

K12 Keele University

Cycle years: 2014 - 2019

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	2014	2015	2016	2017	2018	2019
June deadline applicants	9,625	8,995	9,175	7,850	8,735	7,575
Placed June deadline applicants	1,135	1,110	1,110	1,085	1,130	1,145
All placed applicants	1,230	1,475	1,565	1,475	1,560	1,575
June deadline applicants per 10,000 population	127.8	117.4	122.4	105.9	120.9	107.0
Placed June deadline applicants per 10,000	15.1	14.5	14.8	14.6	15.6	16.2
All placed applicants per 10,000 population	16.3	19.2	20.9	19.9	21.6	22.3

P.2 18 year old applications

Statistic	2014	2015	2016	2017	2018	2019
June deadline applications	10,030	9,335	9,525	8,140	9,200	8,025
Offers	7,495	7,005	6,845	6,640	7,580	6,980
Offer rate	74.7%	75.1%	71.9%	81.6%	82.4%	87.0%

P.3 18 year old applicants by sex

Statistic	Sex	2014	2015	2016	2017	2018	2019
June deadline applicants	Men	4,105	3,680	3,645	3,095	3,445	2,785
	Women	5,525	5,315	5,525	4,750	5,290	4,785
Placed June deadline applicants	Men	495	465	465	470	425	450
	Women	640	645	645	615	705	695
All placed applicants	Men	535	635	690	640	595	630
	Women	695	835	875	830	960	945
June deadline applicants per 10,000 population	Men	106.0	93.8	94.9	81.5	93.0	76.9
	Women	150.9	142.2	151.2	131.6	150.3	138.5
Placed June deadline applicants per 10,000 population	Men	12.8	11.9	12.1	12.3	11.5	12.5
	Women	17.5	17.3	17.6	17.0	20.0	20.1
All placed applicants per 10,000 population	Men	13.8	16.2	18.0	16.9	16.1	17.4
	Women	19.0	22.4	23.9	23.0	27.3	27.4

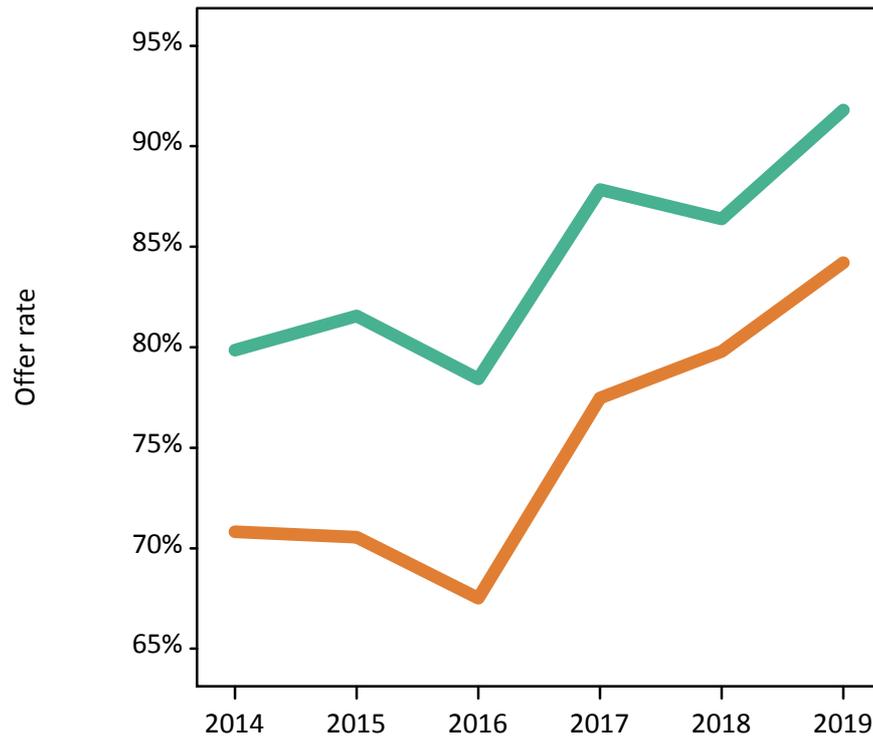
P.4 18 year old applications by sex

Statistic	Sex	2014	2015	2016	2017	2018	2019
June deadline applications	Men	4,300	3,820	3,795	3,235	3,660	2,950
	Women	5,730	5,515	5,735	4,905	5,540	5,075
Offers	Men	3,435	3,115	2,975	2,840	3,160	2,710
	Women	4,060	3,890	3,870	3,800	4,420	4,270
Offer rate	Men	79.9%	81.5%	78.4%	87.9%	86.4%	91.8%
	Women	70.8%	70.5%	67.5%	77.5%	79.8%	84.2%
Average offer rate	Men	80.5%	82.1%	79.0%	88.5%	87.6%	91.7%
	Women	70.4%	70.1%	67.1%	77.1%	79.0%	84.3%
Percentage point difference between offer rate and average offer rate	Men	-0.6	-0.6	-0.6	-0.6	-1.2	0.1
	Women	0.5	0.4	0.4	0.4	0.8	-0.1
Contribution of group to the average offer rate	Men	0.566	0.560	0.557	0.558	0.562	0.533
	Women	0.674	0.695	0.707	0.709	0.711	0.728

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 2014-2019.

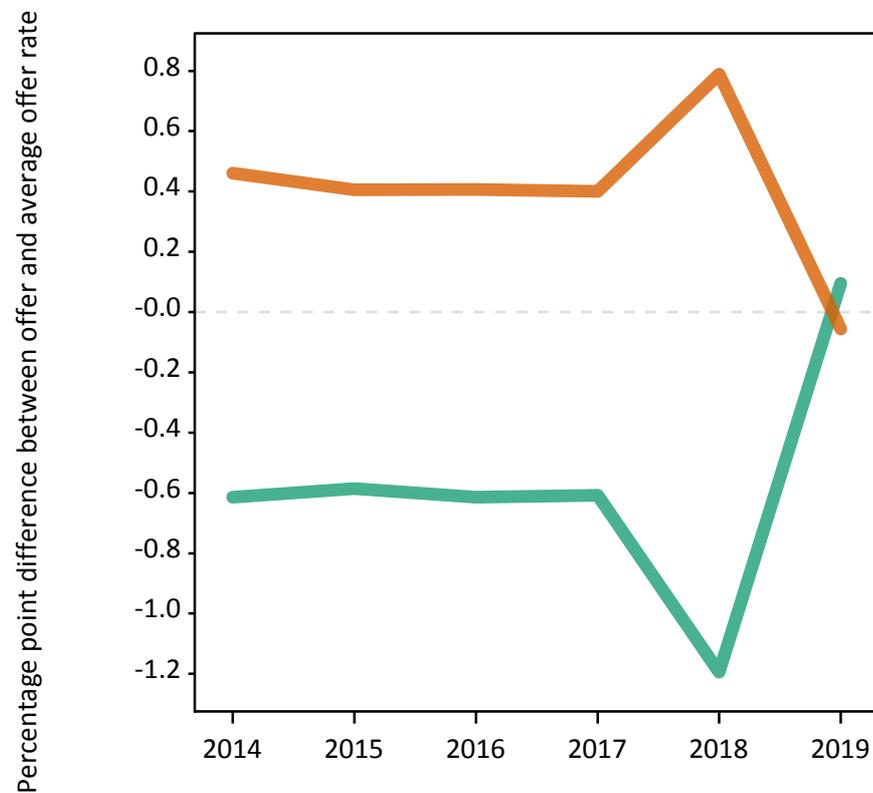
Men
Women



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 2014-2019.

Men
Women



P.7 18 year old applicants by POLAR4 quintile

Statistic	POLAR4 quintile	2014	2015	2016	2017	2018	2019
June deadline applicants	Quintile 1	1,130	1,175	1,220	1,110	1,305	1,185
	Quintile 2	1,590	1,545	1,530	1,365	1,535	1,365
	Quintile 3	1,990	1,820	1,915	1,635	1,820	1,595
	Quintile 4	2,220	1,950	1,985	1,660	1,845	1,540
	Quintile 5	2,685	2,495	2,505	2,060	2,205	1,840
Placed June deadline applicants	Quintile 1	155	200	190	205	240	230
	Quintile 2	175	205	200	210	205	220
	Quintile 3	210	205	240	205	220	225
	Quintile 4	275	235	210	195	215	220
	Quintile 5	315	265	265	265	245	230
All placed applicants	Quintile 1	170	245	240	255	305	300
	Quintile 2	190	265	265	255	275	300
	Quintile 3	225	265	320	285	300	320
	Quintile 4	295	330	315	285	305	305
	Quintile 5	355	365	425	390	370	335
June deadline applicants per 10,000 population	Quintile 1	80.4	83.0	89.8	82.9	100.4	93.6
	Quintile 2	110.9	105.7	107.9	97.8	113.5	103.4
	Quintile 3	136.0	121.3	130.7	112.9	129.0	115.7
	Quintile 4	145.5	126.0	130.2	109.8	125.0	106.4
	Quintile 5	157.7	143.7	145.3	120.3	130.9	110.8
Placed June deadline applicants per 10,000 population	Quintile 1	11.2	14.1	14.1	15.5	18.3	18.3
	Quintile 2	12.3	14.1	14.2	15.1	15.2	16.8
	Quintile 3	14.5	13.7	16.2	14.3	15.6	16.4
	Quintile 4	18.0	15.0	13.6	13.0	14.7	15.1
	Quintile 5	18.5	15.3	15.5	15.3	14.5	14.0
All placed applicants per 10,000 population	Quintile 1	12.1	17.2	17.7	19.1	23.3	23.6
	Quintile 2	13.2	18.3	18.8	18.3	20.3	22.6
	Quintile 3	15.3	17.7	21.8	19.7	21.1	23.0
	Quintile 4	19.3	21.2	20.5	18.8	20.7	21.2
	Quintile 5	20.7	21.1	24.5	22.7	22.1	20.3

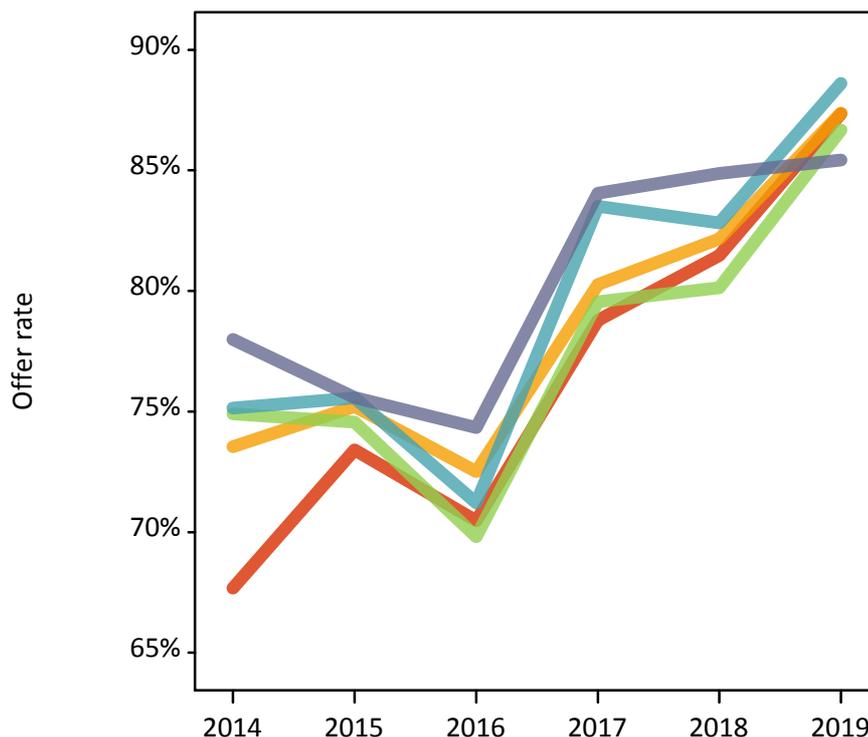
P.8 18 year old applications by POLAR4 quintile

Statistic	POLAR4 quintile	2014	2015	2016	2017	2018	2019
June deadline applications	Quintile 1	1,215	1,240	1,285	1,155	1,410	1,295
	Quintile 2	1,680	1,620	1,605	1,430	1,635	1,440
	Quintile 3	2,070	1,885	1,995	1,695	1,935	1,710
	Quintile 4	2,295	2,010	2,055	1,715	1,920	1,625
	Quintile 5	2,760	2,565	2,570	2,125	2,275	1,905
Offers	Quintile 1	820	910	905	910	1,150	1,130
	Quintile 2	1,235	1,220	1,165	1,145	1,345	1,260
	Quintile 3	1,550	1,405	1,395	1,350	1,550	1,480
	Quintile 4	1,725	1,520	1,465	1,435	1,590	1,440
	Quintile 5	2,155	1,940	1,910	1,785	1,930	1,630
Offer rate	Quintile 1	67.7%	73.4%	70.5%	78.8%	81.5%	87.3%
	Quintile 2	73.5%	75.2%	72.5%	80.3%	82.2%	87.4%
	Quintile 3	74.9%	74.6%	69.8%	79.6%	80.1%	86.7%
	Quintile 4	75.1%	75.6%	71.2%	83.5%	82.8%	88.6%
	Quintile 5	78.0%	75.6%	74.3%	84.0%	84.9%	85.4%
Average offer rate	Quintile 1	68.9%	73.5%	70.7%	78.6%	81.6%	87.0%
	Quintile 2	74.0%	75.5%	72.2%	80.5%	82.5%	87.5%
	Quintile 3	74.9%	74.4%	70.4%	79.7%	81.4%	86.9%
	Quintile 4	75.3%	75.6%	71.5%	83.3%	82.3%	88.0%
	Quintile 5	77.0%	75.4%	73.7%	84.0%	83.9%	85.8%
Percentage point difference between offer rate and average offer rate	Quintile 1	-1.2	-0.1	-0.2	0.2	-0.2	0.4
	Quintile 2	-0.4	-0.3	0.3	-0.3	-0.4	-0.2
	Quintile 3	-0.0	0.2	-0.6	-0.1	-1.3	-0.3
	Quintile 4	-0.2	-0.1	-0.3	0.2	0.6	0.6
	Quintile 5	1.0	0.1	0.6	0.0	1.0	-0.4
Contribution of group to the average offer rate	Quintile 1	0.212	0.221	0.229	0.242	0.249	0.261
	Quintile 2	0.237	0.249	0.236	0.265	0.268	0.268
	Quintile 3	0.270	0.269	0.276	0.290	0.284	0.294
	Quintile 4	0.286	0.278	0.282	0.296	0.290	0.295
	Quintile 5	0.346	0.351	0.351	0.352	0.337	0.339

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 2014-2019.

- 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 2014-2019.

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



P.11 18 year old applicants by ethnic group

Statistic	Ethnic group	2014	2015	2016	2017	2018	2019
June deadline applicants	White	7,140	6,495	6,380	5,485	5,970	5,015
	Black	590	555	570	500	605	485
	Asian	1,435	1,430	1,640	1,375	1,580	1,580
	Mixed	310	345	375	320	360	305
	Other	100	110	140	120	160	140
Placed June deadline applicants	White	925	895	815	800	800	845
	Black	40	60	70	60	70	60
	Asian	125	105	165	170	200	175
	Mixed	30	35	45	40	35	35
	Other	10	10	5	10	15	15
All placed applicants	White	990	1,120	1,075	1,035	1,035	1,055
	Black	50	90	110	90	105	100
	Asian	145	185	285	260	320	325
	Mixed	30	55	70	55	60	60
	Other	10	15	15	20	30	20
June deadline applicants per 10,000 population	White	115.7	104.2	105.5	92.4	104.5	90.7
	Black	194.6	174.7	182.4	158.2	188.5	146.7
	Asian	211.9	201.8	227.8	186.6	209.2	202.7
	Mixed	108.1	112.5	119.5	99.7	111.7	92.4
	Other	109.6	116.2	138.7	114.6	151.0	123.8
Placed June deadline applicants per 10,000 population	White	15.0	14.4	13.5	13.5	14.0	15.3
	Black	13.5	18.5	21.7	18.4	21.2	18.5
	Asian	18.3	14.7	23.2	23.1	26.6	22.6
	Mixed	10.4	11.7	14.0	12.1	10.2	11.2
	Other	9.7	9.3	7.0	8.7	15.8	12.5
All placed applicants per 10,000 population	White	16.0	18.0	17.8	17.5	18.1	19.1
	Black	16.8	28.0	35.8	28.9	32.3	30.3
	Asian	21.2	26.0	39.9	35.3	42.1	41.9
	Mixed	10.8	18.2	21.9	17.8	18.5	17.6
	Other	10.7	13.5	14.1	17.5	28.0	16.0

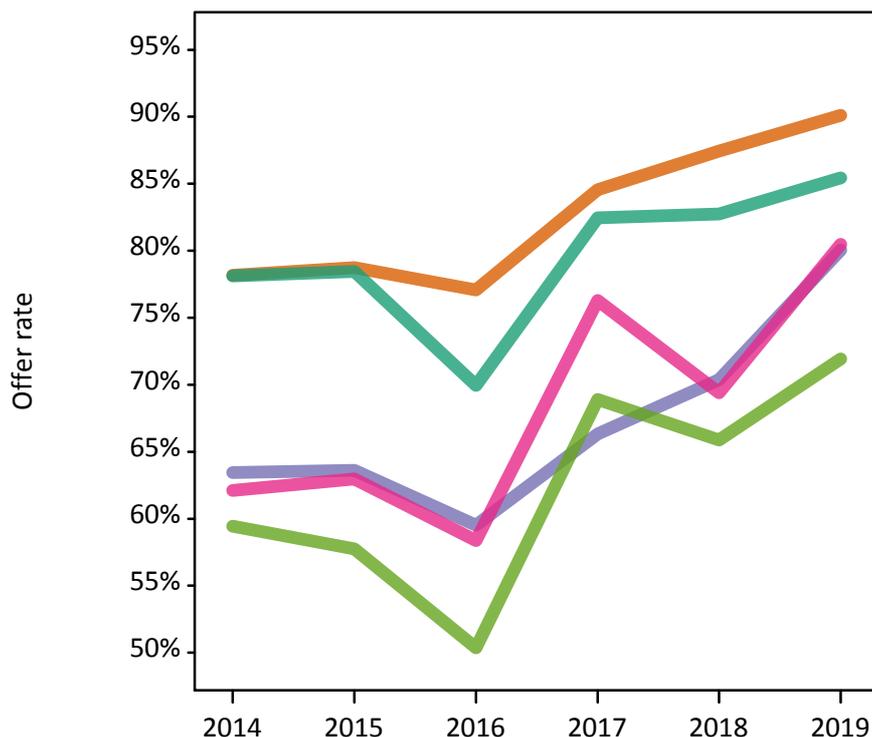
P.12 18 year old applications by ethnic group

Statistic	Ethnic group	2014	2015	2016	2017	2018	2019
June deadline applications	White	7,480	6,760	6,635	5,695	6,320	5,365
	Black	600	565	590	505	620	490
	Asian	1,480	1,465	1,705	1,440	1,665	1,655
	Mixed	320	360	385	325	370	315
	Other	105	115	140	120	170	145
Offers	White	5,845	5,325	5,115	4,815	5,525	4,835
	Black	380	360	350	335	435	395
	Asian	920	925	995	1,095	1,155	1,330
	Mixed	250	285	270	270	305	270
	Other	65	65	70	80	110	105
Offer rate	White	78.2%	78.7%	77.1%	84.6%	87.4%	90.1%
	Black	63.4%	63.6%	59.5%	66.3%	70.4%	80.0%
	Asian	62.1%	63.0%	58.4%	76.3%	69.4%	80.5%
	Mixed	78.1%	78.5%	69.9%	82.5%	82.7%	85.4%
	Other	59.4%	57.8%	50.4%	68.9%	65.9%	71.9%
Average offer rate	White	77.3%	78.3%	76.5%	84.1%	86.7%	89.6%
	Black	66.0%	65.1%	60.2%	69.6%	72.9%	80.9%
	Asian	64.8%	64.5%	59.8%	76.7%	71.2%	81.3%
	Mixed	78.7%	77.6%	70.7%	82.4%	83.0%	87.0%
	Other	62.8%	58.4%	52.8%	72.6%	68.0%	76.3%
Percentage point difference between offer rate and average offer rate	White	0.8	0.4	0.6	0.5	0.8	0.6
	Black	-2.6	-1.4	-0.7	-3.2	-2.5	-0.8
	Asian	-2.7	-1.5	-1.4	-0.4	-1.8	-0.8
	Mixed	-0.6	0.8	-0.7	0.1	-0.3	-1.6
	Other	-3.4	-0.7	-2.4	-3.7	-2.1	-4.4
Contribution of group to the average offer rate	White	0.792	0.779	0.765	0.765	0.761	0.748
	Black	0.151	0.160	0.161	0.178	0.175	0.172
	Asian	0.272	0.301	0.331	0.329	0.345	0.364
	Mixed	0.119	0.122	0.113	0.146	0.151	0.131
	Other	0.119	0.126	0.101	0.102	0.120	0.102

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 2014-2019.

- White
- Black
- Asian
- Mixed
- 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 2014-2019.

- White
- Black
- Asian
- Mixed
- Other



P.15 Applicants (all ages)

Statistic	2014	2015	2016	2017	2018	2019
June deadline applicants	15,695	15,220	15,005	12,390	13,425	11,345
Placed June deadline applicants	1,845	1,870	1,765	1,745	1,840	1,850
All placed applicants	2,035	2,445	2,515	2,425	2,545	2,575

P.16 Applications (all ages)

Statistic	2014	2015	2016	2017	2018	2019
June deadline applications	16,465	15,895	15,660	12,915	14,200	12,090
Offers	10,435	10,000	9,525	9,215	10,685	9,935
Offer rate	63.4%	62.9%	60.8%	71.4%	75.2%	82.2%

P.17 Applicants (all ages) by sex

Statistic	Sex	2014	2015	2016	2017	2018	2019
June deadline applicants	Men	6,545	6,185	5,860	4,840	5,320	4,180
	Women	9,150	9,035	9,150	7,550	8,100	7,165
Placed June deadline applicants	Men	785	805	745	730	725	740
	Women	1,060	1,065	1,020	1,015	1,115	1,110
All placed applicants	Men	870	1,090	1,125	1,040	1,025	1,060
	Women	1,170	1,355	1,390	1,385	1,520	1,510

P.18 Applications (all ages) by sex

Statistic	Sex	2014	2015	2016	2017	2018	2019
June deadline applications	Men	6,880	6,485	6,120	5,060	5,665	4,460
	Women	9,580	9,410	9,535	7,855	8,535	7,630
Offers	Men	4,855	4,610	4,225	4,015	4,565	3,945
	Women	5,580	5,390	5,300	5,200	6,115	5,995
Offer rate	Men	70.6%	71.1%	69.0%	79.3%	80.6%	88.4%
	Women	58.2%	57.3%	55.6%	66.2%	71.7%	78.6%

P.19 Applicants (all ages) by POLAR4 quintile

Statistic	POLAR4 quintile	2014	2015	2016	2017	2018	2019
June deadline applicants	Quintile 1	2,185	2,210	2,220	1,970	2,185	1,955
	Quintile 2	2,630	2,635	2,585	2,165	2,420	2,030
	Quintile 3	3,300	3,105	3,125	2,570	2,790	2,400
	Quintile 4	3,390	3,210	3,150	2,530	2,775	2,235
	Quintile 5	4,165	4,030	3,900	3,130	3,220	2,665
Placed June deadline applicants	Quintile 1	280	330	320	340	405	410
	Quintile 2	310	325	310	335	360	345
	Quintile 3	355	350	380	325	355	360
	Quintile 4	405	395	325	315	340	350
	Quintile 5	490	465	430	425	380	370
All placed applicants	Quintile 1	305	410	405	445	525	535
	Quintile 2	335	420	420	440	475	470
	Quintile 3	385	445	520	465	495	525
	Quintile 4	445	535	485	445	485	485
	Quintile 5	565	630	675	620	565	535

P.20 Applications (all ages) by POLAR4 quintile

Statistic	POLAR4 quintile	2014	2015	2016	2017	2018	2019
June deadline applications	Quintile 1	2,365	2,330	2,370	2,095	2,360	2,145
	Quintile 2	2,785	2,790	2,720	2,270	2,580	2,165
	Quintile 3	3,465	3,235	3,265	2,670	2,960	2,570
	Quintile 4	3,520	3,335	3,270	2,620	2,895	2,360
	Quintile 5	4,305	4,180	4,010	3,235	3,360	2,780
Offers	Quintile 1	1,245	1,350	1,330	1,345	1,715	1,725
	Quintile 2	1,700	1,715	1,605	1,590	1,945	1,785
	Quintile 3	2,170	2,015	1,950	1,850	2,175	2,100
	Quintile 4	2,335	2,150	2,025	1,955	2,195	1,995
	Quintile 5	2,975	2,760	2,600	2,455	2,625	2,275
Offer rate	Quintile 1	52.8%	57.9%	56.2%	64.2%	72.8%	80.3%
	Quintile 2	60.9%	61.5%	58.9%	70.0%	75.3%	82.5%
	Quintile 3	62.7%	62.2%	59.8%	69.4%	73.5%	81.6%
	Quintile 4	66.3%	64.5%	61.9%	74.8%	75.9%	84.6%
	Quintile 5	69.1%	66.0%	64.8%	75.8%	78.1%	81.9%

P.21 Applicants (all ages) by ethnic group

Statistic	Ethnic group	2014	2015	2016	2017	2018	2019
June deadline applicants	White	11,020	10,310	9,855	8,145	8,685	7,190
	Black	1,210	1,255	1,275	1,100	1,185	940
	Asian	2,590	2,695	2,865	2,265	2,565	2,405
	Mixed	550	575	605	510	585	470
	Other	225	245	260	230	295	250
Placed June deadline applicants	White	1,455	1,445	1,280	1,240	1,270	1,315
	Black	85	100	115	120	140	120
	Asian	225	230	270	280	320	305
	Mixed	50	60	65	60	65	60
	Other	20	20	20	25	30	30
All placed applicants	White	1,575	1,785	1,695	1,610	1,635	1,650
	Black	105	150	195	195	205	185
	Asian	270	370	470	450	515	545
	Mixed	55	85	100	95	105	90
	Other	20	30	35	45	55	60

P.22 Applications (all ages) by ethnic group

Statistic	Ethnic group	2014	2015	2016	2017	2018	2019
June deadline applications	White	11,650	10,830	10,320	8,535	9,245	7,755
	Black	1,240	1,280	1,310	1,120	1,225	965
	Asian	2,675	2,785	2,985	2,365	2,700	2,520
	Mixed	565	600	630	520	610	490
	Other	230	255	265	230	310	265
Offers	White	7,885	7,285	6,840	6,480	7,470	6,620
	Black	595	585	565	560	725	675
	Asian	1,425	1,515	1,540	1,585	1,770	1,980
	Mixed	375	410	380	370	460	390
	Other	110	120	115	135	185	190
Offer rate	White	67.7%	67.3%	66.3%	75.9%	80.8%	85.4%
	Black	48.0%	45.9%	43.3%	50.1%	59.2%	70.2%
	Asian	53.3%	54.4%	51.5%	66.9%	65.6%	78.7%
	Mixed	66.0%	68.3%	60.0%	71.1%	75.7%	79.8%
	Other	46.8%	46.5%	44.2%	58.6%	59.0%	71.6%

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 2019 cycle runs from September 2018 through to October 2019.

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 2019 End of Cycle Report and the 2019 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.