	-0.6	0.8	-0.7	0.1	-0.7
	White	1.0	0.8	0.4	0.6	0.5	0.9
	Other	-4.4	-3.4	-0.7	-2.4	-3.7	-0.5
Contribution of group to the average offer rate	Asian	0.312	0.272	0.301	0.331	0.329	0.333
	Black	0.159	0.151	0.160	0.161	0.178	0.151
	Mixed	0.122	0.119	0.122	0.113	0.146	0.127
	White	0.799	0.792	0.779	0.765	0.765	0.756
	Other	0.076	0.119	0.126	0.101	0.102	0.103

P.13 18 year old offer rate by ethnic group

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2013-2018.

- Asian
- Black
- Mixed
- White
- Other



P.14 Percentage point difference between 18 year old offer rate and average offer rate by ethnic group

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2013-2018.

- Asian
- Black
- Mixed
- White
- Other



P.15 Applicants (all ages)

Statistic	2013	2014	2015	2016	2017	2018
June deadline applicants	15,580	15,695	15,220	15,005	12,390	13,425
Placed June deadline applicants	1,580	1,845	1,870	1,765	1,745	1,840
All placed applicants	1,855	2,035	2,445	2,515	2,425	2,545

P.16 Applications (all ages)

Statistic	2013	2014	2015	2016	2017	2018
June deadline applications	16,360	16,465	15,895	15,660	12,915	14,200
Offers	9,390	10,435	10,000	9,525	9,215	10,685
Offer rate	57.4%	63.4%	62.9%	60.8%	71.4%	75.2%

P.17 Applicants (all ages) by sex

Statistic	Sex	2013	2014	2015	2016	2017	2018
June deadline applicants	Men	6,310	6,545	6,185	5,860	4,840	5,320
	Women	9,270	9,150	9,035	9,150	7,550	8,100
Placed June deadline applicants	Men	655	785	805	745	730	725
	Women	925	1,060	1,065	1,020	1,015	1,115
All placed applicants	Men	790	870	1,090	1,125	1,040	1,025
	Women	1,065	1,170	1,355	1,390	1,385	1,520

P.18 Applications (all ages) by sex

Statistic	Sex	2013	2014	2015	2016	2017	2018
June deadline applications	Men	6,615	6,880	6,485	6,120	5,060	5,665
	Women	9,745	9,580	9,410	9,535	7,855	8,535
Offers	Men	4,290	4,855	4,610	4,225	4,015	4,565
	Women	5,095	5,580	5,390	5,300	5,200	6,115
Offer rate	Men	64.9%	70.6%	71.1%	69.0%	79.3%	80.6%
	Women	52.3%	58.2%	57.3%	55.6%	66.2%	71.7%

P.19 Applicants (all ages) by POLAR4 quintile

Statistic	POLAR4 quintile	2013	2014	2015	2016	2017	2018
June deadline applicants	Quintile 1	2,080	2,185	2,210	2,220	1,970	2,185
	Quintile 2	2,525	2,630	2,635	2,585	2,165	2,420
	Quintile 3	3,325	3,300	3,105	3,125	2,570	2,790
	Quintile 4	3,445	3,390	3,210	3,150	2,530	2,775
	Quintile 5	4,185	4,165	4,030	3,900	3,130	3,220
Placed June deadline applicants	Quintile 1	240	280	330	320	340	405
	Quintile 2	255	310	325	310	335	360
	Quintile 3	330	355	350	380	325	355
	Quintile 4	345	405	395	325	315	340
	Quintile 5	410	490	465	430	425	380
All placed applicants	Quintile 1	265	305	410	405	445	525
	Quintile 2	295	335	420	420	440	475
	Quintile 3	370	385	445	520	465	495
	Quintile 4	415	445	535	485	445	485
	Quintile 5	510	565	630	675	620	565

P.20 Applications (all ages) by POLAR4 quintile

Statistic	POLAR4 quintile	2013	2014	2015	2016	2017	2018
June deadline applications	Quintile 1	2,260	2,365	2,330	2,370	2,095	2,360
	Quintile 2	2,645	2,785	2,790	2,720	2,270	2,580
	Quintile 3	3,520	3,465	3,235	3,265	2,670	2,960
	Quintile 4	3,575	3,520	3,335	3,270	2,620	2,895
	Quintile 5	4,340	4,305	4,180	4,010	3,235	3,360
Offers	Quintile 1	1,090	1,245	1,350	1,330	1,345	1,715
	Quintile 2	1,415	1,700	1,715	1,605	1,590	1,945
	Quintile 3	1,940	2,170	2,015	1,950	1,850	2,175
	Quintile 4	2,150	2,335	2,150	2,025	1,955	2,195
	Quintile 5	2,780	2,975	2,760	2,600	2,455	2,625
Offer rate	Quintile 1	48.3%	52.8%	57.9%	56.2%	64.2%	72.8%
	Quintile 2	53.5%	60.9%	61.5%	58.9%	70.0%	75.3%
	Quintile 3	55.1%	62.7%	62.2%	59.8%	69.4%	73.5%
	Quintile 4	60.1%	66.3%	64.5%	61.9%	74.8%	75.9%
	Quintile 5	64.1%	69.1%	66.0%	64.8%	75.8%	78.1%

P.21 Applicants (all ages) by ethnic group

Statistic	Ethnic group	2013	2014	2015	2016	2017	2018
June deadline applicants	Asian	2,590	2,590	2,695	2,865	2,265	2,565
	Black	1,175	1,210	1,255	1,275	1,100	1,185
	Mixed	545	550	575	605	510	585
	White	10,945	11,020	10,310	9,855	8,145	8,685
	Other	205	225	245	260	230	295
Placed June deadline applicants	Asian	160	225	230	270	280	320
	Black	70	85	100	115	120	140
	Mixed	50	50	60	65	60	65
	White	1,280	1,455	1,445	1,280	1,240	1,270
	Other	10	20	20	20	25	30
All placed applicants	Asian	225	270	370	470	450	515
	Black	90	105	150	195	195	205
	Mixed	55	55	85	100	95	105
	White	1,450	1,575	1,785	1,695	1,610	1,635
	Other	15	20	30	35	45	55

P.22 Applications (all ages) by ethnic group

Statistic	Ethnic group	2013	2014	2015	2016	2017	2018
June deadline applications	Asian	2,680	2,675	2,785	2,985	2,365	2,700
	Black	1,200	1,240	1,280	1,310	1,120	1,225
	Mixed	565	565	600	630	520	610
	White	11,580	11,650	10,830	10,320	8,535	9,245
	Other	215	230	255	265	230	310
Offers	Asian	1,195	1,425	1,515	1,540	1,585	1,770
	Black	475	595	585	565	560	725
	Mixed	330	375	410	380	370	460
	White	7,240	7,885	7,285	6,840	6,480	7,470
	Other	95	110	120	115	135	185
Offer rate	Asian	44.6%	53.3%	54.4%	51.5%	66.9%	65.6%
	Black	39.7%	48.0%	45.9%	43.3%	50.1%	59.2%
	Mixed	58.0%	66.0%	68.3%	60.0%	71.1%	75.7%
	White	62.5%	67.7%	67.3%	66.3%	75.9%	80.8%
	Other	43.5%	46.8%	46.5%	44.2%	58.6%	59.0%

Technical Notes and Definitions

UCAS undergraduate scheme

Adjustment

Adjustment allows applicants who have met and exceeded the terms of their conditional firm offer to seek and find a place at another provider whilst keeping their place at their original firm choice provider.

Clearing

Clearing is a route for applicants that are not placed and holding no offers to find a place on courses with vacancies.

Cycle year

The UCAS application cycle which runs from September to October the following year. For example the 2018 cycle runs from September 2017 through to October 2018.

End of cycle

The point in the cycle to which the numbers in this report refer, and the point at which the cycle is closed such that no more applications or offers can be made, and no more applicants can be placed. Numbers reported at the end of cycle exclude information on a small number of applicants who cancelled during the cycle.

Extra

Applicants who are unsuccessful in obtaining an offer or decline all offers may be eligible to apply through Extra, where they can apply to one further course at a time. Extra operates from 25 February until early July. It provides applicants who are eligible the possibility of obtaining an offer before exam results are published and Clearing starts.

June 30 deadline

The deadline for main scheme applications. Applicants who apply after this date will go directly into Clearing.

Record of Prior Acceptance (RPA)

RPA is an acceptance route used when a provider informs UCAS of applicants it has accepted outside of the normal application process (e.g. individuals who have applied directly to the provider).

Reporting groups

Ethnic group

High level grouping of ethnic origin as declared by the applicant: 'White', 'Black', 'Asian', 'Mixed', 'Other', 'Unknown'. Applicants who declare themselves as 'Unknown' ethnic origin are not reported in these tables, but are included in the associated csv data file.

POLAR4 quintile

Developed by OfS, POLAR4 classifies small areas across the UK into five groups according to their level of young participation in Higher Education. Each of these groups represents around 20 per cent of young people and is ranked from Quintile 1 (areas with the lowest young participation rates, considered as the most disadvantaged) to Quintile 5 (highest young participation rates, considered most advantaged). POLAR4 is based on the participation rates of young people between 2009-10 and 2013-14 if they entered higher education aged 18, or between 2010-11 and 2014-15 if they entered aged 19, therefore is most suitable for applicants aged 19 and under. These groups are assigned using the postcode declared by the applicant at the time of their application. If a UK postcode is invalid, considered unsafe for measurement or there is no link to Census geography possible then the applicant is not assigned to a quintile. Applicants with no POLAR4 quintile are not reported.

Sex

Sex as declared by the applicant.

SIMD 2016 quintile

Scottish index of multiple deprivation (SIMD) identifies small area concentrations of multiple deprivation across all of Scotland, providing a relative measure of deprivation amongst 6505 small areas (data zones) based on 7 socio-economic domains. These small areas are classified into five groups ranked from Quintile 1 (considered the most deprived) to Quintile 5 (considered least deprived), with equal populations in each quintile. Quintiles are assigned using the postcode declared by the applicant, applicants declaring invalid postcodes are classified as 'Not assigned' and are not reported.

SIMD is only defined for applicants domiciled in Scotland, therefore any applicants domiciled outside of Scotland cannot be assigned to an SIMD quintile and so are not reported for this measure.

SIMD is only reported for providers in Scotland. Application and entry rates by SIMD are reported in the 2018 End of Cycle Report and the 2018 cycle January deadline application rate report.

Statistics reported in the tables

All placed applicants

The number of applicants placed for entry into higher education at the provider through one of their choices, including any choices made through Extra, or via Adjustment, Clearing or RPA.

All placed applicants per 10,000 population

The number of total UK domiciled 18 year old placed applicants for entry into higher education at the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, that were placed at the provider through one of their choices, including any choices made through Extra, or via Adjustment, Clearing or RPA. It is an alternative way of expressing the entry rate to a provider. By referencing the underlying population this statistic shows how the number of placed applicants is changing in relation to the available pool of potential applicants and so gives the chance that somebody from the group will be placed at a provider.

This statistic is only reported for 18 year olds.

Average offer rate

The offer rate that you might expect if the predicted grades and subject choice of applicants were the only factors that influenced whether an applicant was made an offer by the provider. The average offer rate is calculated by dividing applicants according to their specific combination of grades (for A levels the best three predicted grades are used, for BTECs, International Baccalaureate and Scottish Highers and Advanced Highers, predicted grades along with any grades already achieved upon applying are used) and subject choice. For each combination the number of main scheme offers is divided by the number of main scheme applications, to give an overall offer rate. This is then multiplied by the number of applications made by the group for which the average offer rate is being calculated (for example POLAR4 quintile 1), to give an average number of offers for that group. These average number of offers are then added together across all combinations of predicted grade and subject and divided by the number of main scheme applications from the group to give the average offer rate.

The average offer rate does not attempt to control for any other factors that may play a part in the decision to make an offer, such as the subject of the qualifications studied, their relevance to a course, or the grade in each subject; higher numbers of A levels being studied; the exact profile of grades predicted; personal statements; teacher references; interviews; or any other criteria (such as work experience or portfolios) that may be part of the admissions decision.

This statistic is only reported for 18 year olds.

Contribution of group to the average offer rate

The way in which the average offer rate is defined means that the pattern of application and offers of a group (for example POLAR4 quintile 1) will always contribute, in part, to the average offer rate for that group. When this contribution is large, the average offer rate will mainly reflect the patterns for the group, meaning that the value of the average offer rate will be similar to the offer rate, the percentage point difference statistic will be small, and any real difference between the offer rate and what might be expected given the predicted grades and subject choices of the applicants will be difficult to detect.

Values of the contribution of group to the average offer rate range between 0 and 1. The closer the value is to 1 the greater the contribution a group makes to its own average offer rate.

This statistic is only reported for 18 year olds.

Placed June deadline applicants

An applicant who has been placed for entry into higher education at the provider through a June deadline application.

Placed June deadline applicants per 10,000 population

The number of UK domiciled 18 year old placed June deadline applicants at the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, that were placed at the provider through one of their June deadline applications. It is an alternative way of expressing the entry rate to a provider, but for placed June deadline applicants only. By referencing the underlying population this statistic shows how the number of placed June deadline applicants is changing in relation to the available pool of potential 18 year old applicants and so gives the chance that somebody from the group will be placed at a provider through a June deadline application.

This statistic is only reported for 18 year olds.

June deadline applications

An application (or choice) to a course in higher education to the provider that is made by the June 30 deadline. Each applicant can make up to five choices this way. The number of June deadline applications does not include choices made through the following routes: Clearing, Extra, Adjustment and RPAs. Applications made to October deadline courses received after the October deadline are not included in these statistics.

June deadline applicants

The number of applicants that made at least one application to the provider by the June 30 deadline.

June deadline applicants per 10,000 population

The number of UK domiciled 18 year old June deadline applicants to the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, who applied by the June 30 deadline. It is equivalent to the application rate. By referencing the underlying population this statistic shows how the number of June deadline applicants is changing in relation to the available pool of potential 18 year old applicants and so gives the chance that somebody from the group will apply to a provider by the June 30 deadline.

This statistic is only reported for 18 year olds.

Offers

An offer is defined as a provider's decision in response to an application to offer a place to an applicant, often subject to the applicant satisfying academic and/or other criteria, via a June deadline application (i.e. does not cover choices made through the following routes: Clearing, Extra, Adjustment and RPAs).

Offer rate

The number of offers made divided by the number of June deadline applications. This gives the proportion of all June deadline applications to the provider that received an offer.

Percentage point difference between offer rate and average offer rate

The offer rate minus the average offer rate.

The percentage point difference can be compared to the expected range of statistical variation resulting from the calculation of the average offer rate using the Average Offer Rate Lookup Table. Where the value of the percentage point difference lies outside of this range, the percentage point difference may be considered to represent a real difference between the offer rate and the average offer rate.

Other definitions

Age

This analysis uses country-specific age definitions that align with the cut off points for school and college cohorts within the different administrations of the UK. For England and Wales, ages are defined on the 31 August, for Northern Ireland on the 1 July and for Scotland on the 28 February the following year. Defining ages in this way matches the assignment of children to school cohorts. For applicants outside of the UK a cohort cut off of 31 August has been used. Numbers for applicants aged 17 and under are included in the tables that report numbers for all age groups. Providers in Scotland typically receive a higher proportion of applicants aged 17 and under compared to providers elsewhere in the UK.

Provider

A higher education provider - a university or college.

UK domiciled

Declared area of permanent residence within England, Northern Ireland, Scotland and Wales. Applicants from the Channel Islands and Isle of Man are not included.