

JUNE 2021

# UCAS MEDIA INSIGHT NEWSLETTER



# What are students doing?

ON UCAS.COM

# WHO'S ENGAGING WITH UCAS?

TOP SEARCHED FOR SUBJECTS ON UCAS SEARCH IN MAY 2021

Position for  
May 2021

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

▲ <sup>1</sup>	6	Business
▲ <sup>1</sup>	7	Computer Science
▲ <sup>2</sup>	8	Physiotherapy
▼ <sup>3</sup>	9	Economics
▲ <sup>3</sup>	10	Criminology

▲  
Change in  
position since  
May 2020



# WHO'S ENGAGING WITH UCAS?

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



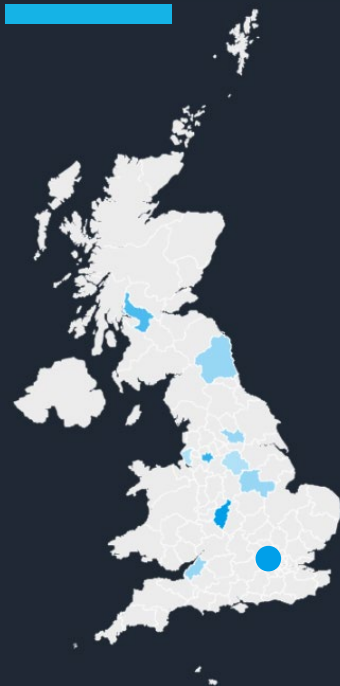
Position for  
May 2021

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

▲  
Change in  
position since  
May 2020

# WHO'S ENGAGING WITH UCAS?

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



POSTCODE DISTRICT MAP

Position for  
May 2021

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

Change in position  
since May 2020



# WHO'S ENGAGING WITH UCAS?

TOP UG PAGES ON UCAS.COM IN MAY 2021

Position for  
May 2021

=	1	Track your UCAS application
▲ <sup>1</sup>	2	Replying to your UCAS Undergraduate offers
▼ <sub>1</sub>	3	How to write a UCAS Undergraduate personal statement
▼ <sub>2</sub>	4	Applying to university
▼ <sub>1</sub>	5	When to apply

▲  
Change in  
position since  
May 2020

# Audience in focus

Potential applicant database (PAD) at our UCAS Discovery Days



# UCAS DISCOVERY DAYS

## WHAT ARE THEY?

**UCAS Discovery Days** are **virtual events** for **prospective students** to explore all possibilities and find their future. They can get their questions answered about choosing courses and career paths, and learn about different universities, apprenticeships and more.

As a university, you can **reach thousands of students** as they explore their options.





# UCAS DISCOVERY DAYS

ENGAGEMENT FROM OUR MAY 2021 DISCOVERY DAYS



**3x** discovery events



**75+** live sessions



**70+** informative videos



**Over 27,000** attendees



**75-minute** dwell time



# UCAS DISCOVERY DAYS

FEEDBACK FROM OUR MAY 2021 DISCOVERY DAYS



When asked which three words would you use to describe the event, the most frequent words mentioned were;

116  
mentions

**Informative/informational**

69  
mentions

**Helpful**

62  
mentions

**Interesting**



'Inspiring' and 'Insightful' were also used to describe the events.

# POTENTIAL APPLICANT DATABASE

OUR PAD22 DATABASE CONTINUES TO GROW

Our potential applicant database (PAD), consisting of potential applicants interested in studying HE in 2022, continues to grow and is now up **59%** from this point last year.

As of 4<sup>th</sup> June, we have over:

**168K**

potential applicants opted in to receive Education emails.

Please get in touch with your account manager if you'd like to contact this audience.





# UCAS Media/UniBuddy Virtual Masterclass – 14 May

# UCAS MEDIA/UNIBUDDY VIRTUAL MASTERCLASS

OUR ONLINE EVENT FOR MARKETING AND STUDENT RECRUITMENT STAFF:



- Was joined by over **450 attendees** representing more than **115 HEPs**



- Had **4 key sessions** covering the student journey, cycle data trends, student ambassador motivations & 2022 planning



- Included insights from **13 presenters** – from UCAS Media, UniBuddy, HELOA, University of Leicester, Nottingham Trent University, University of Glasgow & University of South Wales

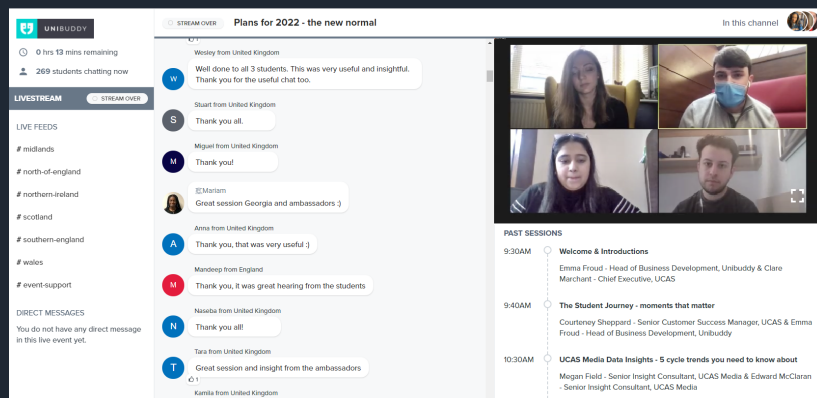


- Gained an overall satisfaction score of **4.5 out of 5** in our feedback survey



# UCAS MEDIA/UNIBUDDY VIRTUAL MASTERCLASS

## ATTENDEE FEEDBACK



*“Really useful, accessible sessions and full of insight & ideas”*

*“A brilliant mix of data, policy, and the student voice”*

*“Really appreciated being able to talk to others from the same area”*

**Future session ideas:** more about UCAS; non-traditional student journeys; student sentiment; marketing communications best practice; further data insights



**Congratulations to everyone who's been shortlisted  
for the Heist Awards 2021!**

**We're proud sponsors again this year and we're  
excited to see you all there.**

**[View the shortlist here.](#)**



# 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).