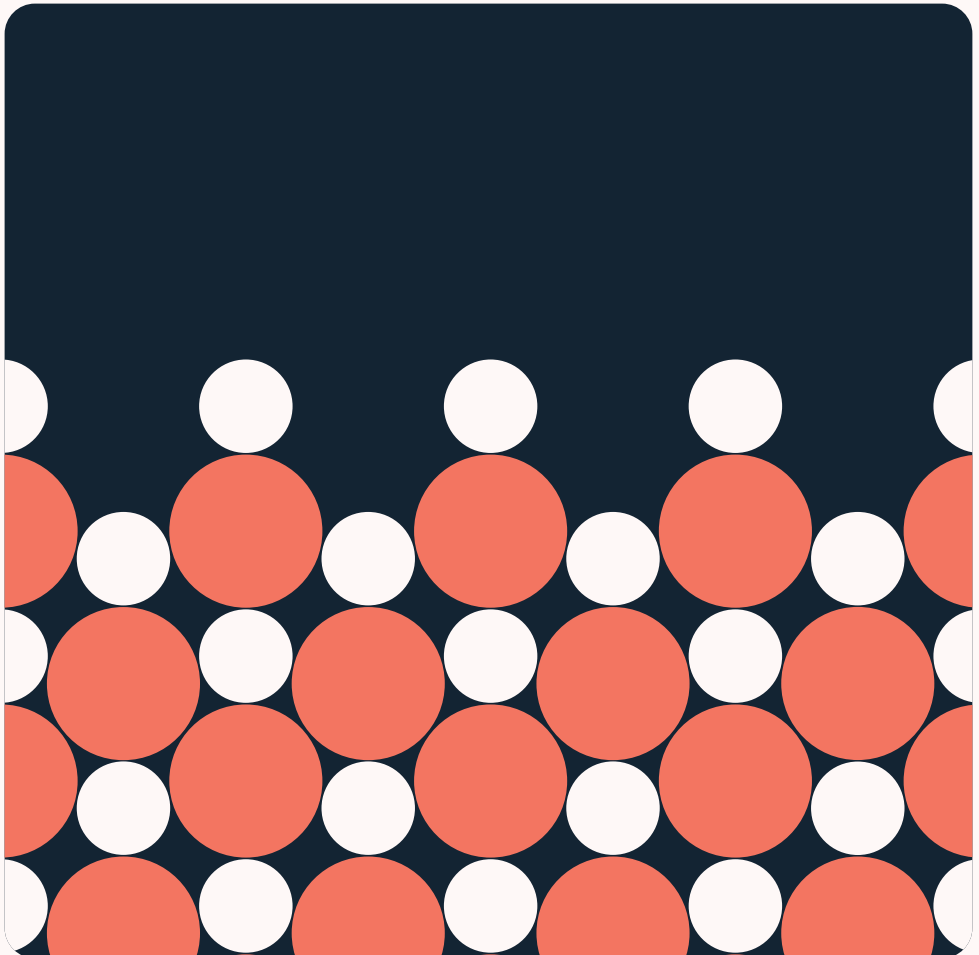


UCAS STUDENT PANEL

UCAS

PANEL BOOK

Access a rapidly growing panel of **80,000 16-18-year-olds**, making decisions as they move through emerging adulthood.





WELCOME TO UCAS STUDENT PANEL



"At UCAS, we sit at the centre of the student journey - supporting individuals as they explore their options, make decisions and take their next steps.

UCAS Student Panel is built around that journey, giving you access to insight at the moments decisions are being considered. This means you can understand how priorities, perceptions and choices evolve as students move through key stages of emerging adulthood.

This is what makes the insight different. It reflects how students think and act as they move through real decision-making moments - not just what they say in isolation.

By combining this with rich profiling and scale, we deliver fast, targeted insight that is grounded in genuine behaviours, not guesswork. Whether you have the in-house expertise to design your own research or are looking for end-to-end support, we offer flexible solutions to meet your needs.

This is more than delivering high quality projects. It's a partnership. With UCAS at the centre of young people's journeys, we don't just provide data, we provide context - helping you make more informed, confident decisions that stand up to scrutiny."

Andreeanne Orsier
Head of UCAS Student Panel

80,000 YOUNG PEOPLE WANT TO SHARE THEIR VIEWS WITH YOU

UCAS Student Panel gives you access to students as they actively move through key stages of their decision-making journey - from early exploration through to application and beyond. Because it is connected to the UCAS journey, the insight goes beyond opinions in isolation. It reflects how attitudes, priorities and choices evolve over time.



UCAS Student Panel is part of UCAS Media - the commercial arm of UCAS. Revenue generated supports the wider UCAS mission, helping us provide information, advice and guidance to students, including initiatives that help widen participation and improve access to higher education.

LARGE YOUTH-SPECIALIST PANEL

UCAS Student Panel is a rapidly growing panel of 80,000 16–18-year-olds, who have opted in to take part in research through UCAS, giving you a unique opportunity to explore your audience in detail.

CONNECTED TO THE UCAS JOURNEY

Participants are invited to join the panel as they engage with UCAS to explore their next steps, meaning insight is captured at the point decisions are being considered.

INSIGHT AT EVERY STAGE OF THE JOURNEY

Understand students as they move from exploring options to making and confirming decisions. Because applicant status and progression are part of the data, you can explore how priorities and behaviours change over time - not just at a single point.

EXTENSIVE PROFILING

We combine UCAS' unique profiling data with a robust sign-up survey to support highly targeted research – helping you reach the right audiences and generate data that is relevant and meaningful.

DIRECT ACCESS

Reaching students directly makes all the difference. You're not relying on parents or guardians – you're hearing from students themselves. This gives you authentic responses and a clearer view of how they think and make decisions.

FAST TURNAROUND

Access to a large and engaged panel allows research to be delivered promptly. This means you can make quicker decisions with confidence.

VALUABLE CONTEXT

Because this sits within UCAS, findings can be understood within the wider student journey. This helps you interpret results more effectively and apply them with greater confidence.

BUILT-IN QUALITATIVE RECRUITMENT (coming up Autumn 2027)

Whether it's off the back of a survey or standalone, we can complement the robustness of quantitative with richness and depth of understanding, uncovering the why behind the what.

TARGETING YOU CAN TRUST



Young people lead complex and multifaceted lives. They can't be treated as a single, homogeneous audience. That's why we have developed an extensive range of targeting criteria, designed to reflect the full breadth of factors shaping young people's lives and decisions.

Use UCAS Student Panel and you won't need to rely on approximate incidence rates that you can find online. Instead, you'll be accessing rich profiling data on attributes that really matter. And you can be confident that you'll reach exactly the right participants to receive meaningful insight that has an impact.

THIS ENABLES TARGETING ACROSS KEY THEMES:

1

STUDENTS FROM THE UCAS JOURNEY

Target your key audience – from pre-applicants to applicants. UCAS Student Panel helps you reach the right students at the moments that matter.

2

ACADEMIC DATA

Target students based on their educational choices and intentions, like subjects of interest, courses applied to and progression plans.

3

DEMOGRAPHIC DATA

Reach students based on useful characteristics such as location, background and other key demographic attributes.

4

LIFESTYLE DATA

Understand preferences and behaviours that go way beyond education, including interests, habits and personal choices that influence decision-making.

5

ADDITIONAL RESEARCH PROFILING

Push the understanding even further, with up-to-the-minute data that we collect through our regular panel surveys.

OVER 70 PROFILING POINTS YOU CAN USE FOR TARGETING

WHAT WE KNOW ABOUT STUDENTS



ACADEMIC

Application route
Application status
Apprenticeship duration interest
Apprenticeship interest
Apprenticeship level interest
Apprenticeship subject interest
CAH subject
Course length
Cycle year
Deadline applied by
Deferred entry / gap year intention
Favourited courses
Favourited providers
HECOS code
Influence of scholarships
Intended start university year
Mission group
Open Day / Applicant Day attendance or intention
Placed route
Predicted / expected grades
Provider category
Providers applied to
Qualification(s) applied for / intending to apply for
Qualifications currently studying
School or college type
Stage in education decision journey
Subject studied at A levels
Subject(s) of interest / currently studying
Tariff group
Type of school
University drivers of choice
University vs apprenticeship preference
Willingness to consider online or hybrid learning
Year of entry

UCAS data

Other fields collected through profile survey.

DEMOGRAPHIC

- Age
- Country
- Disability status
- Distance willing to move / moved from home
- Domicile
- Ethnic group
- First in family to attend university
- Gender identity
- Highest earning parent / guardian occupation (SEG)
- IMD
- Living intention / current / term-time agreements
- POLAR3
- POLAR4
- Provider region
- Region / Government Office Region
- Religion
- TUNDRA
- WP indicators (care status, FSM, etc.)

LIFESTYLE

- Access to technology
- Accommodation sharing preferences
- Content creation vs consumption behaviour
- Dietary preferences
- Driving status
- Expected funding sources
- Hobbies and interests
- Importance of university sustainability commitment
- Key decision influencers
- Likelihood of working part-term during term time
- Likelihood to engage with HE advertising on social media
- Mobile operating system
- Plans immediately after study
- Primary devices used
- Social media platforms used daily
- Trusted information channels for HE
- Willingness to take part in research activities

QUALITY YOU CAN RELY ON

YOU NEED TO BE ABLE TO TRUST EVERY PIECE OF RESEARCH YOU CARRY OUT. YOU CAN RELY ON THE QUALITY OF DATA AT THE HEART OF UCAS STUDENT PANEL, THANKS TO OUR MULTI-LAYERED APPROACH.



1. WE RECRUIT THROUGH THE UCAS JOURNEY

Panel members are sourced from individuals engaging with UCAS as they explore their next steps, providing a strong foundation for relevant and timely insight.

2. WE MONITOR RESPONSE QUALITY

During fieldwork, responses are reviewed to identify patterns that may affect data quality, such as unusually fast completion times or inconsistent answers.

3. WE REVIEW OPEN-ENDED RESPONSES

To ensure that participants are fully interacting and providing meaningful feedback, we monitor every open-ended answer and include simple and effective trap questions in our survey design. Our team also checks for nonsensical replies by default.

4. WE ACTIVELY MANAGE THE PANEL

A large panel is good, but a responsive panel is best. We constantly monitor our student panel to make sure the entire community is engaged, removing anyone who is inactive or providing low-quality input.

Insight is captured as students move through key stages of their decision-making journey, grounding quality not just in responses, but in the context in which those responses are given.

This supports the delivery of reliable, actionable insight - helping you make more confident decisions.

OUR ETHICAL FRAMEWORK SAFEGUARDS OUR PANELLISTS

**WE TAKE A RIGOROUS APPROACH TO ENSURE THAT ALL
THE RESEARCH WE CARRY OUT IS FULLY ETHICAL, PASSING
OUR THREE CRITERIA:**



NON-EXPLOITATIVE

Research must avoid harmful, dangerous or illegal behaviour, as well as manipulative or coercive tactics.

GENUINE

Research must seek genuine understanding rather than generating sales or building databases.

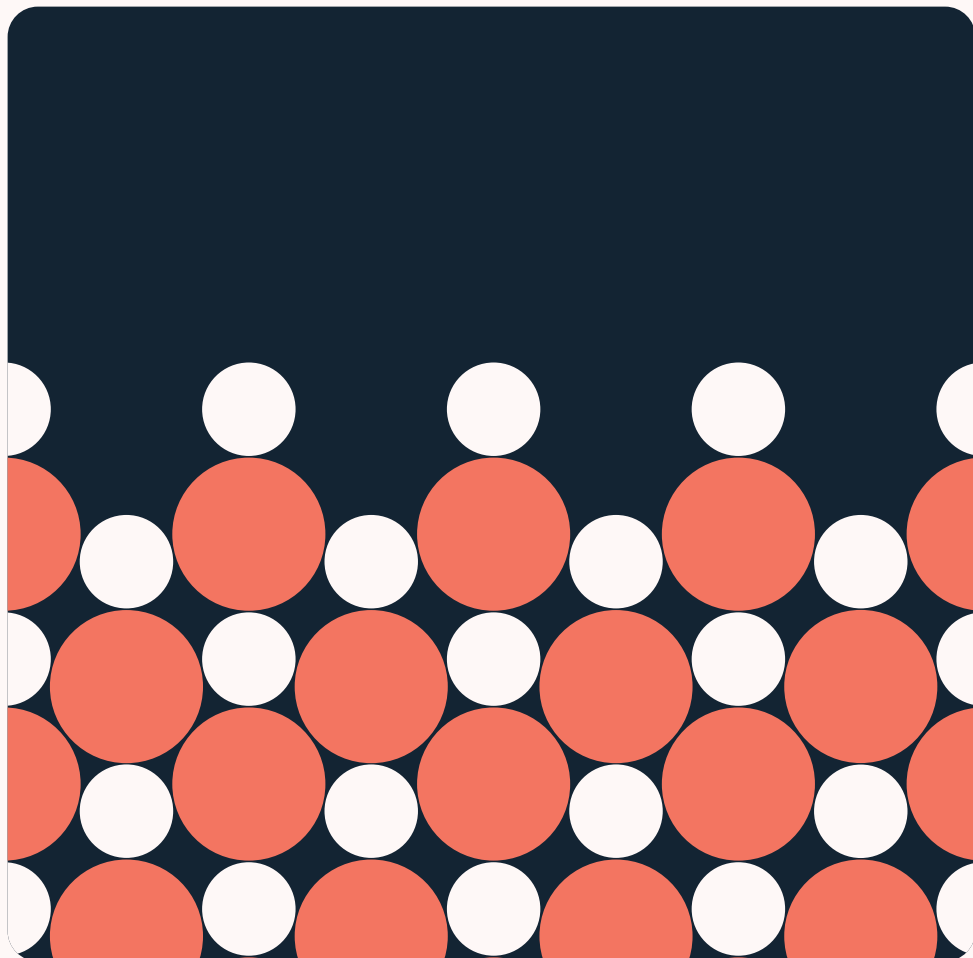
LAWFUL AND COMPLIANT

Research must comply with the MRS Code of Conduct and GDPR, while also avoiding discrimination.

As you'd expect, certain sectors and topics are completely off limits, including:

- Pornography or sexually explicit services
- Weapons or violence
- Tobacco / e-cigarettes / vaping
- Gambling
- Cosmetic surgery
- Unproven health / weight loss products
- Payday loans
- Cannabis products, synthetic products and stimulants





WHY PARTNER WITH UCAS

UCAS sits at the centre of the student journey - giving you access to insight shaped by real decisions, and helping you understand what drives them.

Because the panel is connected to the UCAS journey, you can explore how attitudes, priorities and behaviours evolve as students move through key stages of emerging adulthood and make decisions about their future.

UCAS Student Panel is part of UCAS Media - the commercial arm of UCAS - with revenue gift aided back to the UCAS charity, supporting its mission to provide information, advice and guidance and improve access and opportunity for students.

Email:
uspenquiry@ucas.ac.uk to request a quote or discuss your research.

UCAS