EXACT

# EARLY CAREERS RECRUITMENT MARKET INSIGHTS

Use official UCAS data to understand the graduate recruitment market and plan your apprenticeship programme outreach

UCAS

# DATA INSIGHTS TO INFORM YOUR RECRUITMENT STRATEGY

## No one understands young peoples' choices like UCAS. And no one has their attention like UCAS.

At UCAS, we guide an entire generation across the UK in their next steps. We're showing them they have options and what real choices look like.

**We understand** their behaviour, **we're listening** to what they have to say, and **we have insights** on how to reach them.

At UCAS we are strongly connected to everyone in the higher education sector. We have a huge amount of data and a truly unrivalled knowledge of higher education.

Our insights and data mean we can help connect employers to the right students and applicants, in the right way, at the right time with proven return on investment.

With us, and our range of data products and services, you'll think differently about the way you use data to make decisions.

## Use our data expertise to support your recruitment

### EXACT data reporting

Exact is UCAS' bespoke data service that delivers CSV datasets to a particular specification. You can purchase data related to undergraduate applications and provision, to understand a 5-year trend, market size and demand in the areas you are exploring.

### Data consultancy

Work with our Data and Insight Analysts to turn your raw data into visual outputs you can use to inform your early careers recruitment strategies.

# UNDERSTANDING GRADUATE RECRUITMENT MARKET TRENDS

**Look back at 5 years of data to reveal how many applications have been accepted for a particular subject area and in which locations.**

Use this insight to discover potential skills gaps and reveal cold spots by location, helping you to determine the right number of roles to create for your graduate scheme, and to identify the right locations in which to promote your graduate roles.
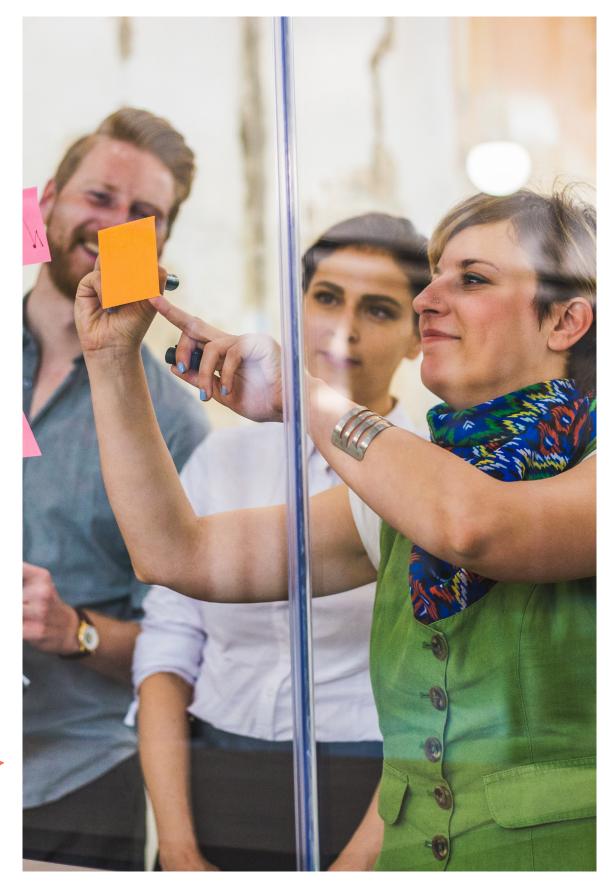
## Variable include:

▸ **Higher education provider name**

▸ **Campus location**

▸ **Subject**

▸ **Gender**

▸ **Ethnicity**

Data on gender and ethnicity reveal the demographic breakdown of the audience and help you identify the right candidates to target to reach your EDI targets.

## Example data:

The number of higher education provider acceptances for a particular subject area, split by cycle year, campus location, ethnic group, gender and higher education provider name.

| Cycle Year | Campus location | Ethnic group (summary level) | Gender | Provider name 2022 | Number of Acceptances |
|---|---|---|---|---|---|
| 2022 | Aberdeen | Asian | Men | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Asian | Women | R36 Robert Gordon University | 0 |
| 2022 | Aberdeen | Black | Men | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Black | Women | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Black | Women | R36 Robert Gordon University | 0 |
| 2022 | Aberdeen | Mixed | Men | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Mixed | Men | R36 Robert Gordon University | 0 |
| 2022 | Aberdeen | Mixed | Women | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Mixed | Women | R36 Robert Gordon University | 0 |
| 2022 | Aberdeen | Other | Men | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | Other | Women | R36 Robert Gordon University | 0 |
| 2022 | Aberdeen | White | Men | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | White | Women | A20 University of Aberdeen | 0 |
| 2022 | Aberdeen | White | Women | S01 SRUC Scotland's Rural College | 0 |
| 2022 | Aberystwyth | Asian | Men | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Asian | Women | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Black | Men | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Black | Women | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Mixed | Men | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Mixed | Women | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Other | Men | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | Other | Women | A40 Aberystwyth University | 0 |
| 2022 | Aberystwyth | White | Women | R84 Royal Veterinary College, University of London | 0 |
| 2022 | Abingdon | Asian | Men | C41 McTimoney College of Chiropractic | 0 |
| 2022 | Abingdon | Asian | Women | O66 Oxford Brookes University | 0 |
| 2022 | Abingdon | White | Men | C41 McTimoney College of Chiropractic | 0 |
| 2022 | Abingdon | White | Men | O66 Oxford Brookes University | 0 |
| 2022 | Abingdon | White | Women | C41 McTimoney College of Chiropractic | 0 |
| 2022 | Abingdon | White | Women | O66 Oxford Brookes University | 0 |
| 2022 | Accrington | Asian | Women | N06 Nelson and Colne College Group | 0 |
| 2022 | Accrington | White | Men | N06 Nelson and Colne College Group | 0 |
| 2022 | Accrington | White | Women | N06 Nelson and Colne College Group | 0 |
| 2022 | Ambleside | White | Men | C99 University of Cumbria | 0 |
| 2022 | Ambleside | White | Women | C99 University of Cumbria | 0 |

# TARGETING FOR YOUR APPRENTICESHIP RECRUITMENT

**Use EXACT data to help you identify specific schools to target in your outreach activity for your apprenticeship programme recruitment**

## Up to 5 years of data including these variables:

- ▶ **Schools**
- ▶ **Locations**
- ▶ **Subjects**
- ▶ **Gender**
- ▶ **Ethnicity**

Our data can help you to pinpoint schools that show a trend of having a high percentage of students who went on to study a specific subject area.

Demographic data such as gender and ethnicity also enable you to identify the schools that are most likely to have the right candidates to help you reach your EDI targets.

## Example data:

The number of higher education provider acceptances for a particular subject area, split by school (apply centre), subject, gender, ethnic group for the 2018 - 2022 application cycles.

| Cycle year | Apply centre | Subject group (detailed level | Gender | Ethnic group (summary level) | No. of acceptances |
|---|---|---|---|---|---|
| 2020 | 00100 Apply Online Overseas | J1 - Minerals Technology | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J4 - Polymers and Textiles | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J5 - Materials Technology not otherwise spec | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J5 - Materials Technology not otherwise spec | Women | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J6 - Maritime Technology | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J7 - Biotechnology | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J7 - Biotechnology | Women | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J9 - Others in Technology | Men | White | 0 |
| 2020 | 00100 Apply Online Overseas | J9 - Others in Technology | Men | Not applicable | 0 |
| 2020 | 00100 Apply Online Overseas | J9 - Others in Technology | Women | White | 0 |
| 2020 | 00100 Apply Online Overseas | J9 - Others in Technology | Women | Not applicable | 0 |
| 2020 | 00200 Apply Online UK | J5 - Materials Technology not otherwise spec | Men | White | 0 |
| 2020 | 00200 Apply Online UK | J5 - Materials Technology not otherwise spec | Men | Not applicable | 0 |
| 2020 | 00200 Apply Online UK | J5 - Materials Technology not otherwise spec | Women | White | 0 |
| 2020 | 00200 Apply Online UK | J6 - Maritime Technology | Men | White | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Men | White | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Men | Not applicable | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Women | White | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Women | Asian | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Women | Unknown | 0 |
| 2020 | 00200 Apply Online UK | J7 - Biotechnology | Women | Not applicable | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | White | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | Black | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | Asian | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | Mixed | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | Unknown | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Men | Not applicable | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Women | White | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Women | Black | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Women | Mixed | 0 |
| 2020 | 00200 Apply Online UK | J9 - Others in Technology | Women | Not applicable | 0 |
| 2020 | 10913 Gloucestershire College | J9 - Others in Technology | Men | White | 0 |
| 2020 | 11416 The Blackpool Sixth Form College | J9 - Others in Technology | Men | White | 0 |
| 2020 | 11415 Burnley College | J7 - Biotechnology | Women | Asian | 0 |
| 2020 | 11415 Burnley College | J9 - Others in Technology | Men | White | 0 |
| 2020 | 11447 Holy Cross Sixth Form College | J9 - Others in Technology | Men | White | 0 |

# PURCHASE OPTIONS

## Price per specific subject area

| Internal licence cost<br>**FROM £3,000 + VAT*** | External licence cost<br>**FROM £4,500 + VAT*** |
|---|---|

## Internal only – Internal Use Licence

With an '**Internal Use**' Licence, you must use the EXACT Data and Manipulated Data strictly for internal use within your organisation only.

## External use – Standard Use Licence

**With a 'Standard' Licence, you may**

▸ Publish or permit to be published a maximum of one hundred individual pieces of the EXACT Data or Manipulated Data (being a number, count, percentage or any other statistic provided under this Licence, or any other number derived or calculated therefrom), subject to you not publishing or permit to be published any EXACT Data or Manipulated Data before any publication date we may communicate to you; and

▸ Share, provide or give access to the EXACT Data or any Manipulated Data to a non-employee consultant, provided you notify us in advance and you enter into an agreement on same terms of this Licence which contains a confidentiality clause to ensure that the consultant only uses the EXACT Data in relation to your internal business purposes.

* Please note, VAT is not included in the above costs

Prices vary depending on keywords used.

# CONTACT US

Get in touch with the most trusted brand in education, with unique access to over 2 million applicants, current students and graduates, we're uniquely positioned to help support your early careers recruitment.

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