

Plenary - Welcome to International Teachers and Advisers Conference 2023

- Fiona Johnston, Chief Product Office, UCAS

International beginnings

Bulgaria, Romania, Cyprus, Turkey,
France, Georgia, Ukraine, Norway,
UAE, Pakistan, India, Malaysia,
Thailand, Vietnam, Russia,
Myanmar, Nepal, Nigeria, Qatar,
Latvia, Lithuania, Taiwan, Germany,
Azerbaijan, Greece, Estonia, Sri
Lanka, Bangladesh, Indonesia,
China...





Audiences

- Undergraduate & Postgraduate Applicants
- Parents
- Apprentices
- Adults
- Schools and Colleges
- First Year Students
- Historic Undergraduates (Past Five Years)
- Employers



Targeting

- Application Status
- Subjects
- Location (UK/International)
- Tariff & University
- School & College
- POLAR data

Eight million data points a year from across HE, FE, & apprenticeships

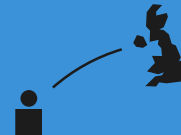
One million+
Pre-applicant database

750k+
Applicants

570k+
Placed on a course



One million+
Current students



300,000+
international current
UG students

52%
registrants
interested in
apprenticeships

400,000
17/18 year old
applicants

26%
applicants from
disadvantaged
backgrounds

64%
planning to
live at university

25%
Over 21 years old

29%
research jobs
before final year

30k+
Parents,
teachers & advisers



Shaping insights and impact

UCAS

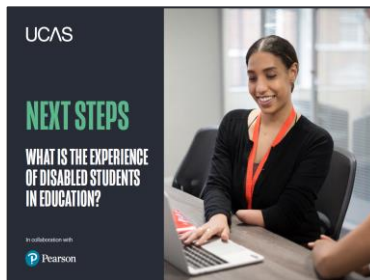
August 2021



January 2022



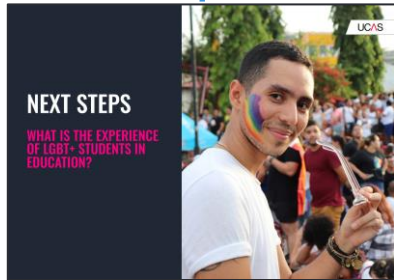
July 2022



March 2023



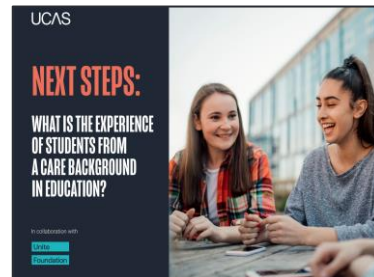
June 2021



September 2021



May 2022



November 2022

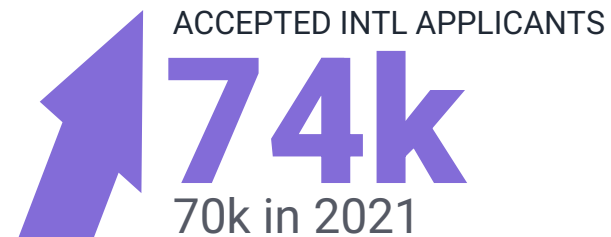
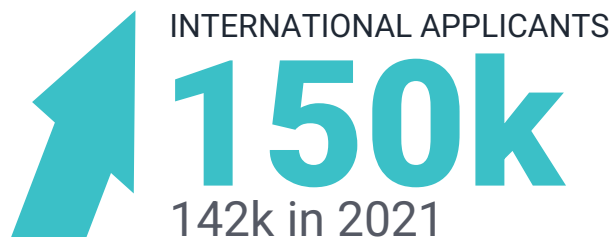
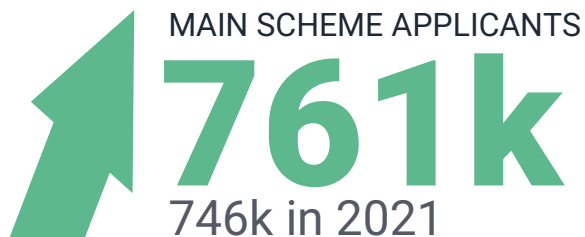
The Changing Landscape

UCAS



End of 2022 Cycle

UCAS



2023 January Deadline

- **2% decline** in total applicants from 2022.
- Subject trends are also influencing **drop in mature UK demand** though some recovery post ECD.

BUT

- Total numbers are **3rd highest on record** (behind 2021 and 2022). They are also up 6% on 2019 so long term trends are positive following spike in demand during pandemic.
- 40% of people registered with UCAS expressed **interest in an apprenticeship** – consistent and growing demand.
- We have also seen a **3% increase in international applicants**.

What's driving this?

Pandemic years increasingly appear to be anomalous – we are now seeing a return to previous trend following spike.

The cost of living may also prove to be a barrier for some applicants.

2023 International applicants

UCAS

- 2023 saw a **3.1% increase in** international applicants mainly driven by:
 - Nigeria (+23.1%),
 - India (+5.4%)
 - the United States (+9.8%).
- Applications from **China are down** (-4.2%) on 2022. EU applicant numbers are also down on 2022 (-2%) however they have **stabilised** following significant declines in recent years.

Why are there fewer applicants from China? Our analysis suggests this drop is mainly driven by the impact of Covid-19 restrictions and the associated disruption to teaching. The impact of this may continue into next year's cycle. Later this year, UCAS is publishing new research looking into the motivation and experiences of Chinese applicants in collaboration with Pearson.

Who are our International Applicants

	China (33,660)		Ireland (5,640)
	India (14,665)		Malaysia (4,420)
	Hong Kong (6,840)		Singapore (3,690)
	USA (6,820)		UAE (3,555)
	Nigeria (6,015)		Pakistan (3,320)

53%
Female

18 years old
40%

WHAT DO THEY STUDY?

- Business and management
- Social science
- Engineering and technology
- Design, creative and performing arts
- Computing

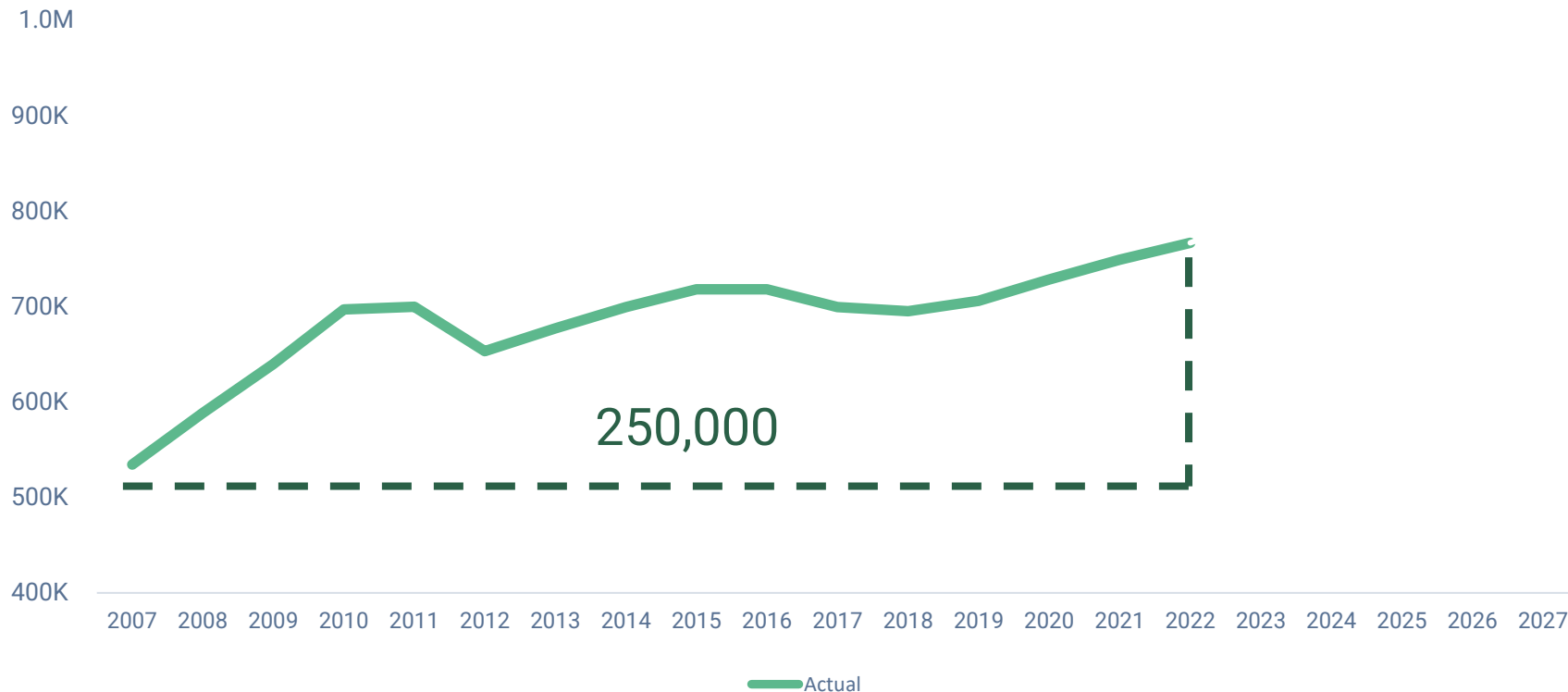
The Future

UCAS



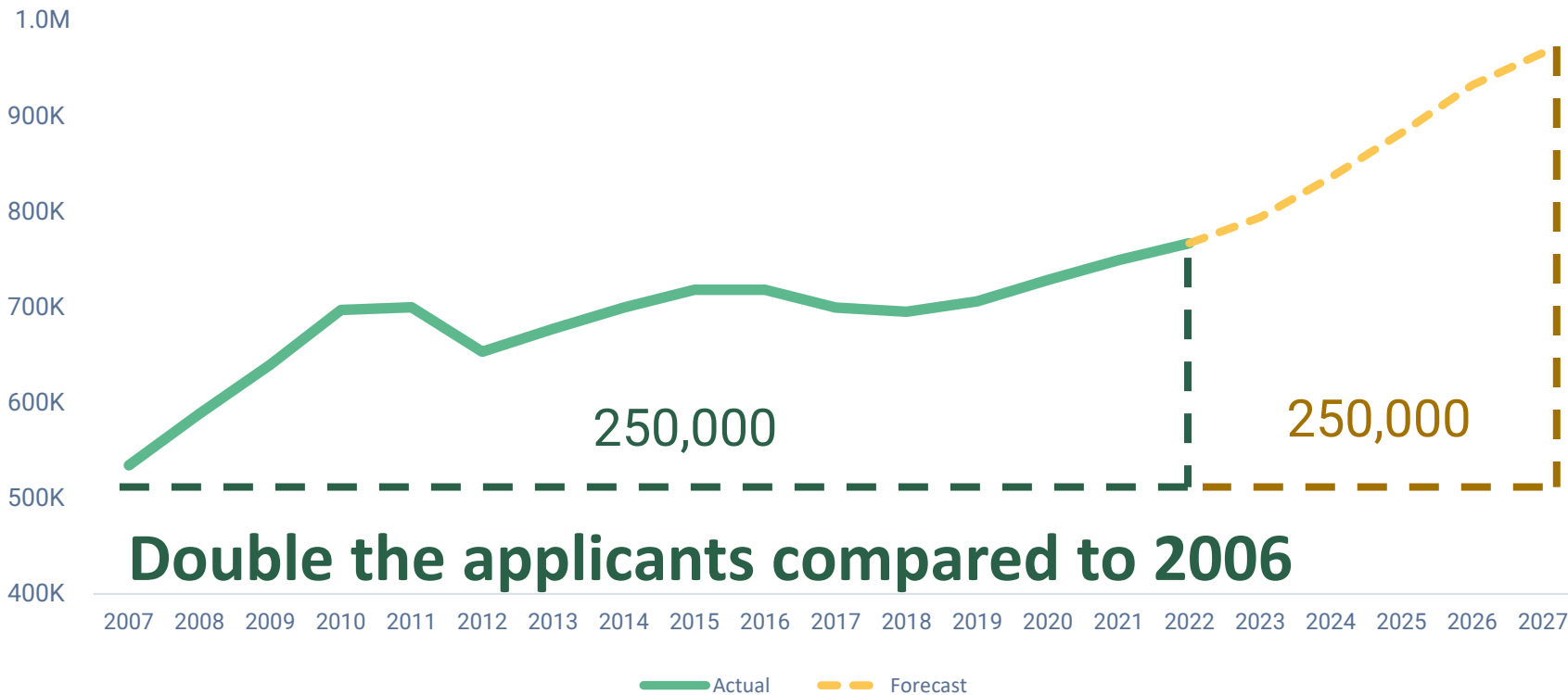
Exponential increase in demand

UCAS



Exponential increase in demand

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Double the applicants compared to 2006

Journey to a Million

2030





Entry
requirements



Widening
Participation



Near misses



Offers



Employment



Clearing

UCAS

What does this mean for...



Living



Choice



Experience



Cost



CIAG

**Enjoy the
conference!**