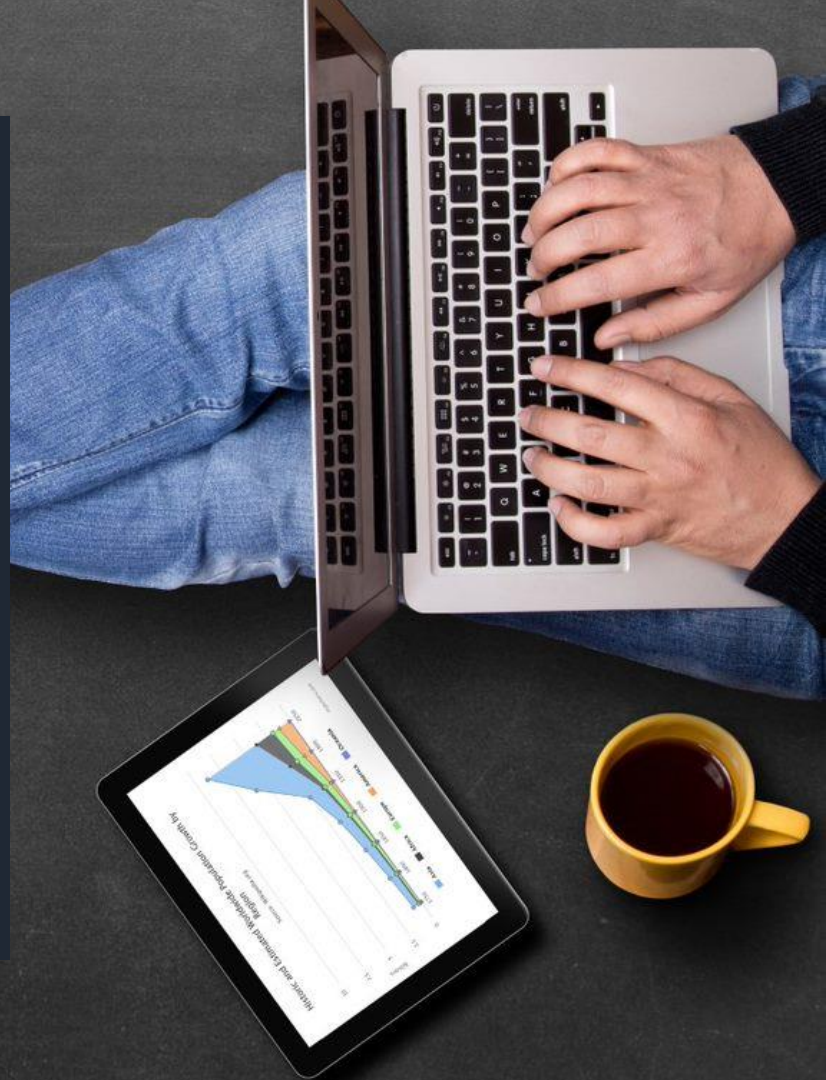


Insight Newsletter

August 2022

UCAS



Welcome to the UCAS Insight Newsletter – August 2022

And somehow, here we are at the start of another September already...

Pre-applicants enjoy their final days of summer, before the open day season starts and they get down to the heady task of shortlisting. **Applicants** are, hopefully, in celebratory mode. Their (and their parent's...) debit cards are taking a beating, as they make last-minute purchases, open student bank accounts, and prepare to ship off. **Undergraduates** are, perhaps a little more calmly and with the wisdom of experience, also hitting the high street before term starts. They can't quite believe that they're buying another set of cutlery. Again.

And whilst they're all in preparation mode, we're in reflection mode. A lot has happened in the 30 days since we spoke to you last – SQA and JCQ Results Days, the bulk of Clearing, and the publication of our Student Decision Reports.

Being the first year of exams since COVID, the insights of all make for interesting reading.

Let's get stuck in.

Lessons learned and good news from a month of big wins

August has been a record-breaking month for plenty of reasons, and there's lots to celebrate!

The student pool is more diverse than ever and we've learned new things about post-pandemic decision-making. But what does that mean, to you, as a provider?



The first T Level students are entering higher education – and they might have different needs.

These learners have spent 45 days in industry and their education has been technical. Their mindsets may be different to A Level students, they're likely to have a greater understanding of the 'real world' in their industry, and they may well be the only one of their kind in any given class. Tutors (and student support) must bear this in mind and make sure they're included.



The WP and WA gaps are being narrowed and your student population is changing.

Just as your T Level students will present new challenges, so will the positive progress in WP/WA. In Scotland, the gender ratio has levelled out by 11%. In England & Wales, the acceptance gap between most and least advantaged has shrunk to 2.29. Campuses are becoming more diverse and this will present fresh sets of questions and challenges for your student support dept.



As we exit the demographic dip and competition increases, insight will become the difference-maker.

More applicants is wonderful news, but it also means more competition for places. To ensure you reach the right students, you need to address them correctly, and each group has its exclusive need. 18 year olds want to know about social life, over 25s have questions about the ease of travel, non-EU students look for graduate earning potentials, and non-UK learners are concerned about the cost of accommodation. Knowing about these needs, and addressing them early, will make the world of difference to all involved.

What are students doing?

Across ucas.com

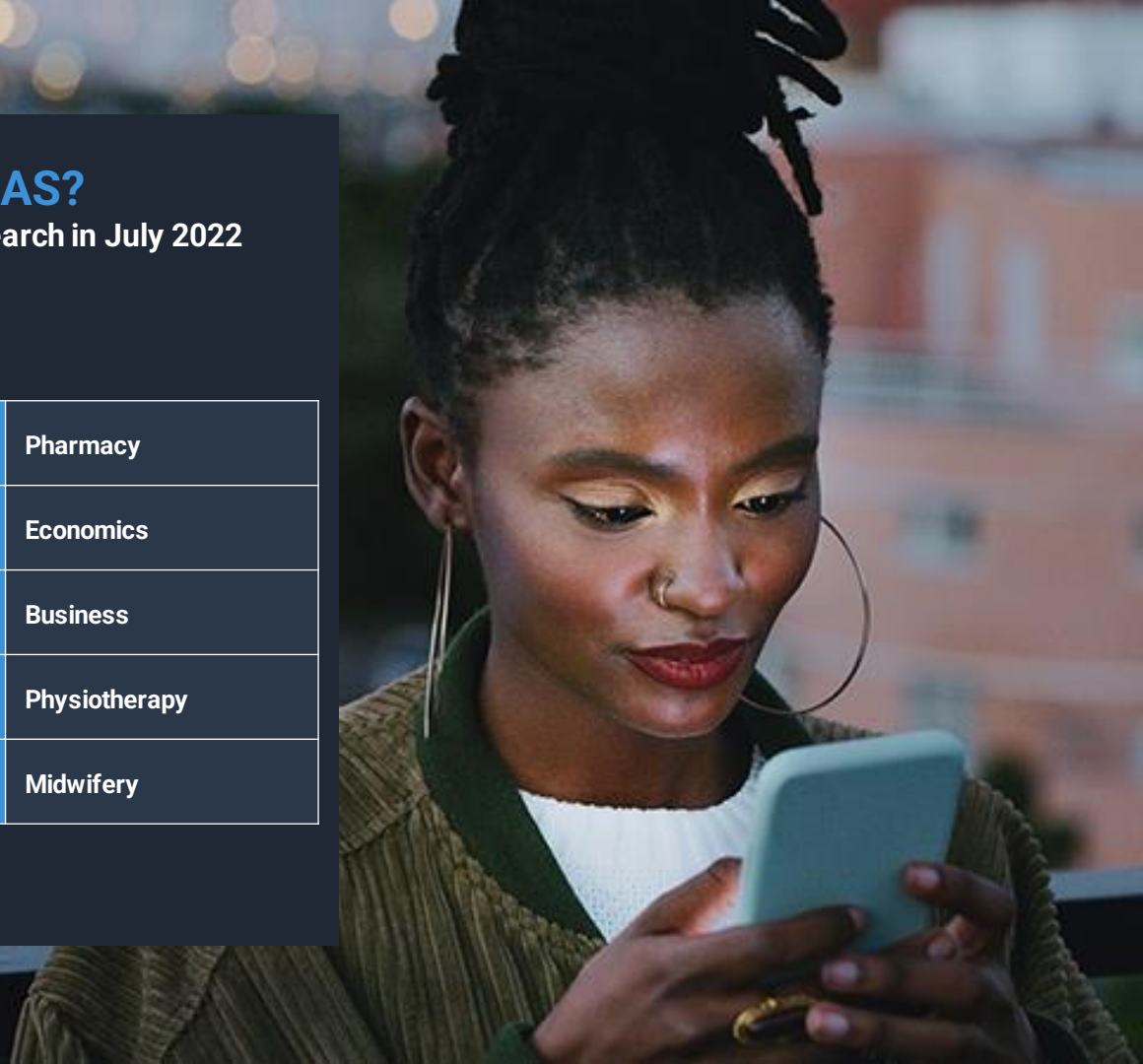
WHO'S ENGAGING WITH UCAS?

Top ten searched for subjects on UCAS Search in July 2022

Position for
July 2022

=	1	Medicine	▲ ⁴	6	Pharmacy
=	2	Law	=	7	Economics
=	3	Psychology	▲ ¹	8	Business
=	4	Nursing	▼ ₃	9	Physiotherapy
▲ ³	5	Computer science	▼ ₅	10	Midwifery

▲
Change in
position since
July 2021



WHO'S ENGAGING WITH UCAS?

ucas.com users: Top ten non-UK countries in July 2022



Position for
July 2022

=	1	India
▲ ¹	2	China
▼ ₁	3	United States
▲ ¹	4	Nigeria
▼ ₁	5	Hong Kong
=	6	Pakistan
▲ ⁴	7	Spain
▲ ²	8	France
▼ ₁	9	Malaysia
▲ ²	10	United Arab Emirates

Change in
position since
July 2021

WHO'S ENGAGING WITH UCAS?

ucas.com users: Top ten UK cities in July 2022



Position for July
2022
▼

=	1	London
=	2	Birmingham
▲ ³	3	Leeds
▼ ¹	4	Manchester
▲ ⁴	5	Liverpool
▲ ⁴	6	Sheffield
▲ ⁵	7	Edinburgh
▼ ³	8	Bristol
▼ ²	9	Nottingham
▼ ⁶	10	Glasgow

▲
Change in position
since July 2021

POSTCODE DISTRICT MAP



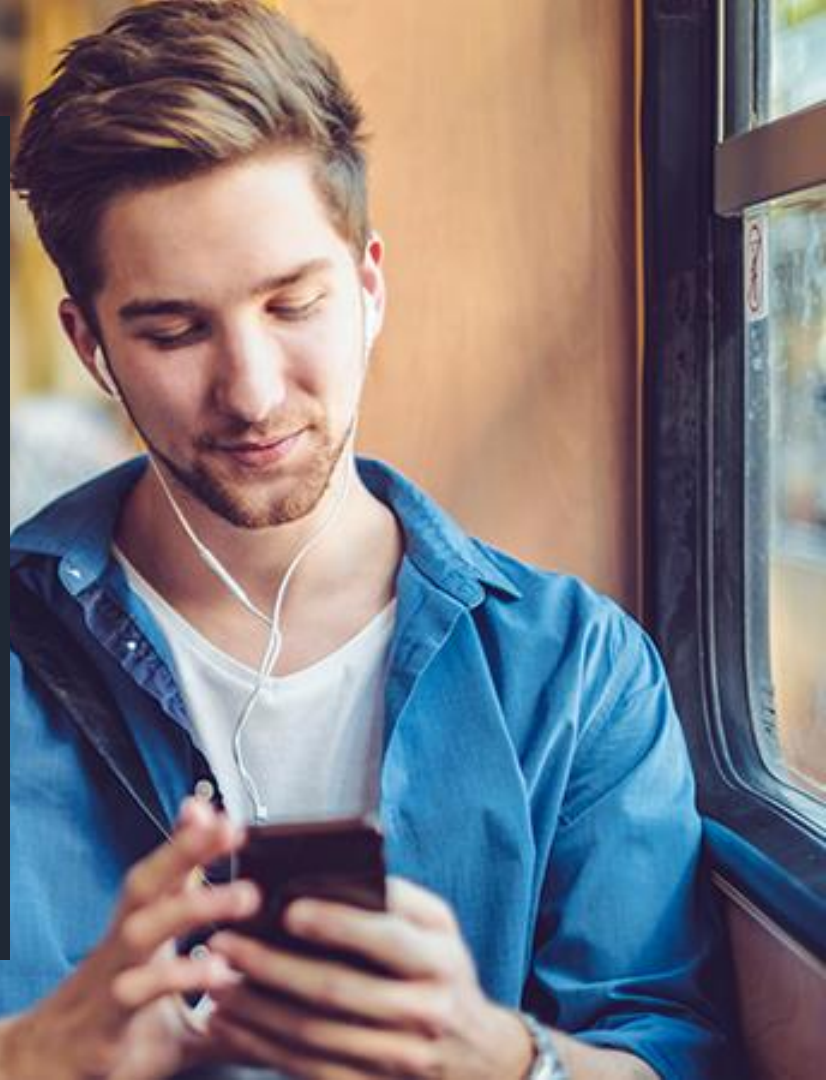
WHO'S ENGAGING WITH UCAS?

Top five undergraduate pages on ucas.com in July 2022

Position for
July 2022

New page	1	Access your application
1 ▼	2	What is Clearing?
1 ▼	3	How to write a UCAS undergraduate personal statement
=	4	Applying to university
2 ▼	5	Tracking your UCAS application

▲
Change in
position since
July 2021



Student Decision Reports 2022

Find out what made your applicants accept or decline your offer, and what key findings are true for you. Available now.

Student Decision Reports 2022

- Find out what applicants think about you to inform and tailor your strategy
- **This year:**
 - 76,000 learners responded to the survey in total
 - 194,000 choice level responses
 - Response rate over 14%



Key overall findings

- **Range of modules, student reviews** of uni, and **social life** or activities available are the **top three** most important factors for **18 year olds**.
- **Range of modules, communication** before/after applying, and **ease of travelling** to uni are top three most important factors for **over 25s**.
- **Range of modules, graduate earning potential** and **student reviews** of uni are amongst the most important factors for **non-EU learners**.
- For **all non-UK learners**, **accommodation cost** is important but is rated poorly across the sector.
- **Student reviews** of uni, **location** in town or city, and **communication** before/after applying are all **more important to women** than men.
- **Graduate earning potential** and **sports facilities** offered are **more important to men** than women.

Request more information [here](#).

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





Responses from this year's survey

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- “The course modules cover what I wanted to learn and I had a **good impression** of the staff and facilities after my **interview.**”
- “**I had fun** on my interview and it made me excited at the prospect of learning in a fun, supportive environment that is also highly regarded and **academically rigorous.**”
- “They were **flexible** and very **understanding** yet firm throughout the application process which took away a lot of pressure. This to me reflects how it will be studying with them.”
- “After attending the **Virtual Open Day** I was highly pleased with the University and my chosen course; everyone seemed **relaxed** and really **approachable!**”
- “Their **communication** with me was great and really **persuaded me to pick them** as my firm choice.”

SQA results day 2022

Key headlines from SQA results day (9 August 2022)

Record proportion of Scottish students accepted at their first-choice university

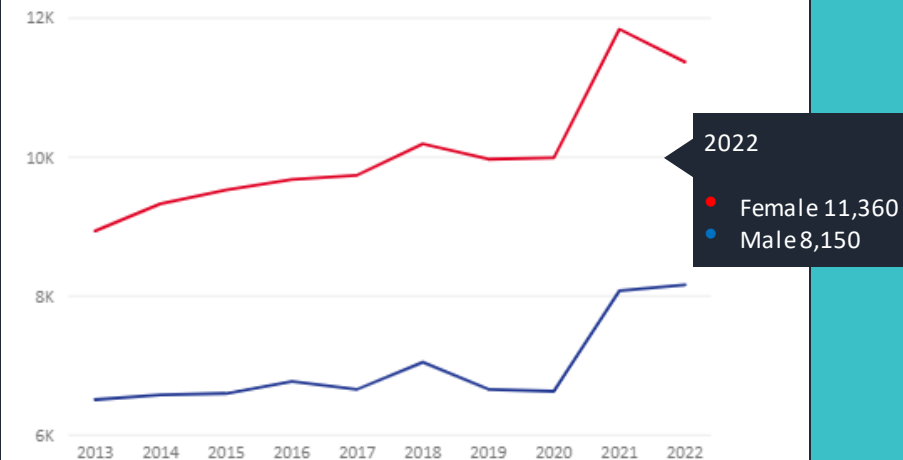
- Following the **return to examinations** this year, a record **60.1%** of Scottish students gained a place at their **firm choice** university, up from the pre-pandemic level of 57.5% in 2019.
- We also saw **continued success in widening access**, with a significant closing of the gender progression gap for young people in Scotland (19 and under). In 2019, **50% more females progressed to higher education** than males. As of SQA results day, **that narrowed to 39%** (from 47% last year).
- **Participation** of young students from **the most disadvantaged areas** (SIMD40) was **up** from pre-pandemic levels, with **23.9%** of all acceptances from SIMD40 areas compared to **23.4** last year and **22.4%** in 2019, reaffirming the continued support to widen access in Scotland.



SQA RESULTS DAY 2022

Number of Scottish accepted applicants (aged 19 and under)

Number of accepted applicants



In 2019, **50% more females** progressed to higher education than males. As of SQA results day 2022, that narrowed to **39%** (from 47% last year).

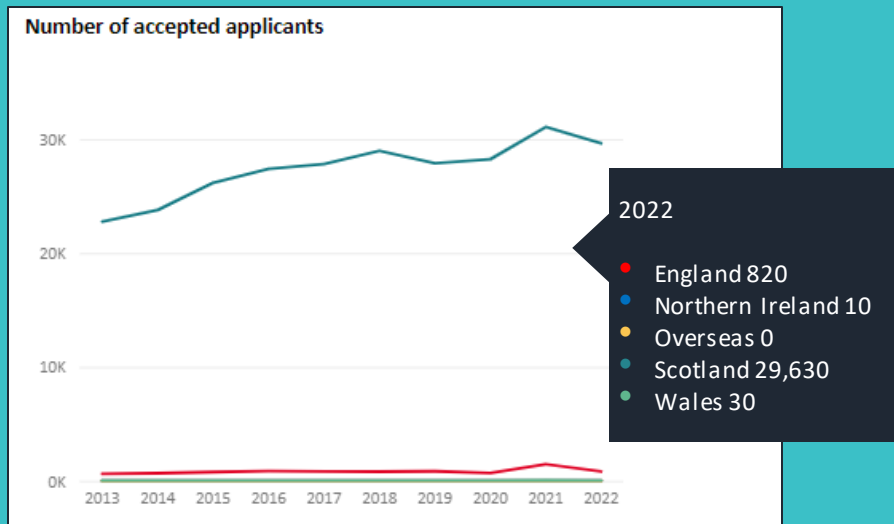
Other key headlines include:

- The **overall number** of Scottish students accepted was **30,490**, up from **28,750** in 2019
- Of those accepted, **29,630** will be studying in Scotland – an **increase of 1,740** on 2019.
- The number of students accepted on to **nursing courses** was **2,960** - up by **450** compared to 2019.



SQA RESULTS DAY 2022

Number of Scottish accepted applicants by country of provider



The overall number of Scottish students accepted is **30,490**, up from **28,750** in 2019. Of those accepted, **29,630** will be studying in Scotland – an increase of **1,740** on 2019.



JCQ results day 2022

Key headlines from JCQ results day (18 August 2022)

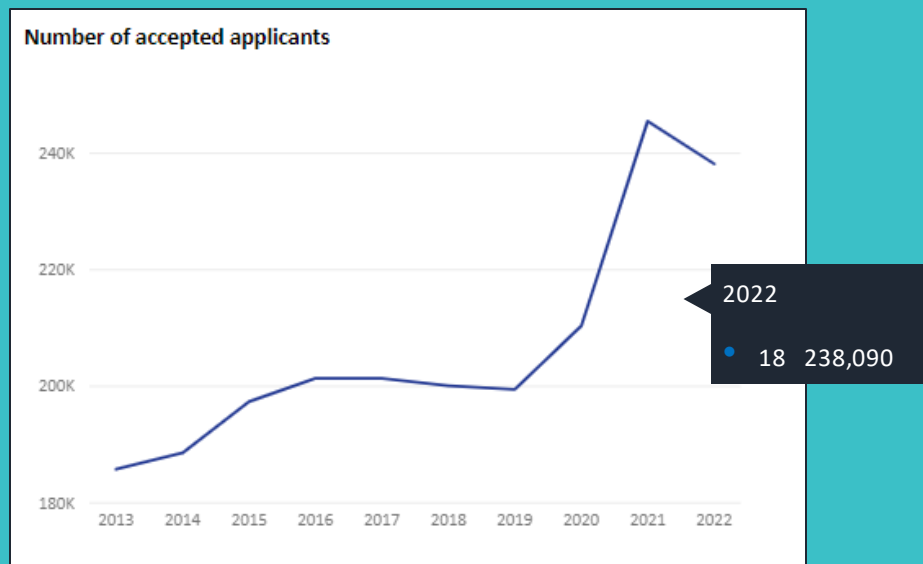
Record progression to HE for exam-sitting students

- **425,830** students were accepted into university or college, the **second highest on record** – an increase of **16,870** compared to 2019.
- **19% more 18 year olds** in the UK gained a place at their firm or insurance choice **compared to 2019**, following the return to examinations.
- **46,850 students** from the **most disadvantaged backgrounds** have been accepted, an **increase of 3,770** on 2019. This means that the **gap between the most and least advantaged** has narrowed from 2.36 in 2019 to **2.29 in 2022**, and from 2.34 in 2021.
- This year has also seen the first **T Level students** gain a place in higher education, with **370 (71% of applicants) accepted**.



JCQ RESULTS DAY 2022

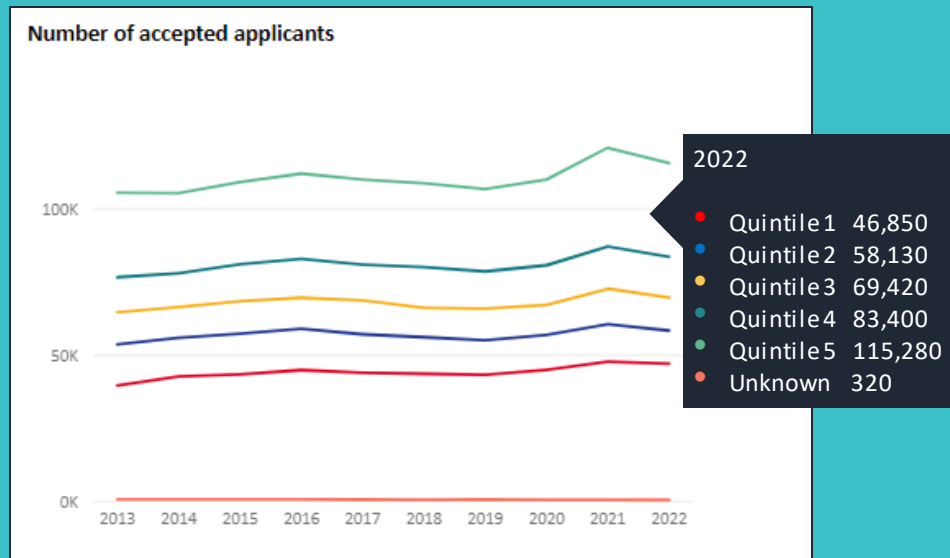
Number of UK accepted applicants (18-year-olds)



19% more 18 year olds in the UK gained a place at their firm or insurance choice compared to 2019, following the return to examinations (238,090 in 2022 vs 199,370 in 2019).

JCQ RESULTS DAY 2022

Number of UK accepted applicants by POLAR4



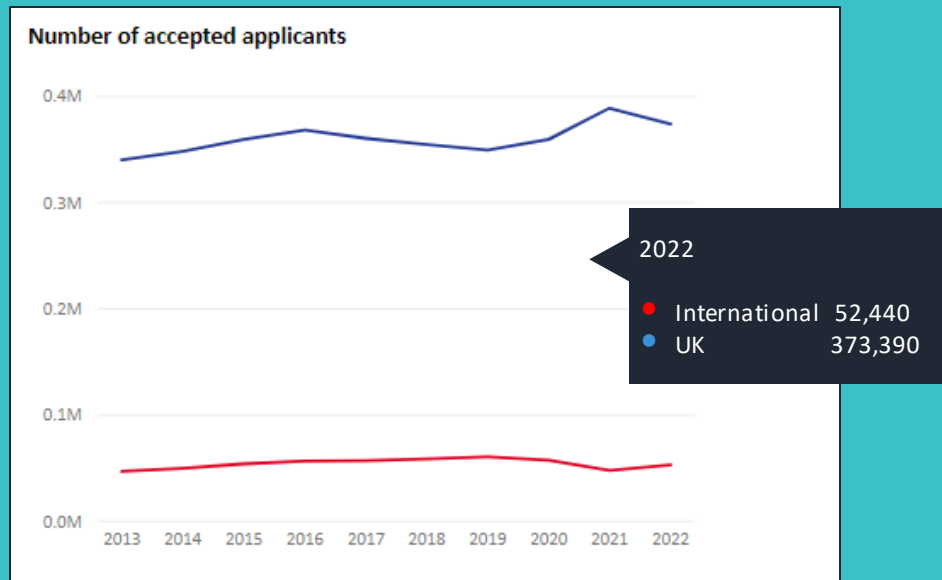
46,850 students from the **most disadvantaged backgrounds** have been accepted, an **increase of 3,770** on 2019.

This means that the gap between the most and least advantaged has narrowed from **2.36** in 2019 to **2.29** in 2022, and from 2.34 in 2021.



JCQ RESULTS DAY 2022

Number of accepted applicants by domicile



International placed students account for **12.3%** of the total full-time undergraduate applicants accepted via UCAS, **down from a high of 14.7%** in 2019.



JCQ RESULTS DAY 2022

Number of accepted applicants for EU & Non-EU countries

Accepts by top five non-EU countries:

13,180	China
4,050	India
3,420	Hong Kong
2,460	Malaysia
1,940	USA

Accepts by top five EU countries:

1,170	France
1,090	Ireland
1,020	Spain
770	Italy
690	Cyprus (European Union)

2022 has seen **continued growth** from nations such as China (+35%), India (+27%), and Nigeria (+43%).



Explore the daily Clearing analysis data further

Our daily Clearing analysis data can be explored in an **interactive dashboard** and also downloaded from the **UCAS website**.

The dashboard will be updated **each weekday** between 18 August – 2 September 2022 and **on day 28 (published on 15 September)**, providing **core numbers** for the current cycle, **comparison data** over ten cycles, and **graphical illustrations** of key trends.



Current PAD and Registrant opt-ins

Email opt-ins for 2023 entry

Pre-applicants 2023 entry (PAD23)

There are currently **388k** learners opted in for emails, looking to study in 2023.

Top preferred subjects include:

Medicine

Business Studies

Law by Area

Psychology

Computer Science

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UG registrants 2023 entry

There are currently **264k** learners opted in for emails, looking to study in 2023.

Top preferred subjects include:

Medicine

Law

Psychology

Computer Science

Economics

UCAS



Get your ducks in a row, before you dive in

Spring might be the season of new beginnings but for students, everything starts in the Autumn. September represents huge changes in the lives of thousands of young people across the UK – and in this kind-of-post-pandemic world, the sector needs to be able to support a new type of learner.

Attainment is different, following the return of exams. T-Level students will grace campuses for the very first time. More disadvantaged students have made it to HE. The profile of your student population may be new for 22/23.

So as term starts afresh, you need to secure the knowledge, insight, capacity, and capability to deal with the new demands of progress.

We can help with that.

Get in touch

For further information and insights contact your UCAS customer manager or email us at educationservices@ucas.ac.uk.