

EARLY INSIGHTS – SIGNALS YOU CAN ACT ON NOW

Real choices. Real signals. Real outcomes.

With Jo Richards and Kate Wright

OBJECTIVES AND METHODOLOGY

Methodology

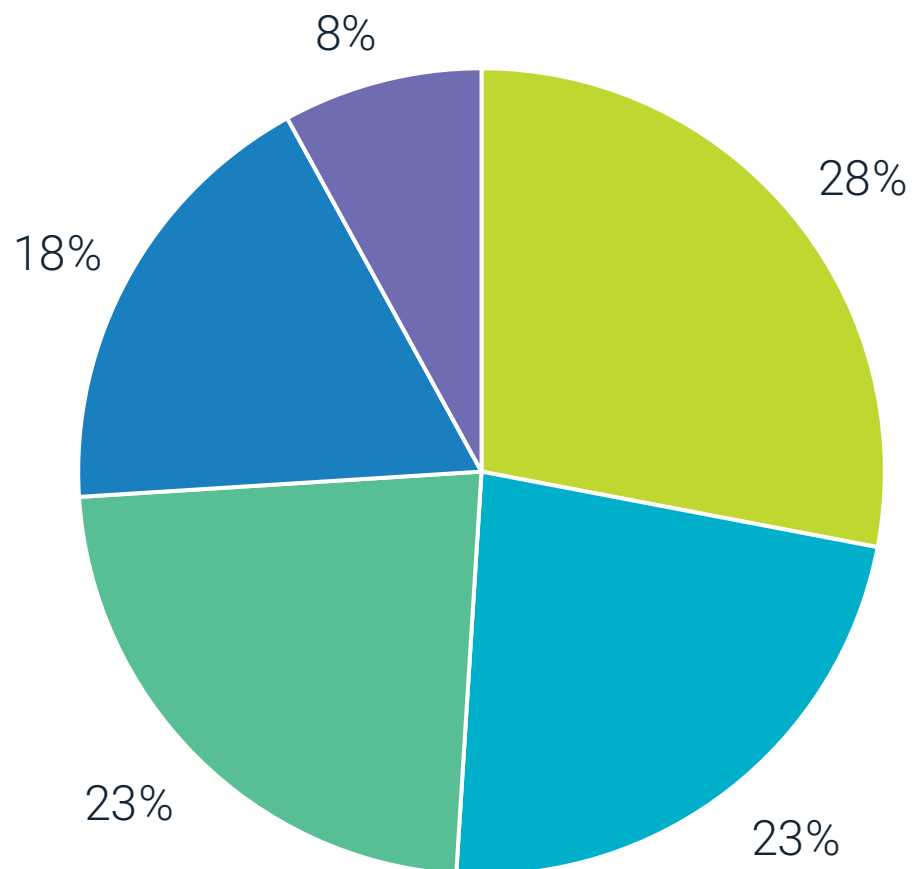
Every year we survey students straight after they confirm their place in Clearing.

- 4,808 completed responses
- Weighted data – representative
- 15th July – 22nd October 2025

Objectives

- Understand different types of Clearing users
- Explore the decision-making timeline
- Identify key information sources before and during Clearing
- Understand the messages which stand out
- Evaluate the Clearing experience and understand what is important in choice

CLEARING SURVEY RESPONDENTS



- Direct to Clearing **28%**
- Disappointed on Results Day **23%**
- Mind Changers **23%**
- Better than expected **18%**
- No offers going into Clearing **8%**

KEY STATS

91%

Confident that in Clearing they had made the right choice for them.

Inc. 55% very confident

2024: 91%
2023: 92%

88%

Had a positive experience of contacting universities or colleges in Clearing.

Inc. 59% very positive ▲

2024: 88%
2023: 85%

74%

Said it was easy to find a course they wanted to study in Clearing

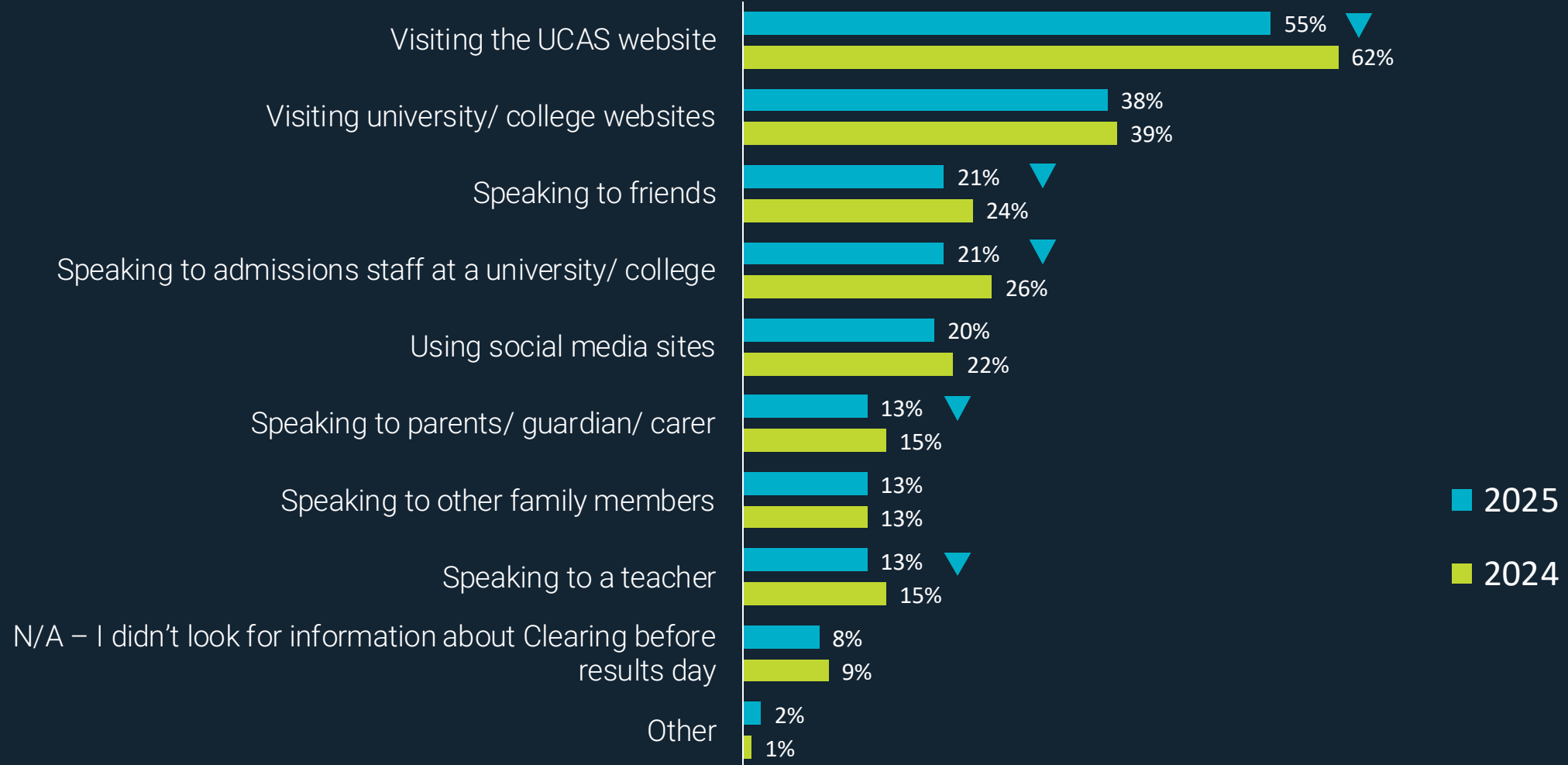
Inc. 35% extremely easy ▲

2024: 72%
2023: 68%

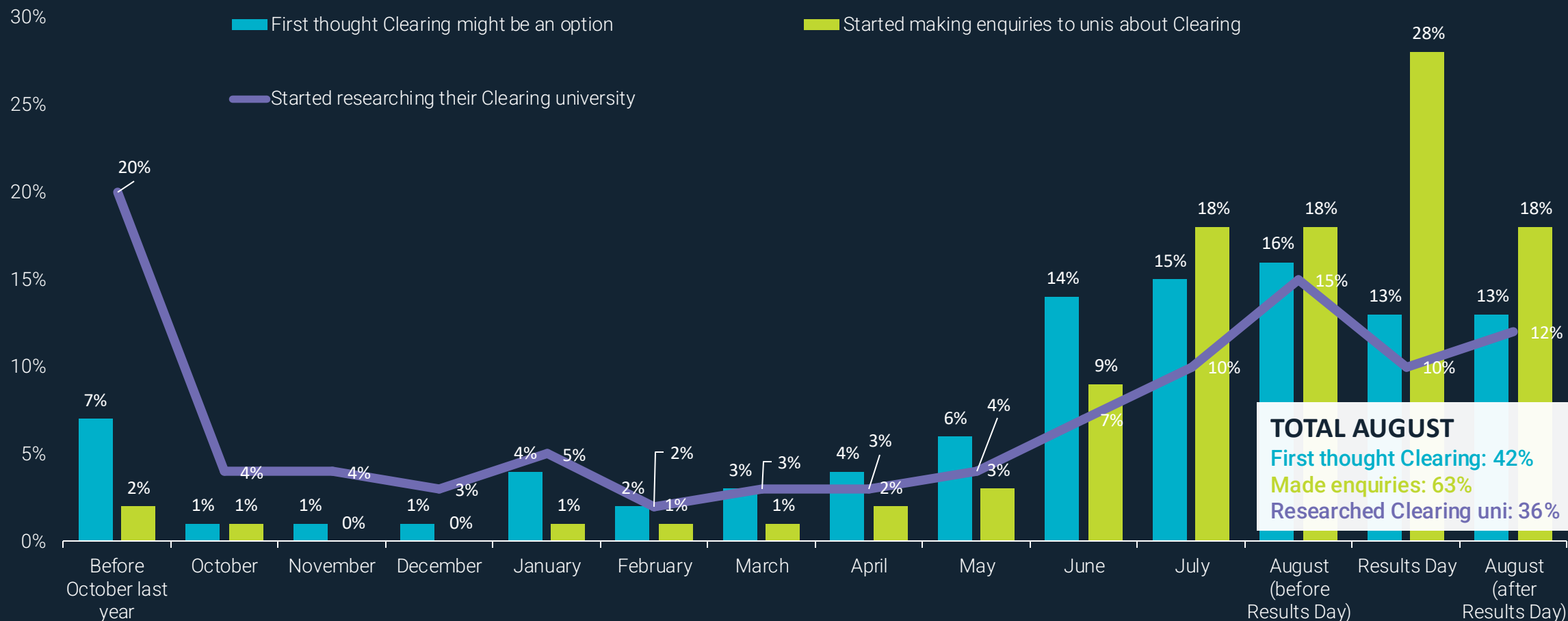
PRE-CLEARING RESEARCH



PRE-CLEARING PREPARATION YEAR ON YEAR



CLEARING RESEARCH TIMELINE

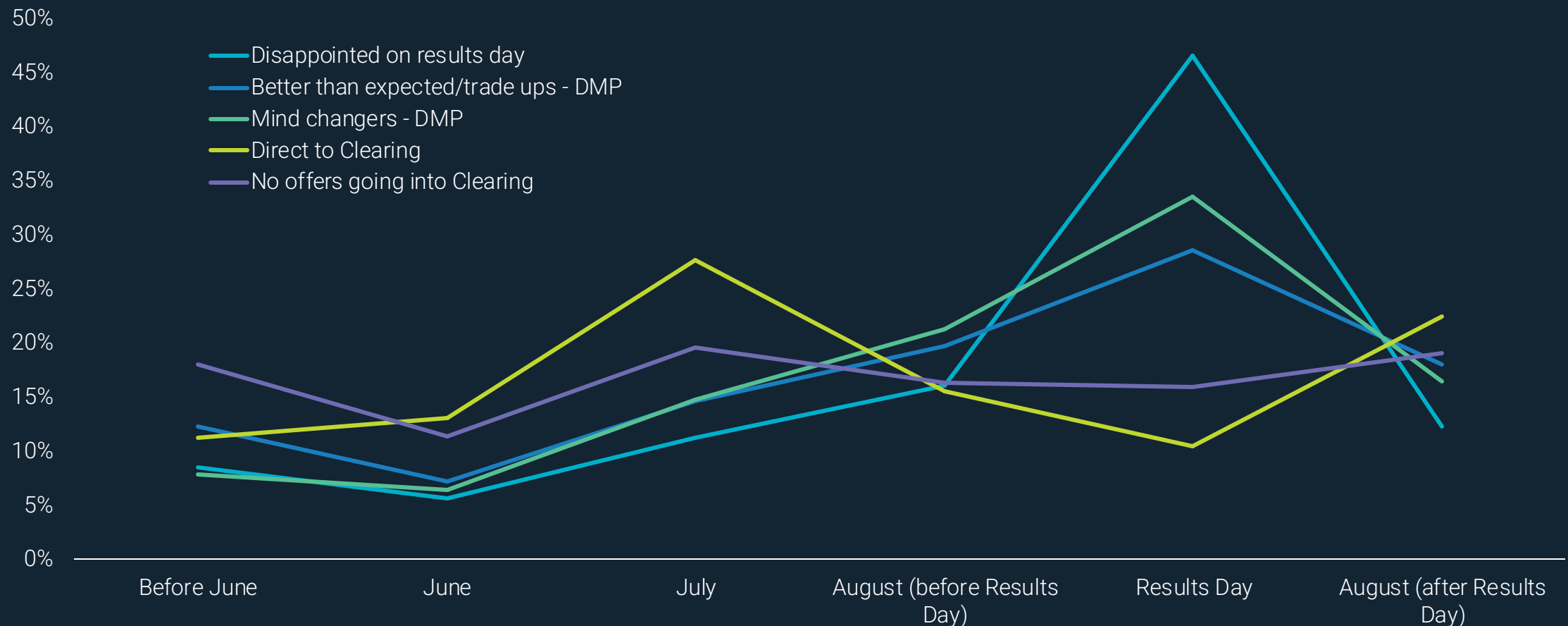


Q. When did you first think Clearing might be an option for your route to university or college? No. respondents: 4,681

Q. When did you first start making enquiries to universities or colleges about Clearing (e.g. joined a Clearing email list, signed up for Clearing notifications, phoned a Clearing hotline etc.) No. respondents: 4,644

Q. When did you start researching the university or college you were placed at through Clearing? No. respondents: 4,714

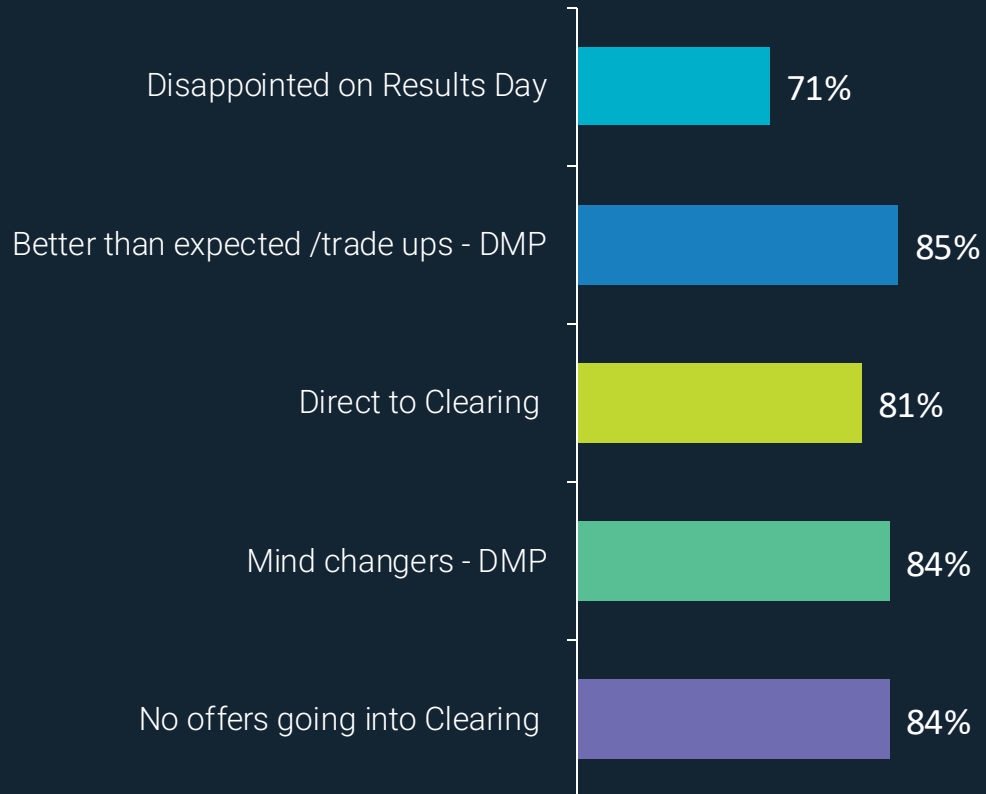
TIMELINE OF FIRST ENQUIRIES TO UNIVERSITIES ABOUT CLEARING BY PERSONA



Q. When did you first start making enquiries to universities or colleges about Clearing (e.g. joined a Clearing email list, signed up for Clearing notifications, phoned a Clearing hotline etc.) No. respondents: 4,644

80% KNEW WHICH UNIVERSITIES OR COLLEGES THEY WANTED TO CONTACT IN ADVANCE

% WHO KNEW WHICH UNIS THEY WOULD CONTACT - BY CLEARING PERSONA



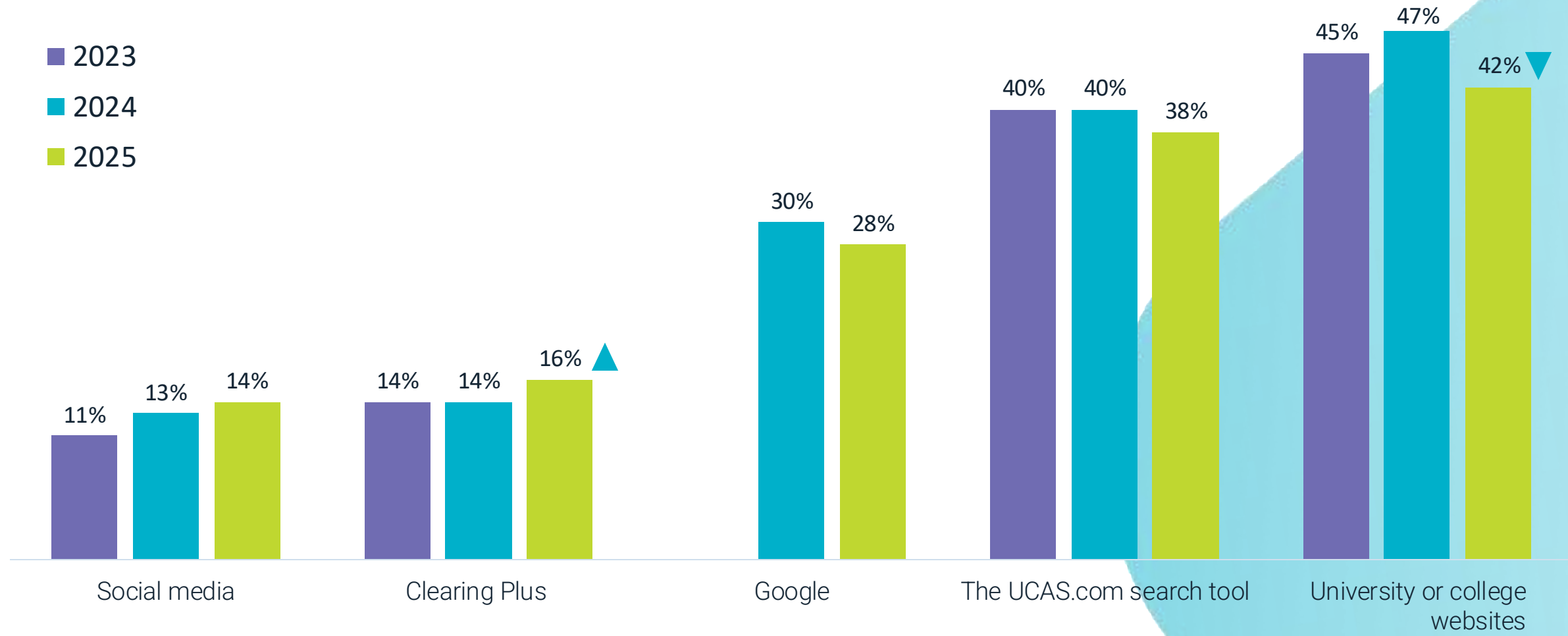
Q: Please tell us whether or not the following statement describes how you used Clearing? I had already researched available places beforehand and knew which universities or colleges I wanted to contact. No. respondents: 4,702



DURING CLEARING



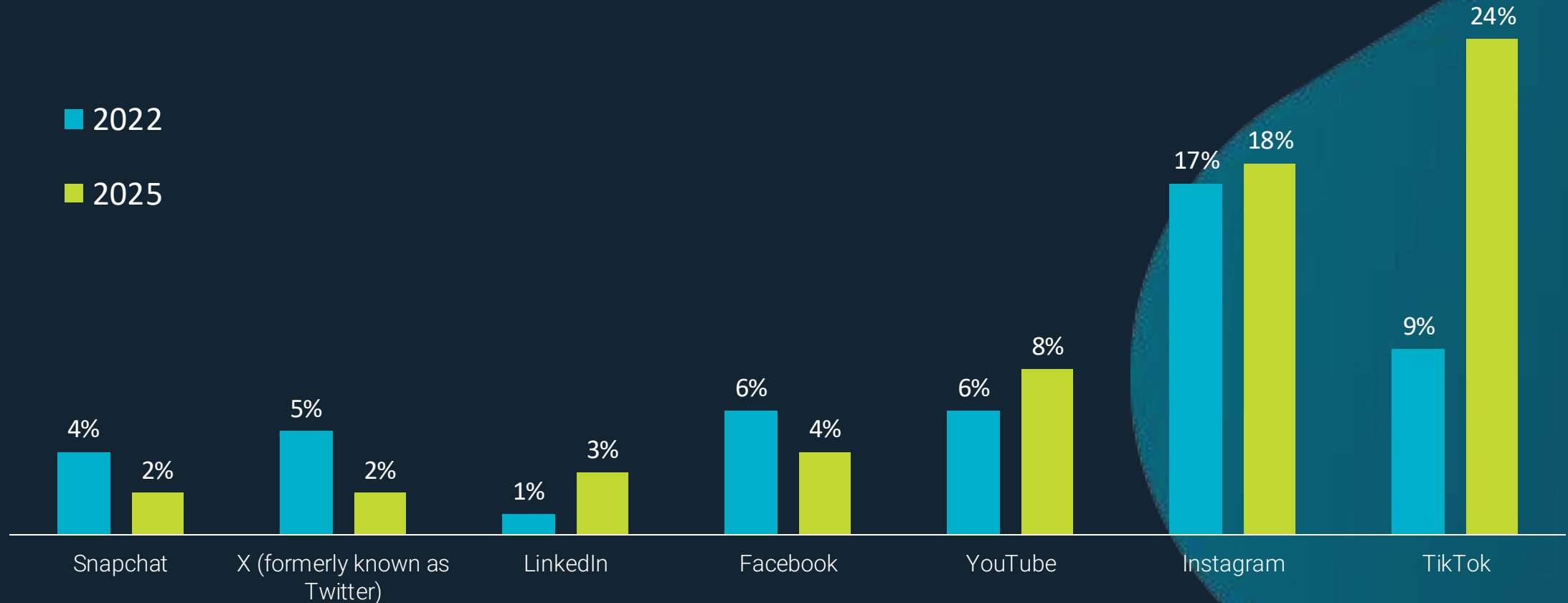
TOP INFO SOURCES USED IN CLEARING



Q: When you were looking for a place in Clearing, where did you search for places? Please select all that apply.
 No. respondents: 4,684

▲ ▼ Denotes significant change vs. 2024

TREND DATA: SOCIAL MEDIA PLATFORMS USED TO SEARCH FOR CLEARING PLACES



PHONE REMAINS THE PRIMARY CONTACT METHOD DURING CLEARING



Phone

77%



Email

43%



Website

24%



Online chat

7%



Chatbot

5%



Registered interest
on Clearing Plus

4%



Social media

2%

BOTH CLEARING RELATED AND GENERAL UNIVERSITY MESSAGING STOOD OUT

Clearing Specific

- 38% Courses were available
- 23% Clearing contact info/number
- 19% Explaining Clearing process
- 16% Reassurance from previous Clearing students

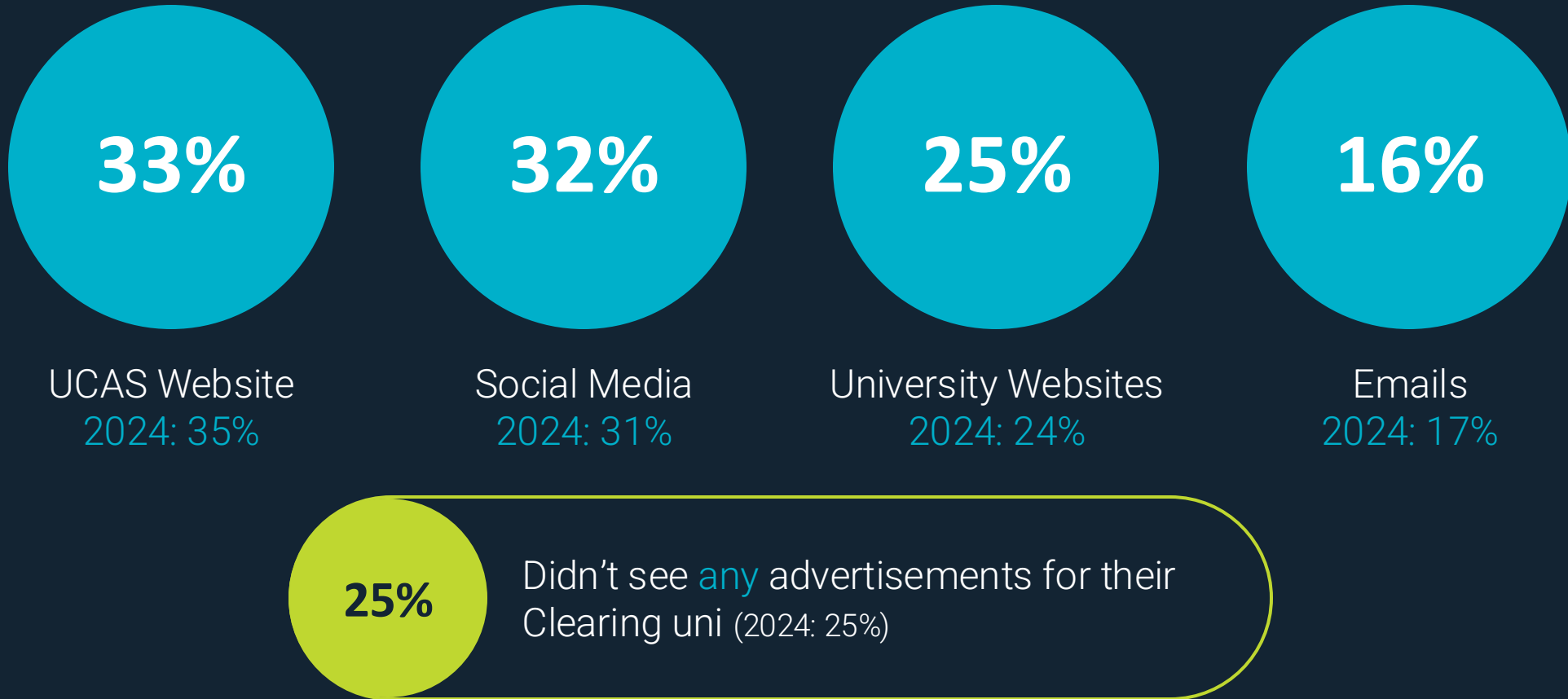
General University

- 28% Showing uni life /life at that uni
- 24% Rankings/awards/statistics
- 17% Showing the location
- 16% Course related
- 12% Showing the accommodation

29%

Didn't see or couldn't remember **any** university or college ads during Clearing

WHERE STUDENTS SAW THEIR UNIVERSITY ADVERTISED OVER CLEARING



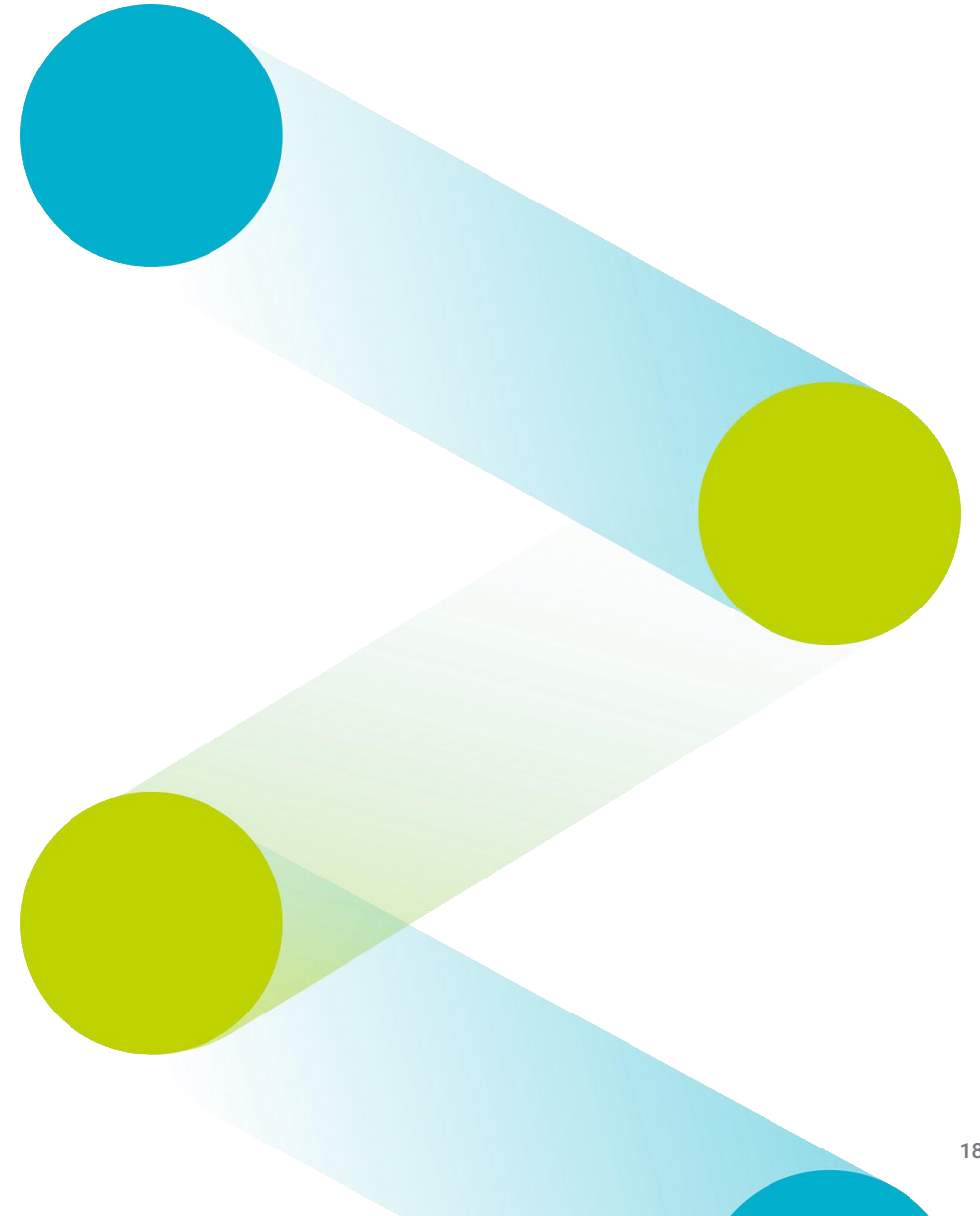
DECISION MAKING



TOP TEN FACTORS IN CLEARING UNIVERSITY CHOICE

1.	The university offering my desired course	95%
2.	The quality of staff/teaching	92%
3.	The quality of the teaching facilities	91%
4.	My chance of being accepted based on my grades	86%
5.	The range of modules covered by the course	84%
6.	Good student reviews	83%
7.	Academic support available	83%
8.	Graduate prospects	82%
9.	Likely earning potential after graduation	81%
10.	The location in the town or city	77%

TAKEAWAYS



KEY TAKEAWAYS

1. The Clearing timeline differs by persona.
2. This year we saw more focused research with fewer sources used - meaning interactions need to count.
3. Messages that resonate indicated that courses were available and how to access them.
4. Clearing choices aren't compromises and students still need to understand quality, modules, outcomes and support.
5. For some their Clearing uni was one they had already researched or applied to - meaning you may already have their contacts.

WHAT DOES THIS MEAN FOR YOUR CLEARING CAMPAIGNS?

1. Use the [Clearing timeline](#) – early research, early impact.
2. Win the [core research spaces](#) students already trust.
3. Lead with simple, course-available [messaging that answers real questions](#).
4. [Show the support behind the offer](#) – finance, wellbeing and outcomes.



THANK YOU

Reach out to your Customer Success Director or email us at educationservices@ucas.ac.uk today.

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ucas.com/2026-clearing-solutions

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