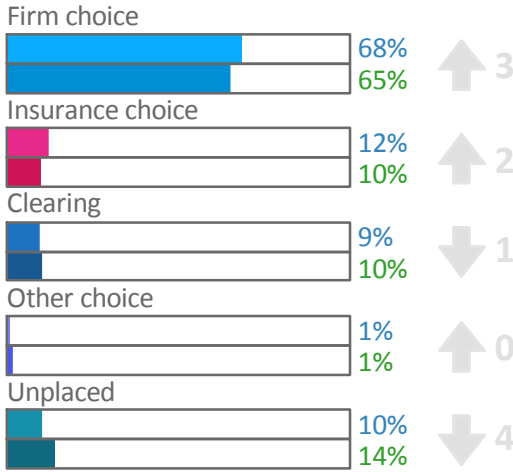


Competitor Report – key statistics

Example school – 11115
2015

You	Applicant acceptance rate You: 90%	Applicant offer rate You: 99%	Increase in applications You: 1%
Competitors	Competitors: 86%	Competitors: 95%	Competitors: 20%
	Ahead 4 percentage points	Ahead 4 percentage points	Behind 19 percentage points

Applicant routes to university

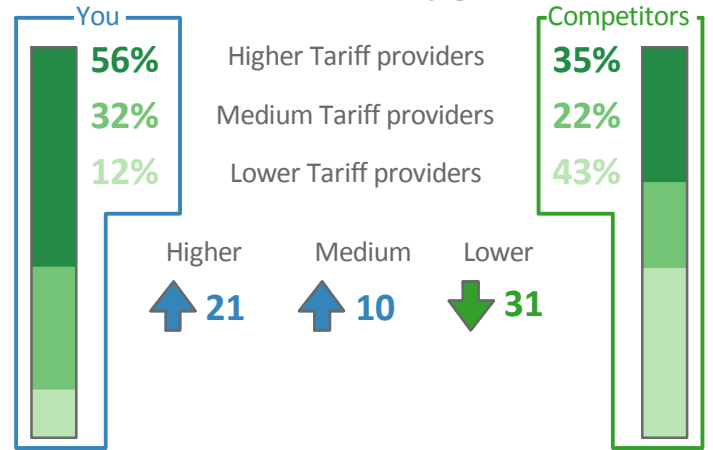


This shows the routes via which your applicants got placed

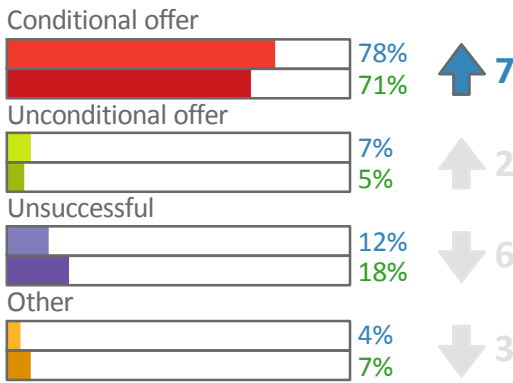
The 'Other' section includes Extra and Adjustment



Where did they go?



Provider decisions



This shows the decisions for all main scheme applications

Acceptance rate by sex



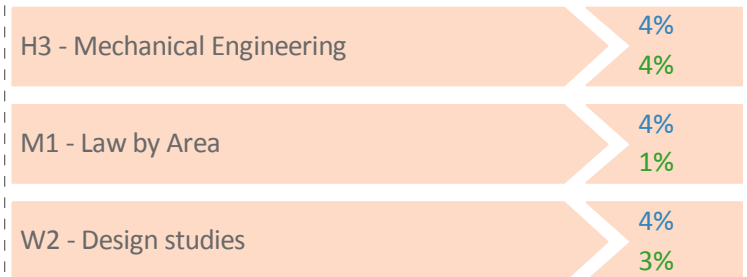
Acceptance rate over time



Your top three providers (acceptances)



Your top three subject lines (acceptances)



For more stats and figures, see your copies of the Progression and Competitor reports

Summary table of key statistics

Description	You – 2014	You – 2015	Sector – 2015	Competitors – 2015
Acceptance rate	85.6%	90.2%	74.1%	86.1%
Offer rate	85.6%	98.9%	74.1%	94.8%
Increase in Applications	6.5%	1.1%	2.4%	19.8%
Firm choice – acceptances	67.2%	68.3%	53.5%	65.0%
Insurance choice – acceptances	9.4%	12.0%	7.4%	9.8%
Clearing – acceptances	7.8%	9.3%	9.0%	9.9%
Other choice – acceptances	1.1%	0.5%	4.3%	1.4%
Unplaced	14.4%	9.8%	25.9%	13.9%
Higher Tariff – acceptances	53.2%	56.4%	27.3%	34.9%
Medium Tariff – acceptances	33.8%	31.5%	31.2%	21.7%
Lower Tariff – acceptances	13.0%	12.1%	41.5%	43.4%
Conditional offer – applications	77.8%	77.9%	56.7%	71.0%
Unconditional offer – applications	4.8%	6.7%	8.0%	4.7%
Unsuccessful – applications	13.6%	11.9%	26.6%	17.7%
Other – applications	3.8%	3.5%	8.6%	6.7%
Acceptance rate for women	89.5%	88.5%	73.0%	85.1%
Acceptance rate for men	80.0%	92.0%	75.6%	86.9%
Applied before October deadline	17.2%	16.4%	9.8%	8.7%
Applied before January deadline	82.2%	83.1%	72.6%	87.7%
Applied after June deadline	0.6%	0.5%	12.8%	2.2%

Technical notes and definitions

What do the arrows mean?

The arrows show the percentage point difference between you and your competitors for a particular statistic. For example, an upwards-pointing arrow with a '6' next to it means you are ahead of your competitors by six percentage points in this area.

Why are some of the arrows grey?

In some cases the differences between you and your competitors are not sufficiently large as to be statistically meaningful and the arrows are coloured grey accordingly, to down-weight their visual impact. This could either be because the difference is small or because the percentages being compared are based on small numbers.

Provider

A higher education provider – a university or college.

Provider Tariff Group

This report classifies higher education providers by Tariff Group instead of Mission Group, in line with standard UCAS analytical reporting. The Tariff grouping of providers is based on the average levels of attainment of their accepted applicants (summarised through UCAS Tariff points) in a period of application cycles spanning from 2004 to 2011. Each group of providers accounted for around a third of all UK 18 year old acceptances in these cycles, with the following categories: 'Higher tariff', 'Medium tariff', 'Lower tariff'.