

AUGUST 2021

# UCAS MEDIA INSIGHT NEWSLETTER



## Welcome to August's newsletter

It's time for the sharp end of the academic year for next year's hopefuls.

And for you it's time to gather the information and insight to help you communicate with the students of 2021/22. This month we're diving into student confidence levels, what made them choose their universities this year, and how this has changed for the next application cycle.

Let's get stuck in.

# What are students doing?

On [ucas.com](https://ucas.com)

# WHO'S ENGAGING WITH UCAS?

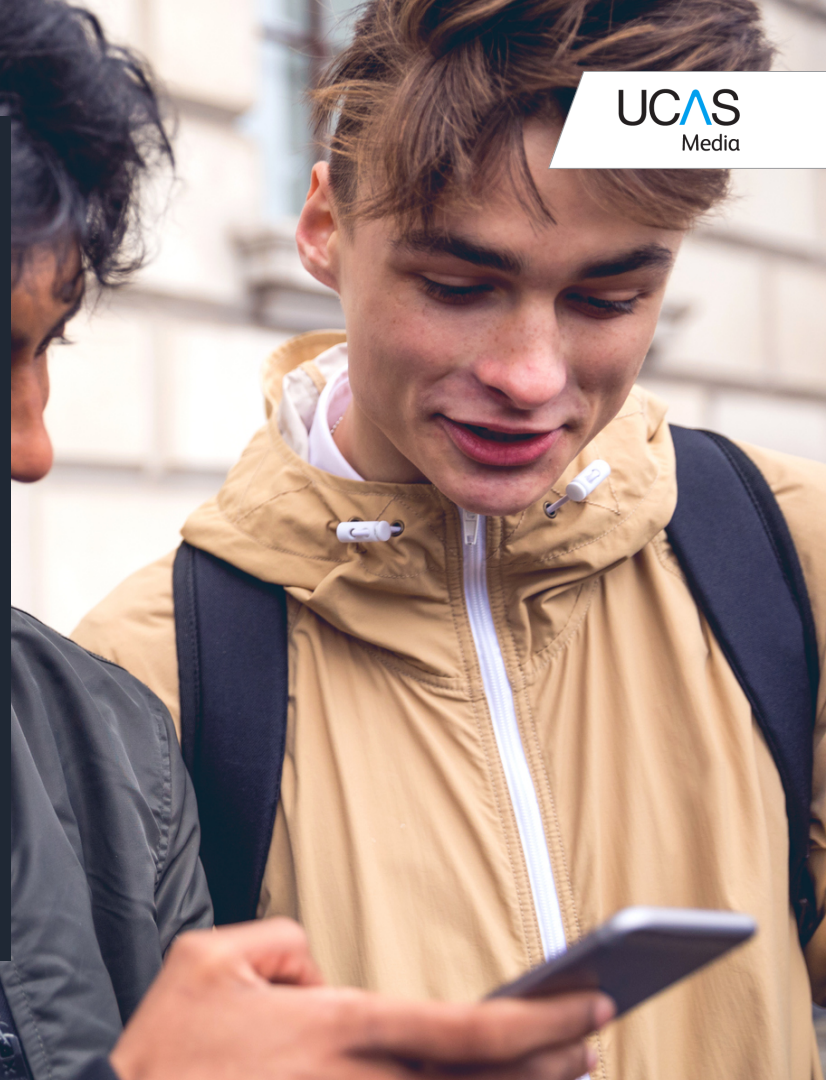
TOP SEARCHED FOR SUBJECTS ON UCAS SEARCH IN JUNE 2021

Position for  
July 2021

=	1	Medicine
▲ <sup>2</sup>	2	Law
=	3	Psychology
▼ <sup>2</sup>	4	Nursing
=	5	Midwifery

▲ <sup>2</sup>	6	Physiotherapy
▼ <sup>1</sup>	7	Economics
▼ <sup>1</sup>	8	Computer science
=	9	Business
=	10	Pharmacy

▲  
Change in  
position since  
July 2020





## WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 NON-UK COUNTRIES IN JULY 2021



Position for  
July 2021  
▼

▲ <sup>1</sup>	1	India
▼ <sub>1</sub>	2	United States
▲ <sup>2</sup>	3	China
▼ <sub>1</sub>	4	Hong Kong
▲ <sup>2</sup>	5	Nigeria
▼ <sub>2</sub>	6	Pakistan
▼ <sub>1</sub>	7	South Africa
▲ <sup>4</sup>	8	Malaysia
▲ <sup>1</sup>	9	Ireland
▼ <sub>2</sub>	10	France

▲  
Change in  
position since  
July 2020

# WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 UK CITIES IN JULY 2021



Position for  
July 2021

=	1	London
▲ <sup>1</sup>	2	Birmingham
▲ <sup>1</sup>	3	Manchester
▲ <sup>1</sup>	4	Glasgow
▲ <sup>1</sup>	5	Bristol
▲ <sup>1</sup>	6	Leeds
▲ <sup>2</sup>	7	Nottingham
▼ <sup>6</sup>	8	Newcastle
▼ <sup>1</sup>	9	Liverpool
▲ <sup>1</sup>	10	Sheffield

Change in position  
since July 2020

POSTCODE DISTRICT MAP



# WHO'S ENGAGING WITH UCAS?

TOP UG PAGES ON UCAS.COM IN JULY 2021

Position for  
July 2021

=	1	What is Clearing?
▲ <sup>1</sup>	2	How to write a UCAS Undergraduate personal statement
▼ <sub>1</sub>	3	Tracking your UCAS application
▲ <sup>2</sup>	4	Applying to university
=	5	When to apply

▲  
Change in  
position since  
July 2020



# PAD 2022

## Key takeouts from our webinar with YouthSight

In June we sent a survey to our 2022 pre-applicants to find out their plans over summer, information needs and sources used, and how universities could impact their decisions.

We ran a webinar with YouthSight to explore the results in July: here are some of the key takeaways...



# Almost 9 in 10 are committed to going to university in 2022, but 11% are still exploring their options

The 11% are exploring more practical experiences, eg apprenticeships and gap years

Committed to going in 2022



Vs. 80% in  
Sept 2020

Exploring alternatives

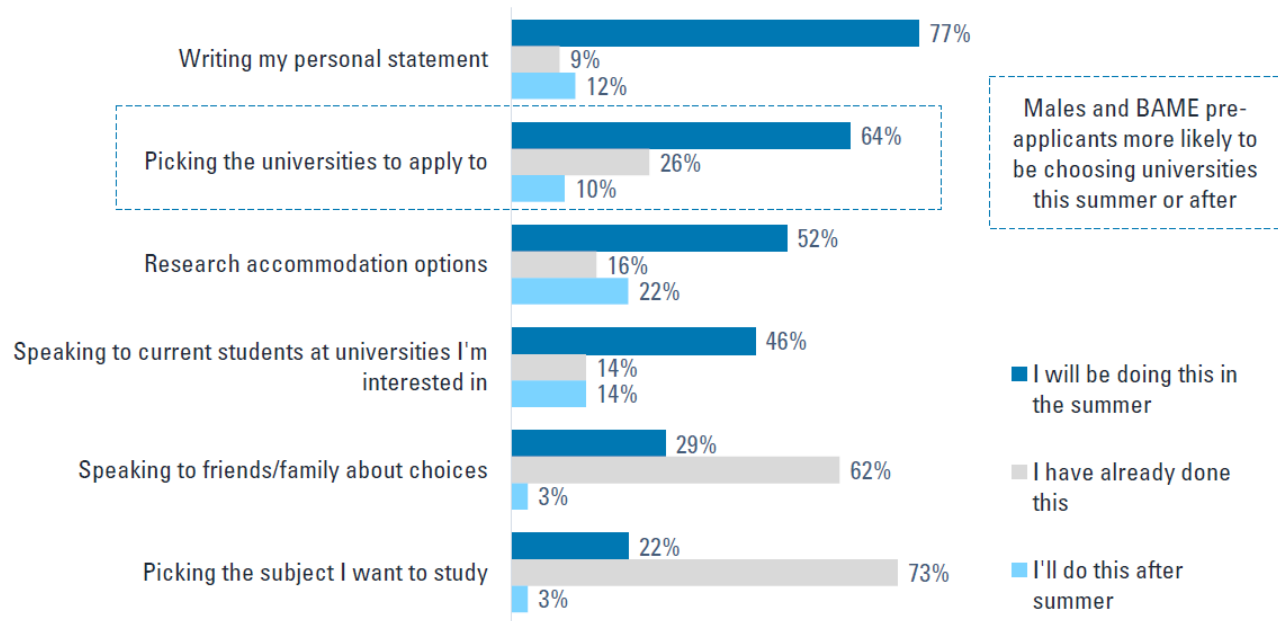


Vs. 10% in Sept 2020  
More likely to be  
first in family

Uncertain



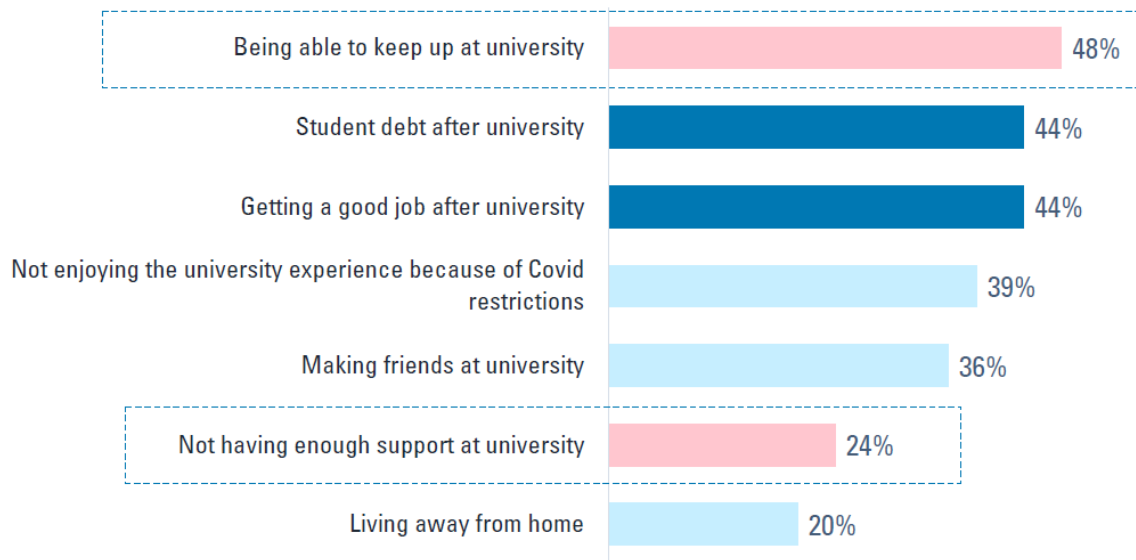
# Main things they're doing over summer



**73%** had already chosen their subject

**74%** have **not** yet chosen their university

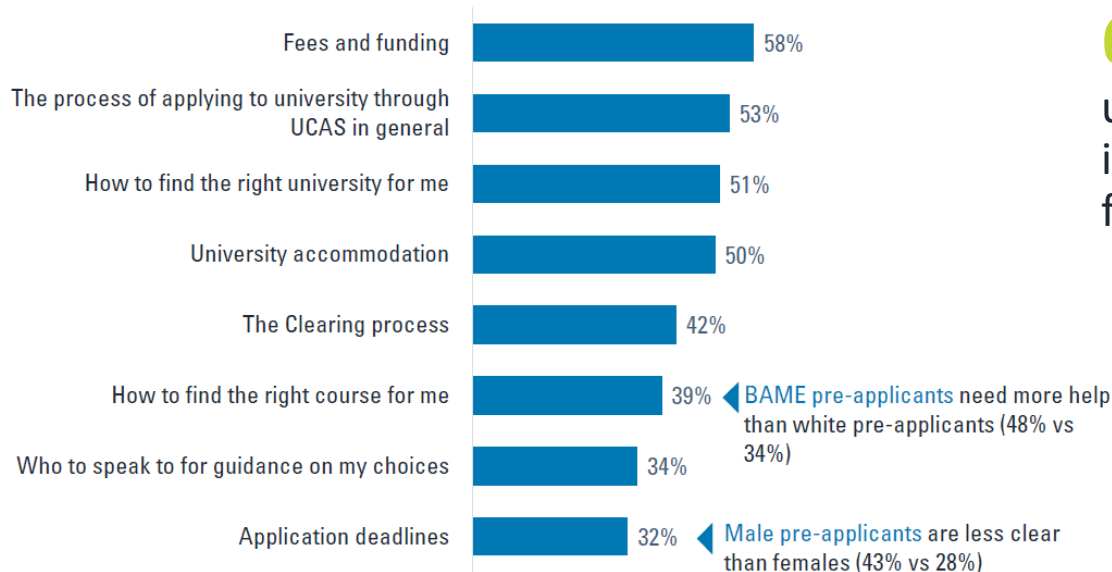
# Only 5% don't have any worries about attending university



'I feel worried about getting the right grades to go into the university and the course I want to do because of missing a chunk of learning because of lockdown'

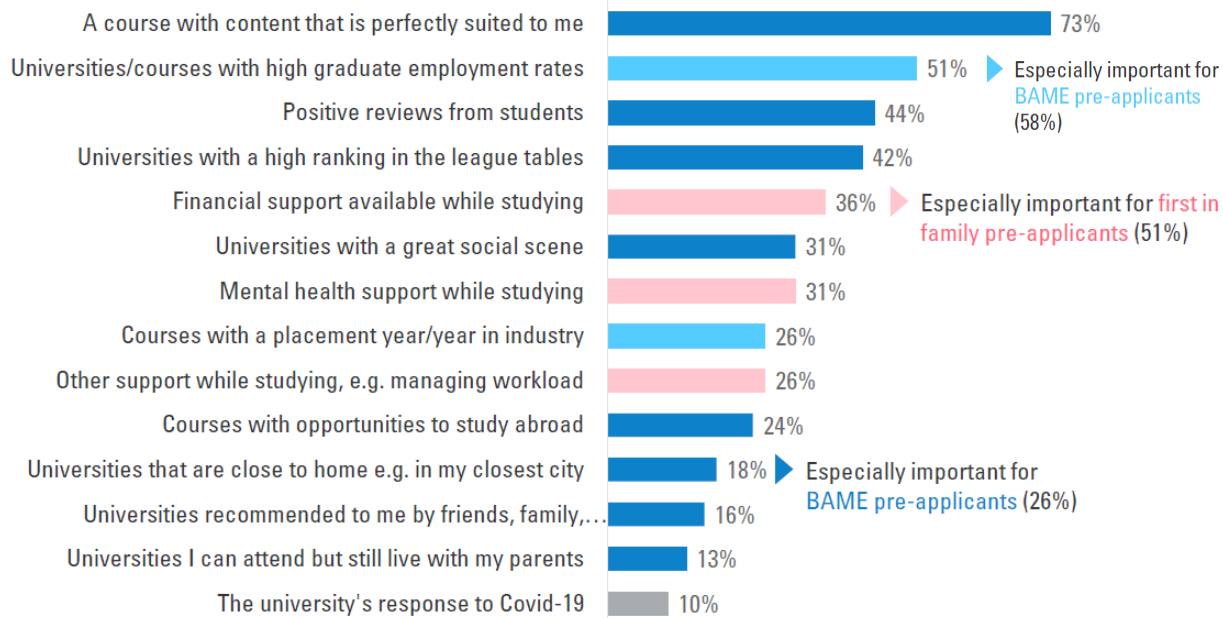
'Whether mental health support at university is sufficient'

# What do they want to know about right now?





# Most important factors when shortlisting...



Support is a key theme in their decision making – **financial** and **mental health** in particular

# Missed the live webinar?

Watch the playback **or** view the presentation

Access the full series of webinars with YouthSight online

# Student Decision Reports 2021

Out now

This year's Student Decision Reports were released in July.

Find out how your university or college was rated by your 2021 applicants when replying to offers.

# STUDENT DECISION REPORTS 2021

OUT NOW

## Examples of responses from this year's survey:

"They kept in regular contact with me, offering online open days and taster sessions. The course appears to be well suited to what I wish to do in the future and it isn't too far away from where I currently live."

"After attending the Virtual Open Day I was highly pleased with the University and my chosen course; everyone seemed relaxed and really approachable!"

"It looks like an excellent course with good facilities and all staff and students I have spoken to have been so helpful and passionate and made me feel like I would be welcome and would really enjoy my time studying there."





# STUDENT DECISION REPORTS 2021

## OUT NOW

### Examples of responses from this year's survey:

"As a mature student the fact that the university was accommodating to my requests and went out of their way to help me understand what the requirements I would need to meet were. Immediately won me over and I am so looking forward to attending my chosen uni."

"The course modules cover what I wanted to learn and I had a good impression of the staff and facilities after my interview."

"My interview consisted of two positive and interactive interviewers who sold me on the university through their opinions and stories of working and studying there."

To look at the whole sector through the lens of a subject, you can also order reference reports which give you detailed analysis for any subject groupings important to you.

# STUDENT DECISION REPORTS 2021

OUT NOW

Key findings overall include:



Range of modules, student reviews and social life are rated the most important factors to 18-year-olds applying for 2021.



Social life or activities available and graduate earning potential are more important to men than women.



For Scottish and Northern Irish learners, communication before/after applying is more important than social life.

Find out if this is also true for your university or college, or what made your applicants accept or decline your offer.

Order your report from our Media Insight Team at [mediainsightteam@ucas.ac.uk](mailto:mediainsightteam@ucas.ac.uk)

(Report details depend on the volume of responses we receive from your applicants).

So it's a lot of change in student motivations, which shouldn't come as a surprise given the past 18 months we've all experienced.

But for the universities, employers, and businesses willing to amend their approach and tailor their targeting, it's a rare opportunity to stand out in a competitive market.

If you want to hear more about how we can help you do that, [get in touch](#).

We'll be back next month, with more from August 2021 (yes, the Clearing edition!)

# Get in touch

For further information and insights contact your UCAS Media account manager or email us at [ucasmediaeducationteam@ucas.ac.uk](mailto:ucasmediaeducationteam@ucas.ac.uk).