

UCAS

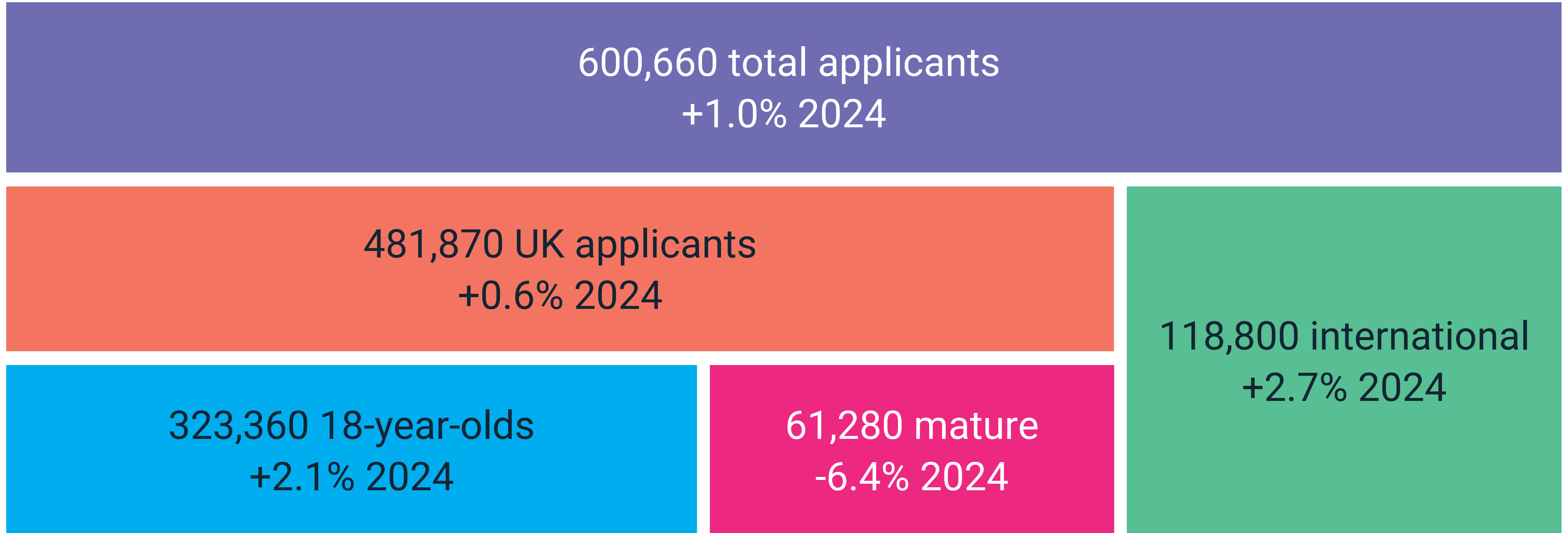
JANUARY DEADLINE 2025 STATISTICAL BRIEFING

David Penney, Chief Communications and
Marketing Officer

Ben Jordan, Director of Strategy

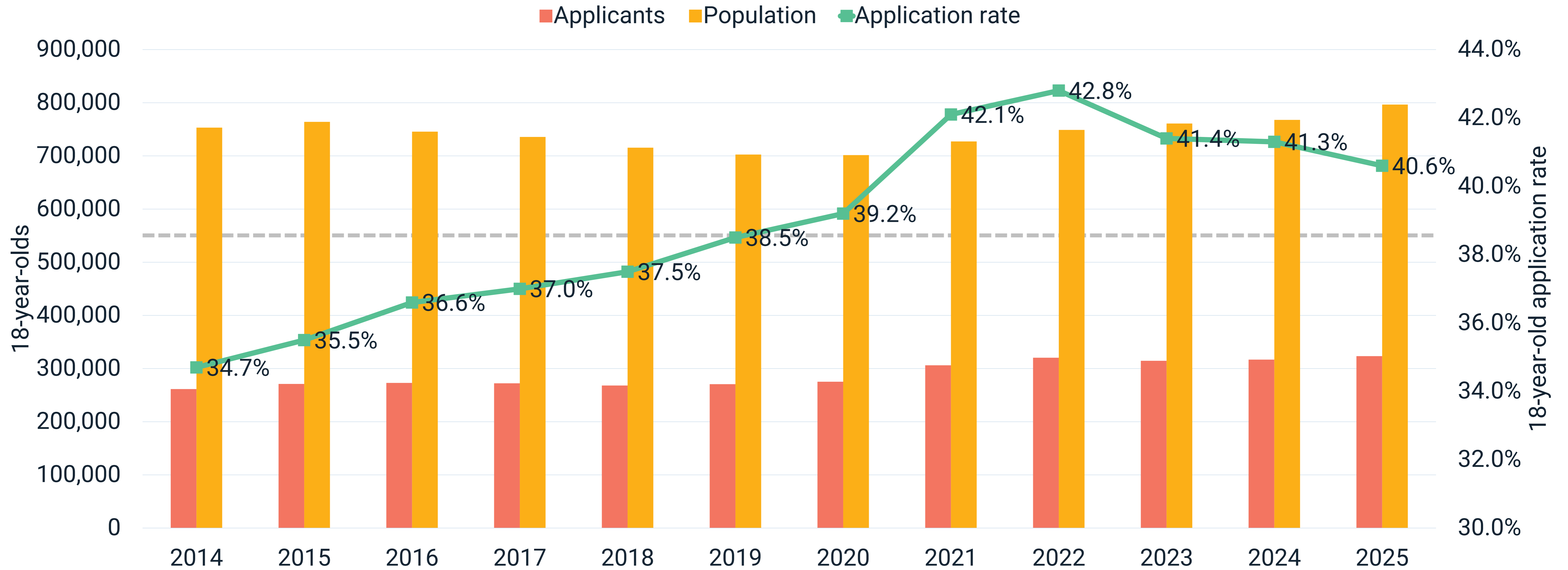


KEY FIGURES – APPLICANTS



A record high for international and UK 18-year-old applicants.

APPLICATION RATE DROPS WITH POPULATION SURGE



APPLICANTS FROM THE FOUR NATIONS

ENGLAND

- 404,650 applicants (+0.6%)
- 41.3% 18-year-old application rate (-0.8 pp)

WALES

- 18,820 applicants (-0.3%)
- 32.0% 18-year-old application rate (-1.2 pp)

SCOTLAND

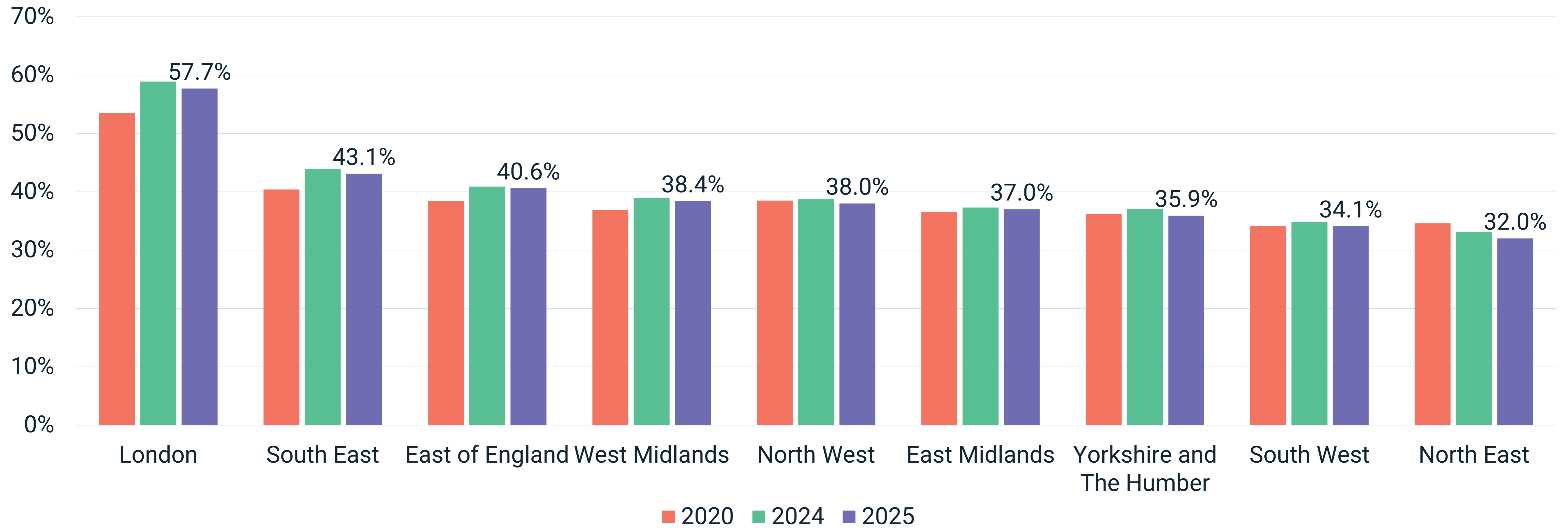
- 41,520 applicants (+0.3%)
- 34.1% 18-year-old application rate (+0.5 pp)

NORTHERN IRELAND

- 16,880 applicants (+1.2%)
- 48.8% 18-year-old application rate (-1.1 pp)

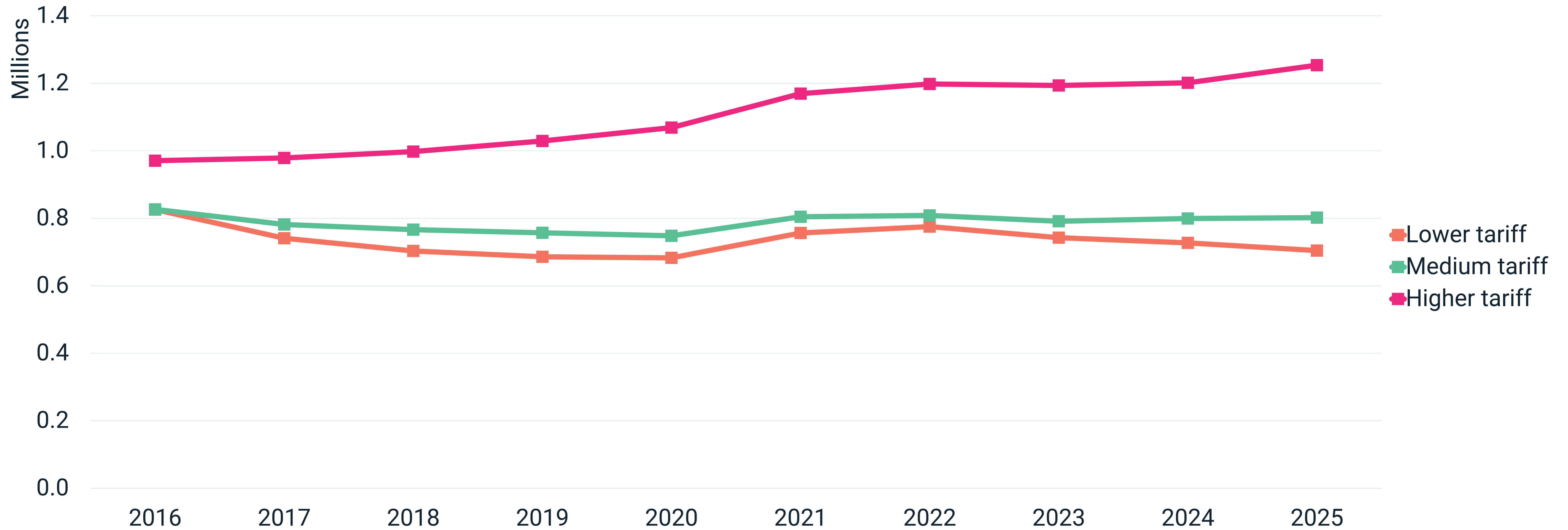
REGIONAL APPLICATION RATE GAP PERSISTS

18-year-old application rate by English region



TARIFF GROUPINGS

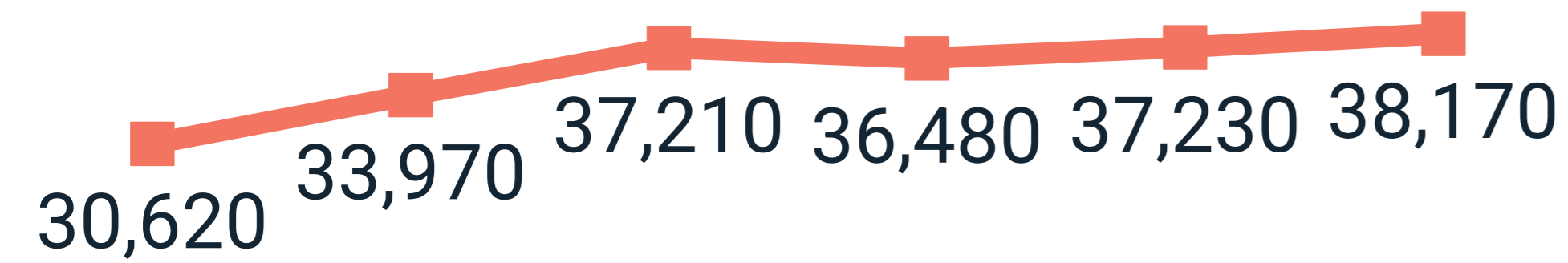
Applications by the January deadline by provider tariff group



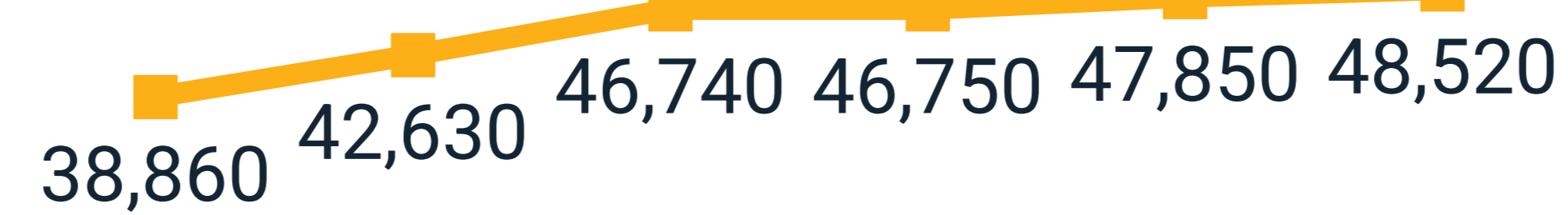
WIDENING PARTICIPATION ACROSS THE UK

18-year-old applicants

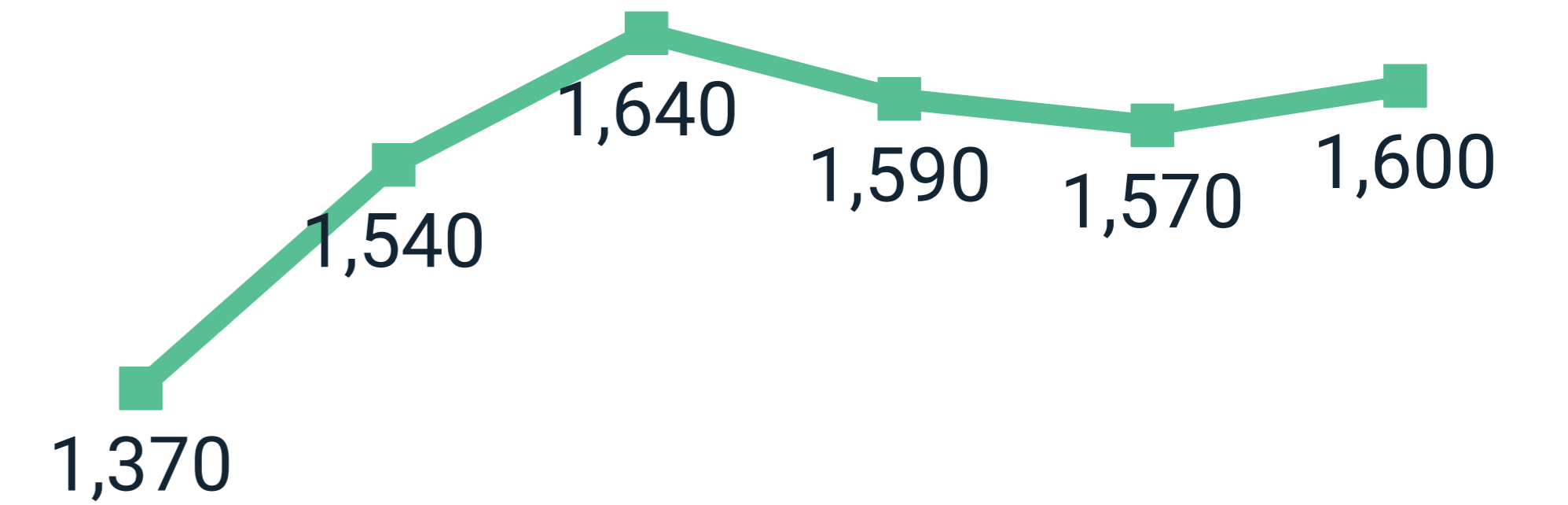
POLAR4 Q1 (UK)



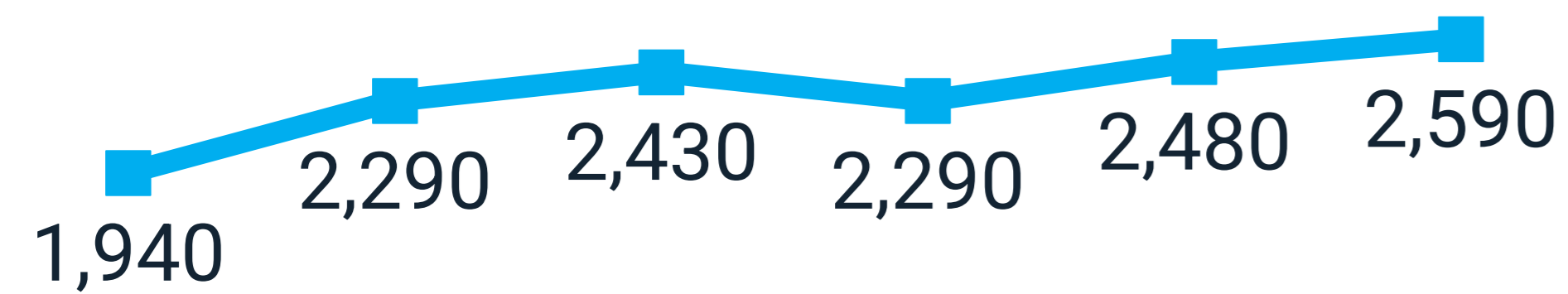
IMD Q1



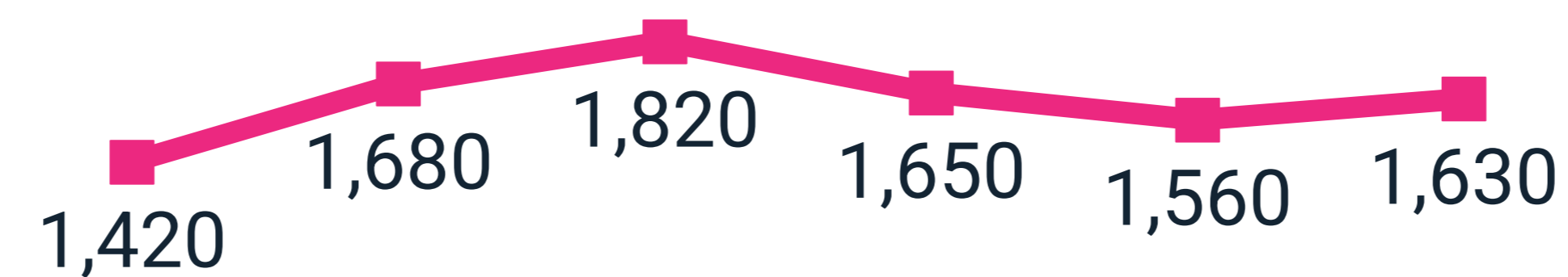
NIMDM Q1



SIMD Q1



WIMD Q1



TUNDRA Q1 (ENGLAND)



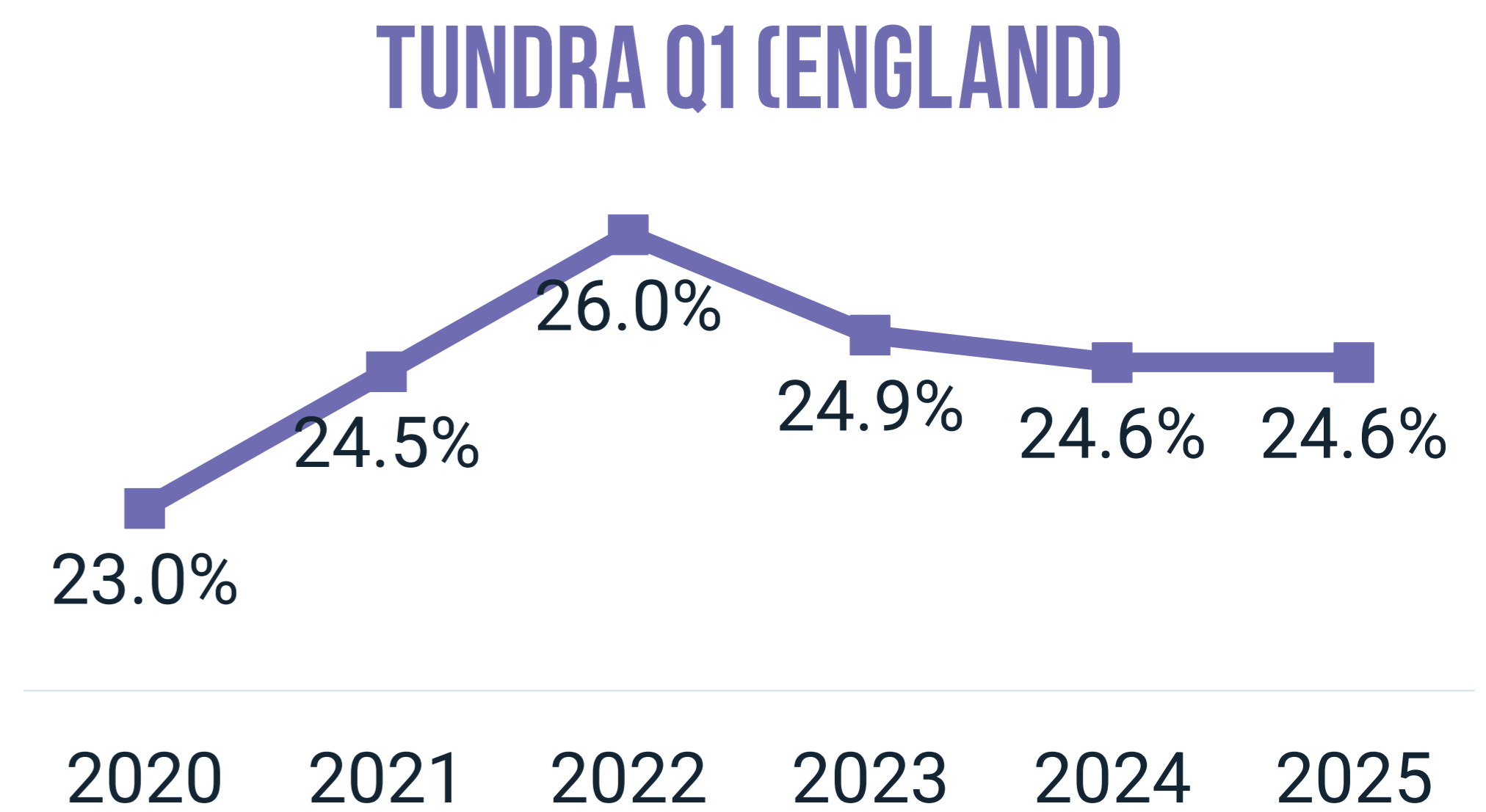
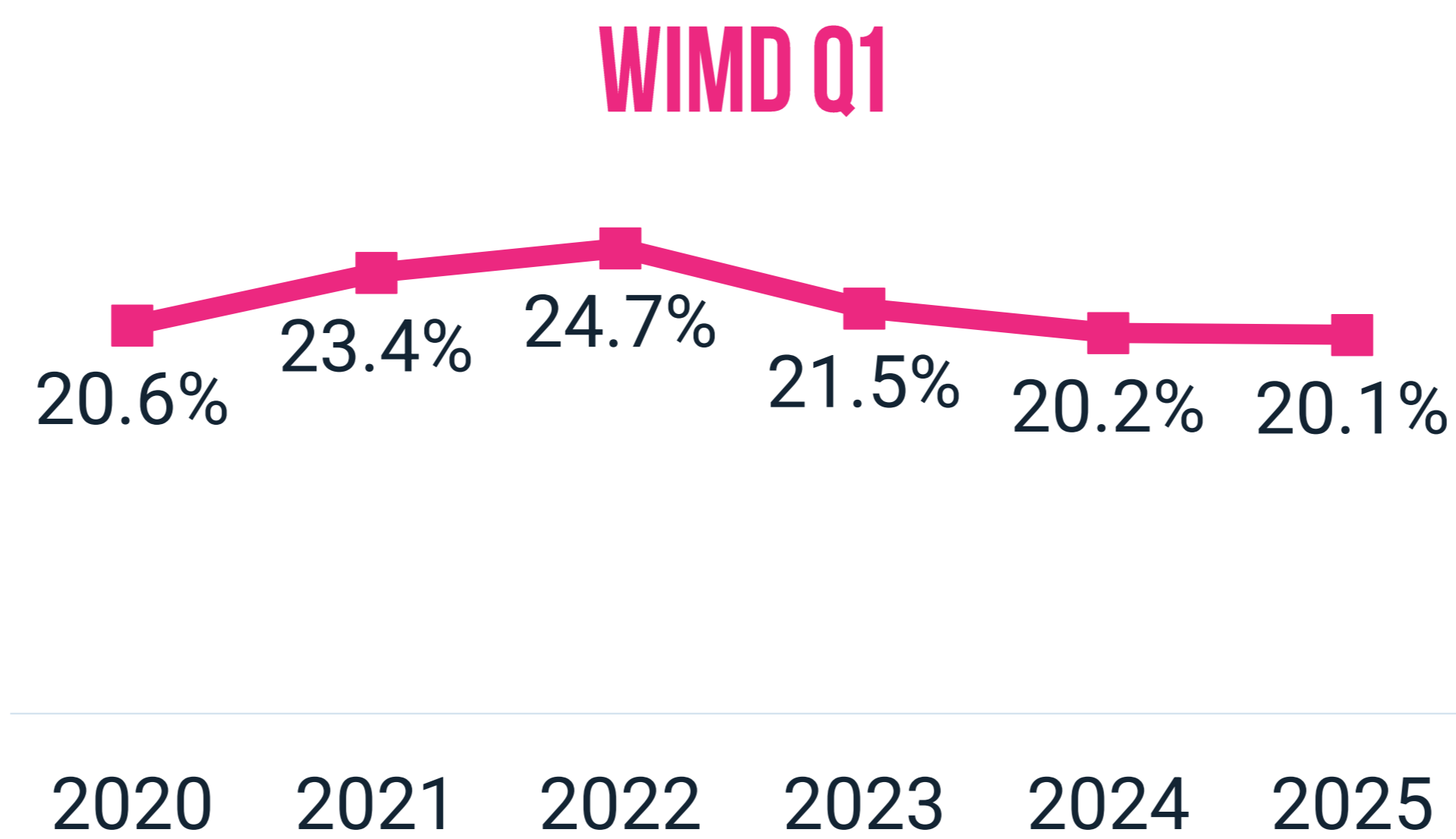
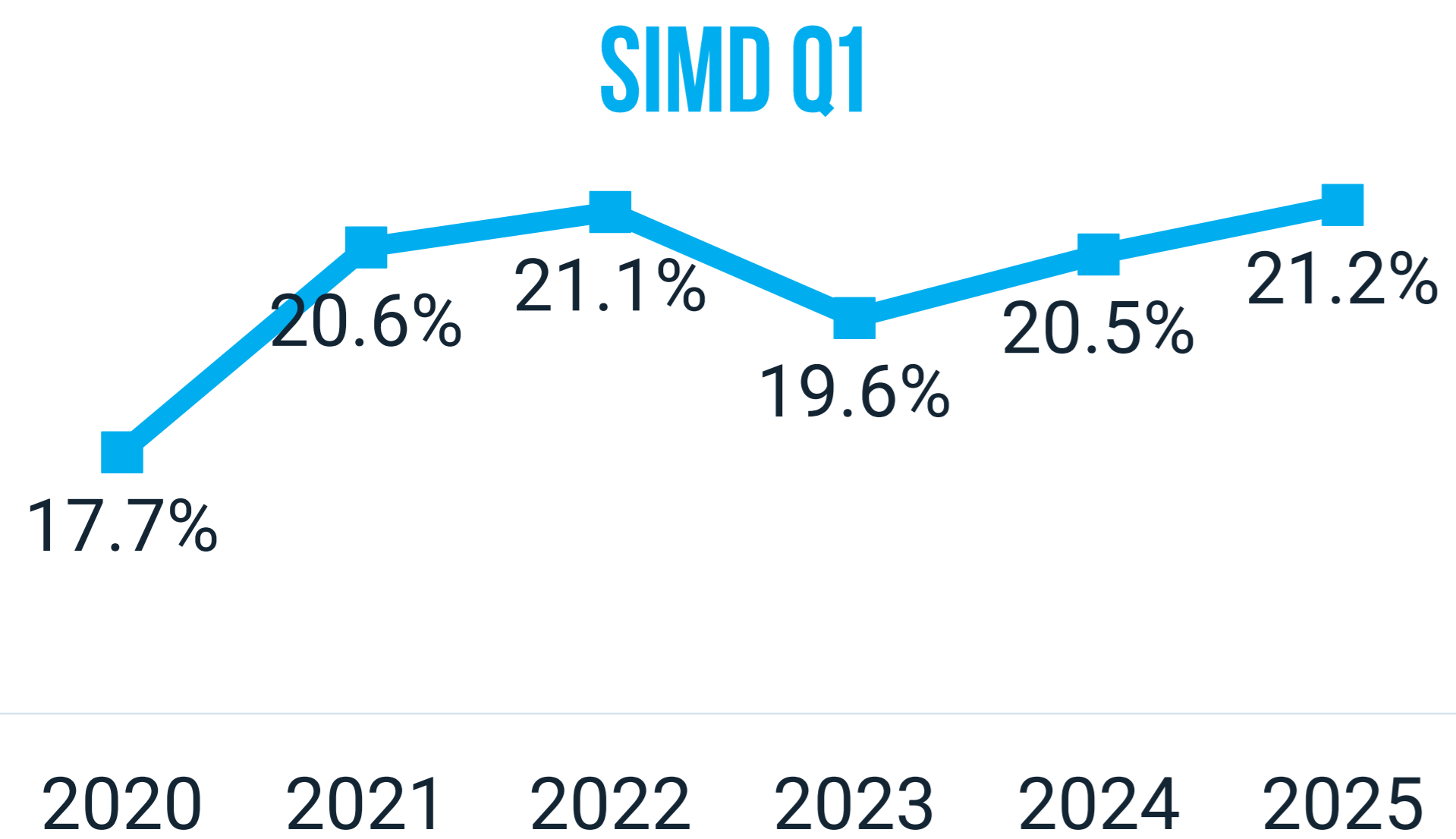
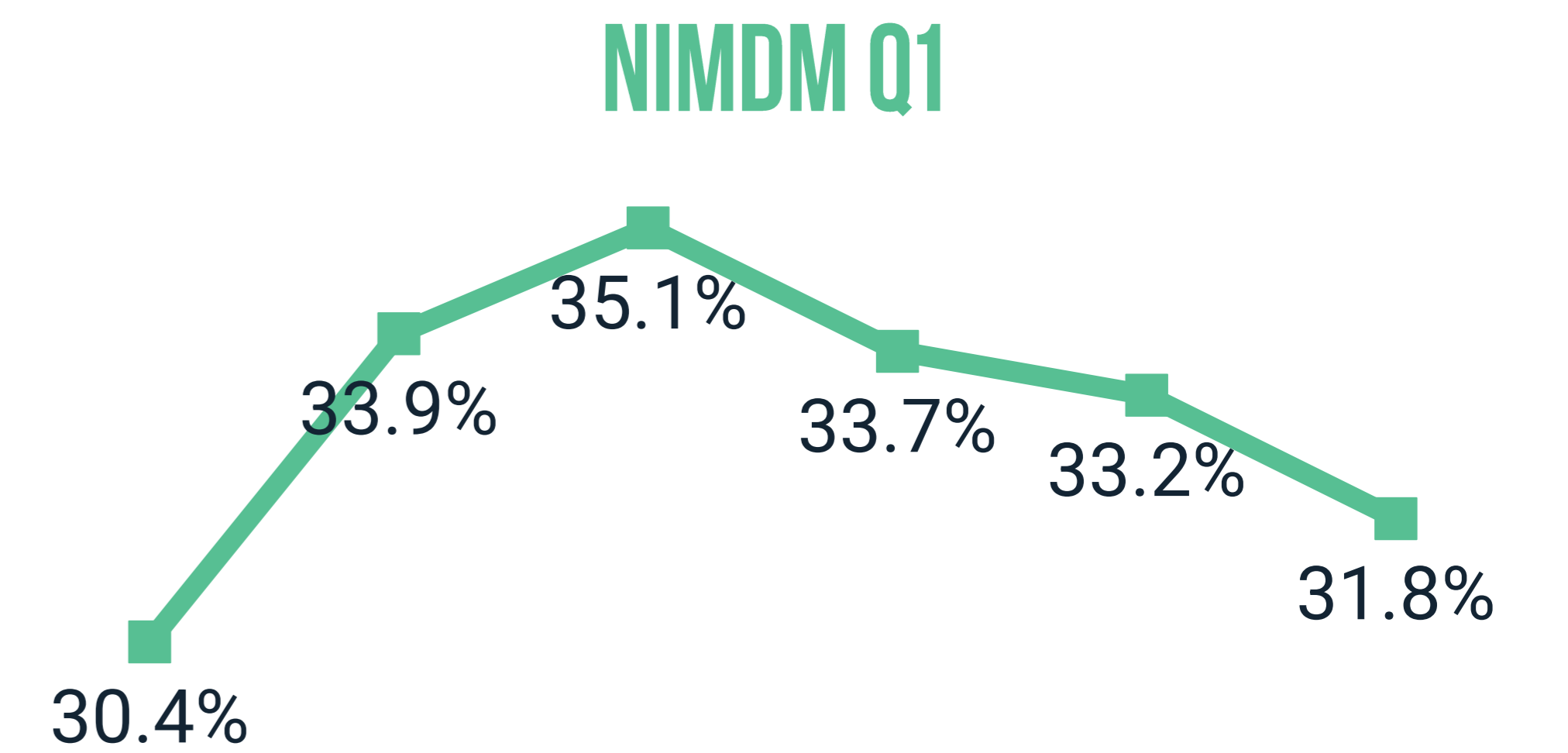
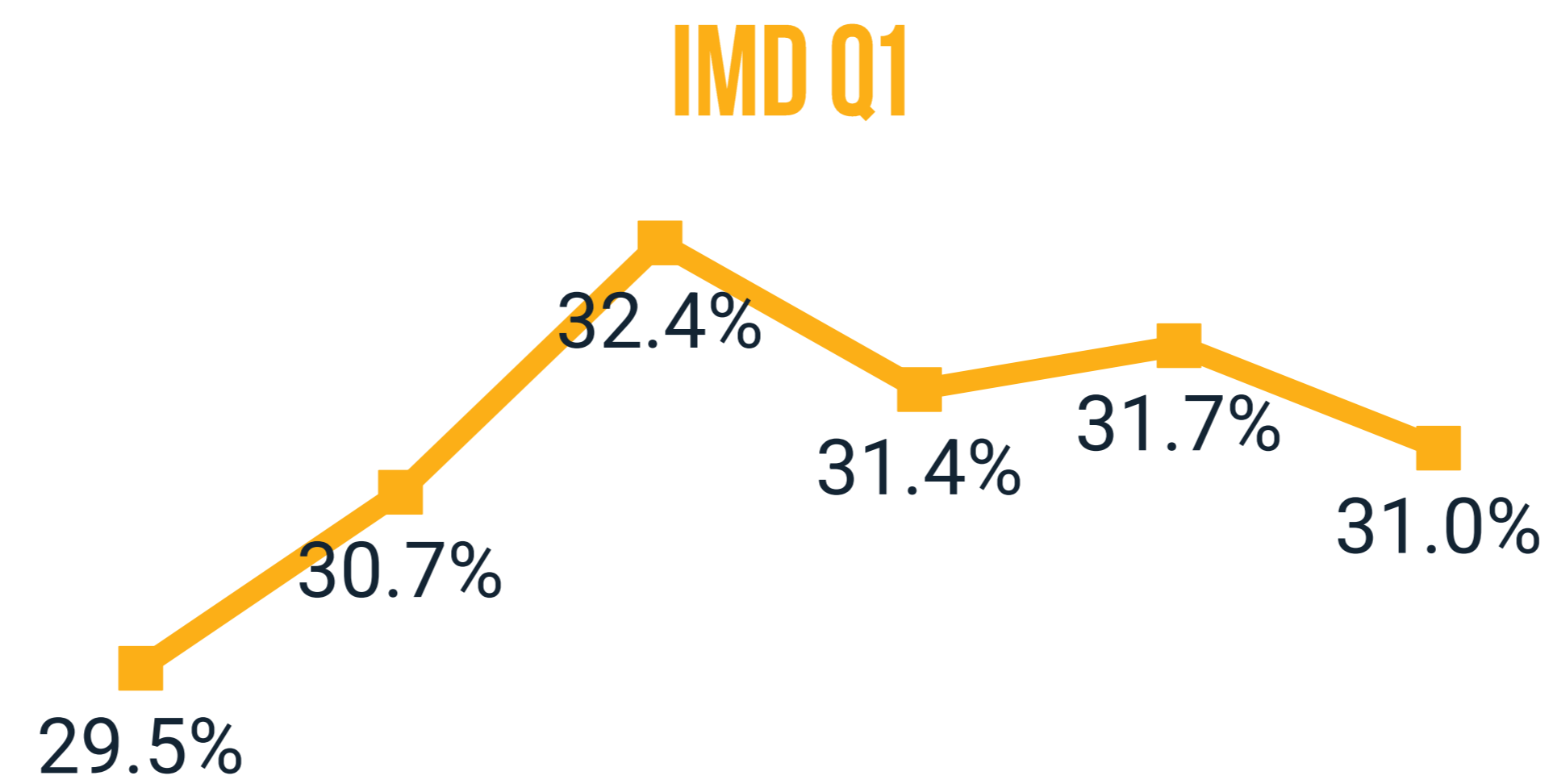
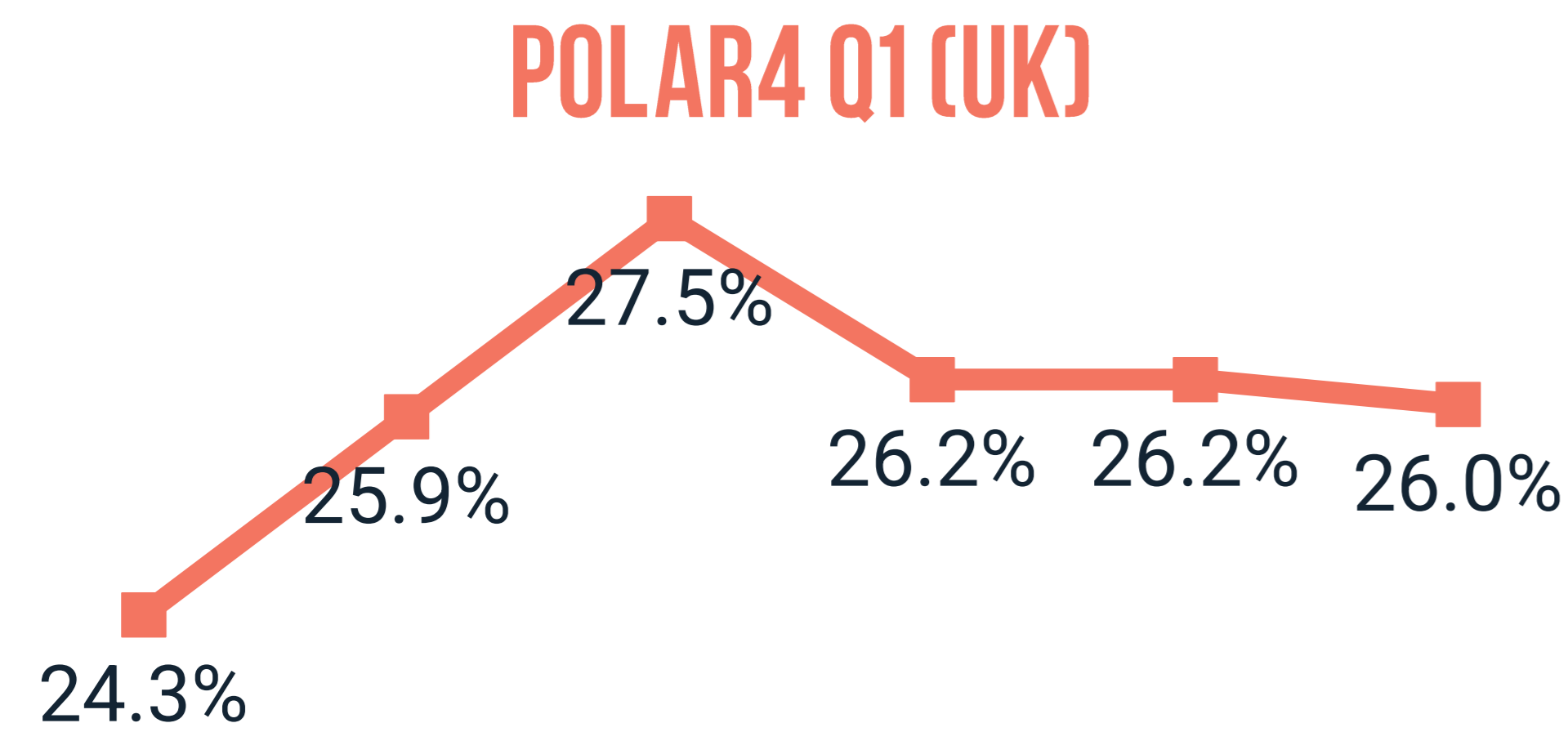
2020 2021 2022 2023 2024 2025

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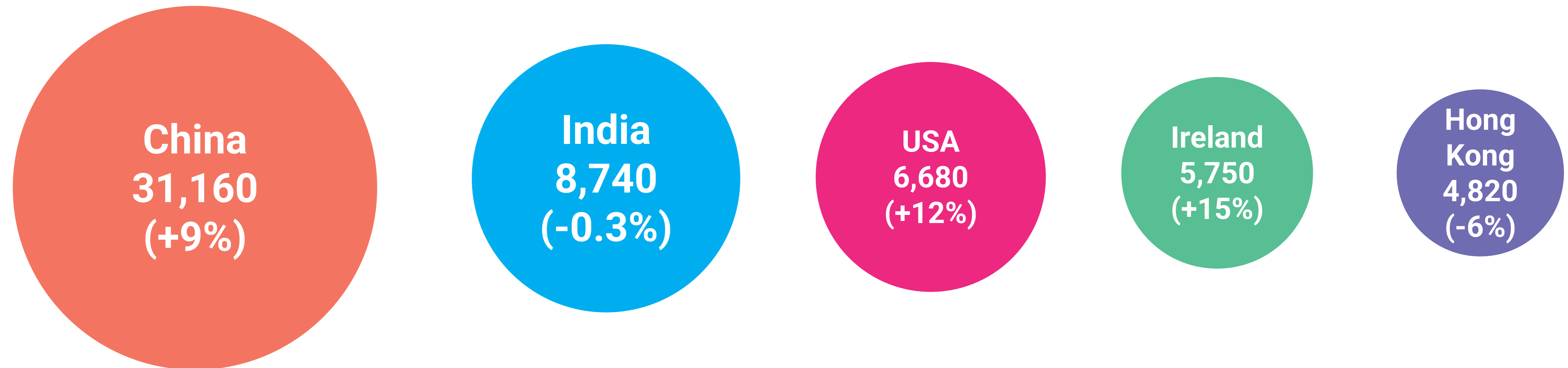
WIDENING PARTICIPATION ACROSS THE UK

18-year-old application rates



INTERNATIONAL – TOP MARKETS

2025 applicant numbers (percentage change from 2024)



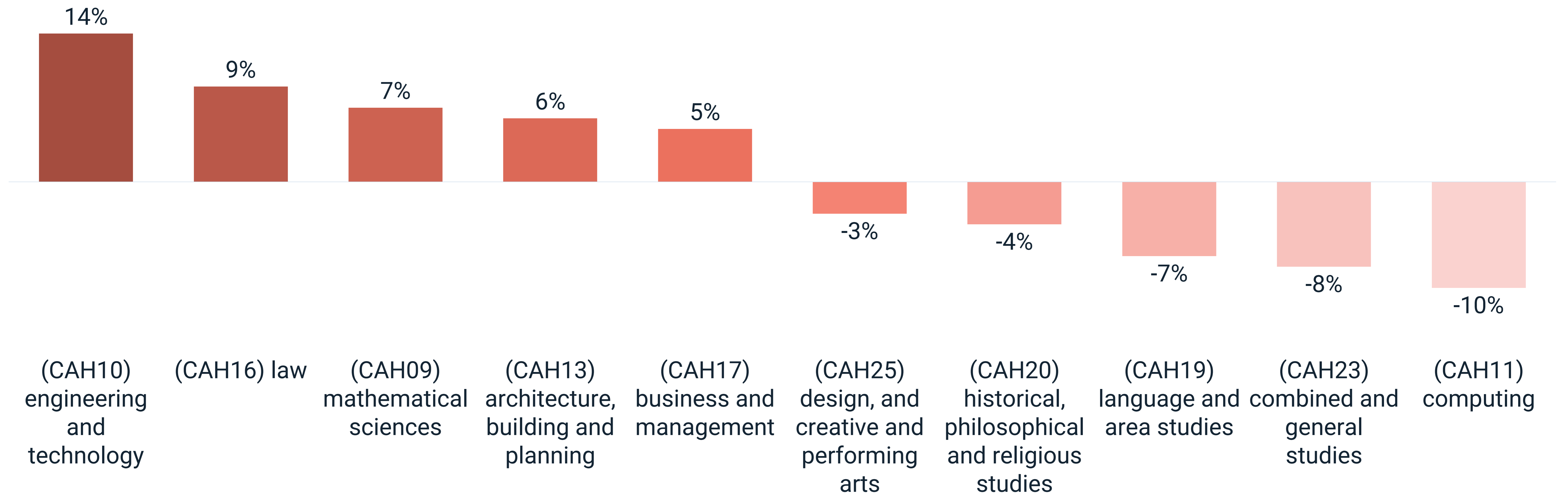
Top 3 Growing markets
(increase in applicant numbers)

- China (+2,540)
- Ireland (+750)
- USA (+700)

LARGEST GROWTH AND DECLINE SUBJECT AREAS

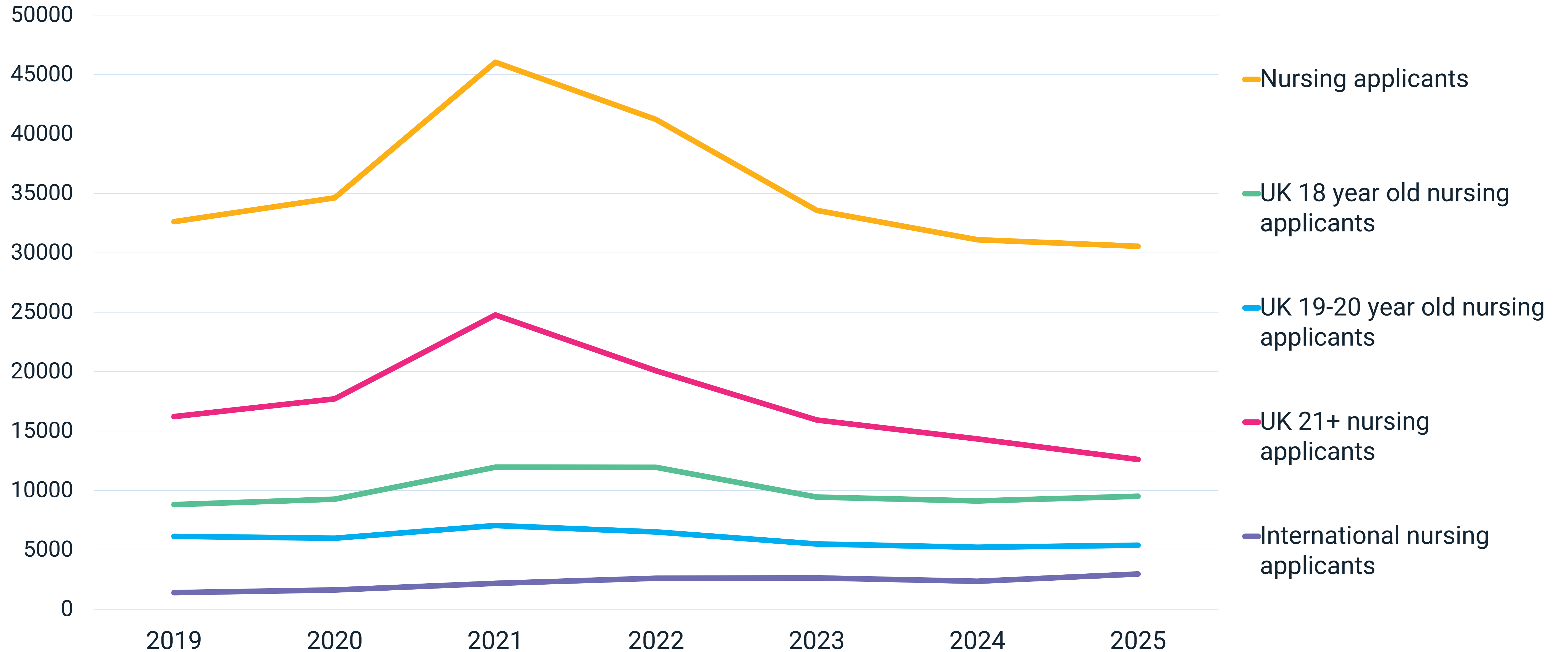
Top 5 and bottom 5 percentage changes against 2024 in applications by CAH1 subject grouping

Biggest percentage changes in applications by subject group (CAH1)



NURSING

Nursing applications as at January deadline, by applicants groups



ANY QUESTIONS?

18 Feb: Exploring International

