UCAS JANUARY DEADLINE 2025 STATISTICAL BRIEFING

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KEY FIGURES — APPLICANTS

323,360 18-year-olds +2.1% 2024

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

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600,660 total applicants +1.0% 2024

481,870 UK applicants +0.6% 2024

61,280 mature -6.4% 2024

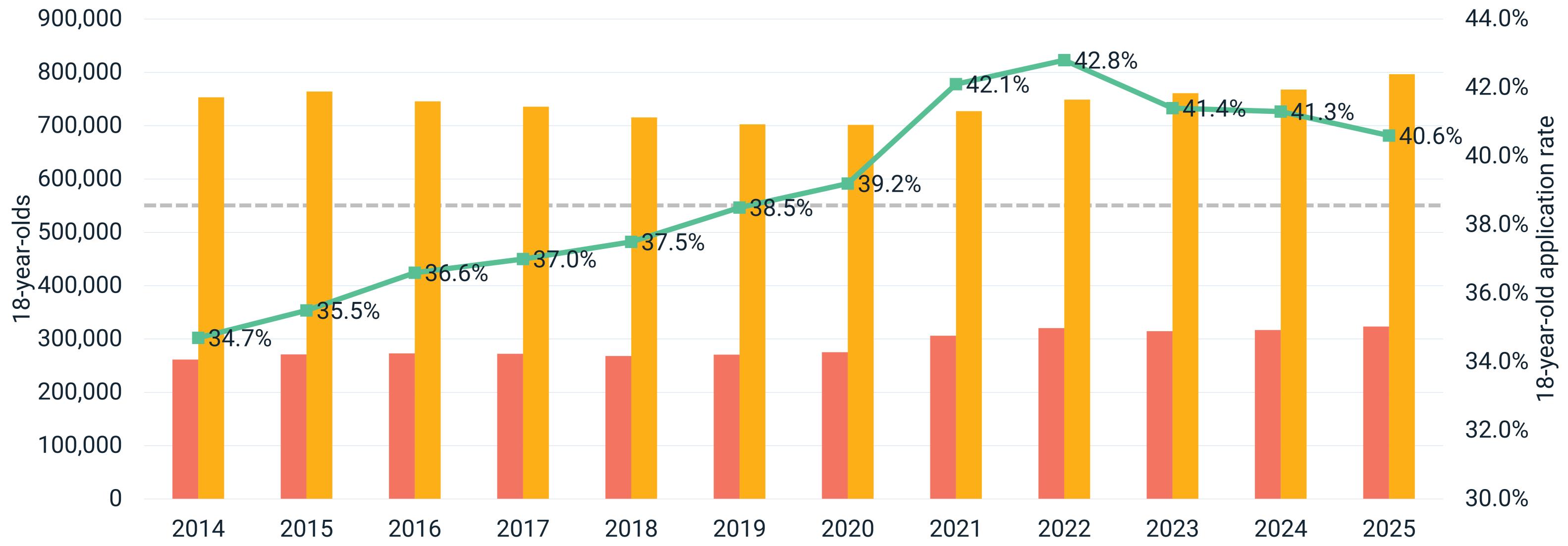
UCAS

118,800 international +2.7% 2024



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APPLICATION RATE DROPS WITH POPULATION SURGE



Applicants
Population
Application rate



APPLICANTS FROM THE FOUR NATIONS

ENGLAND

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

SCOTLAND

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

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rate (-1.2 pp)

RTHERN

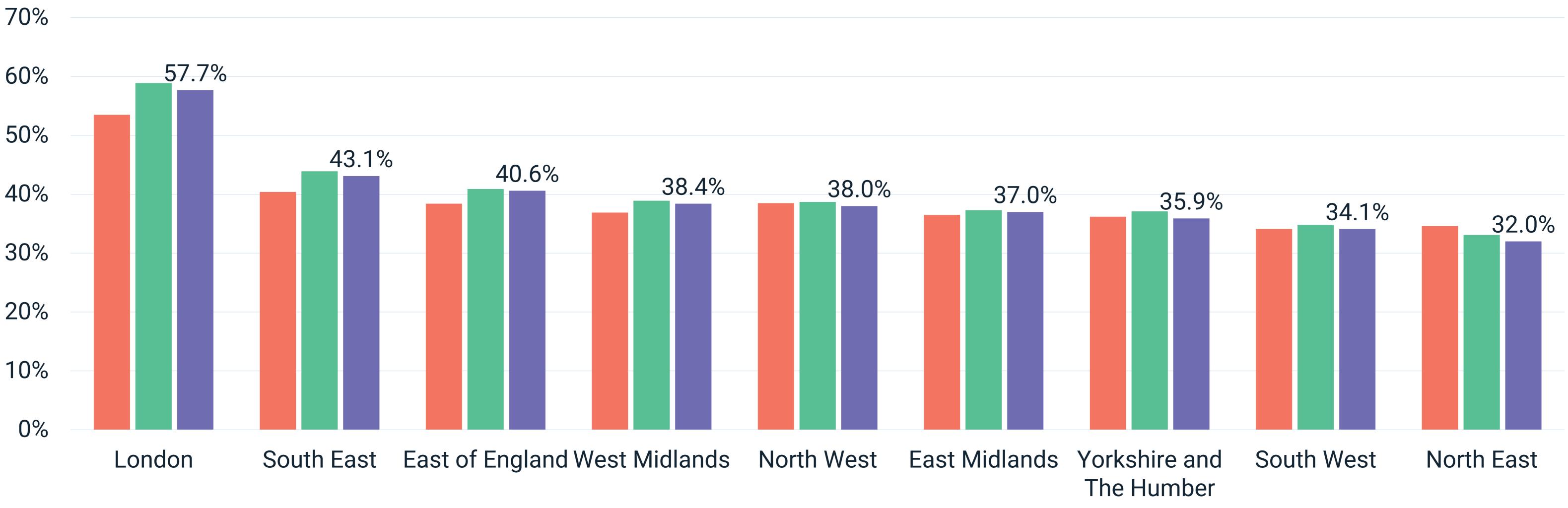
rate (-1.1 pp)



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

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

REGIONAL APPLICATION RATE GAP PERSISTS



2020 2024 2025

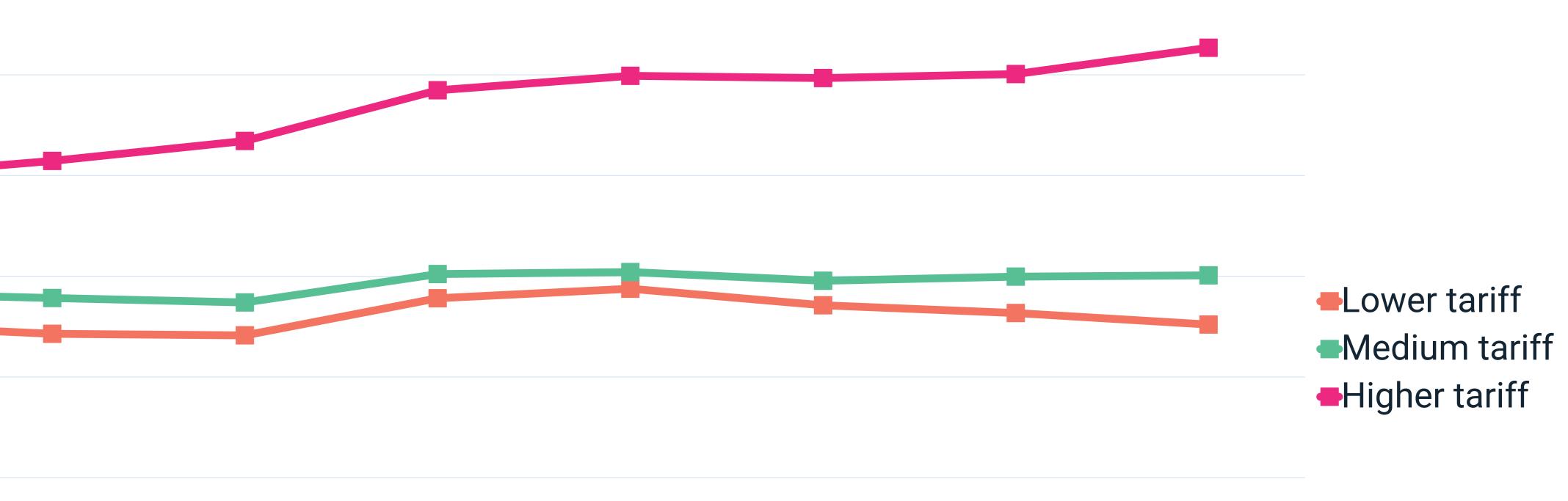
18-year-old application rate by English region



TARIFF GROUPINGS

UIIIOUS 1.4 1.2 1.0 0.8 0.6 0.4 0.2 0.0 2017 2016 2018

Applications by the January deadline by provider tariff group

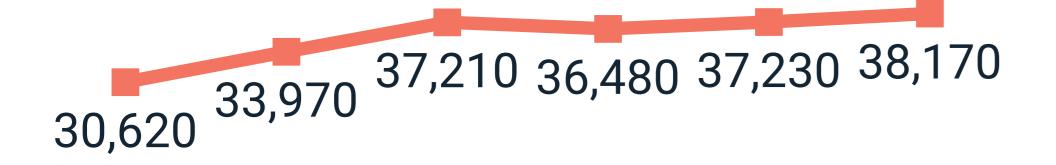






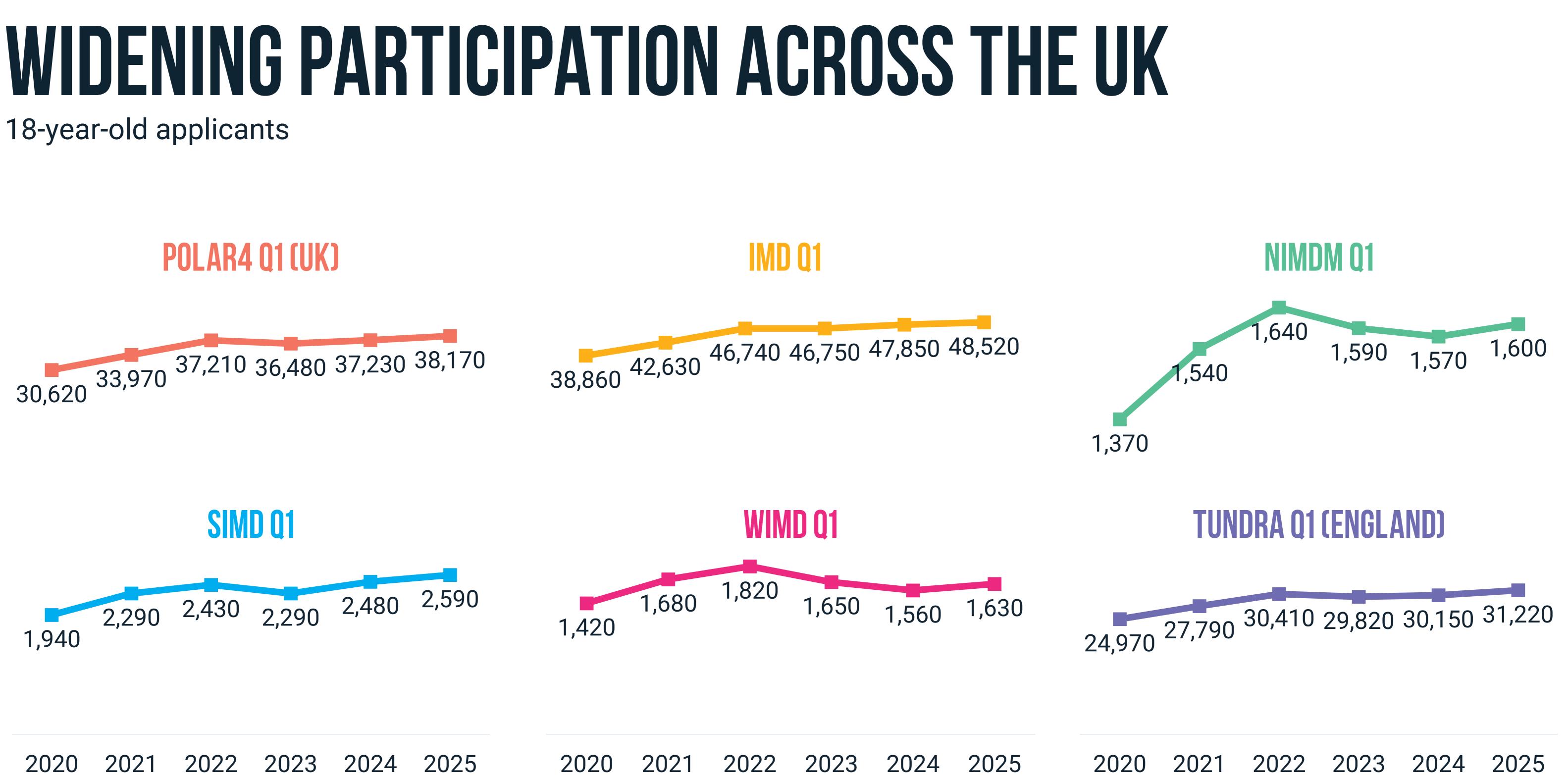
18-year-old applicants

POLAR4 Q1 (UK)

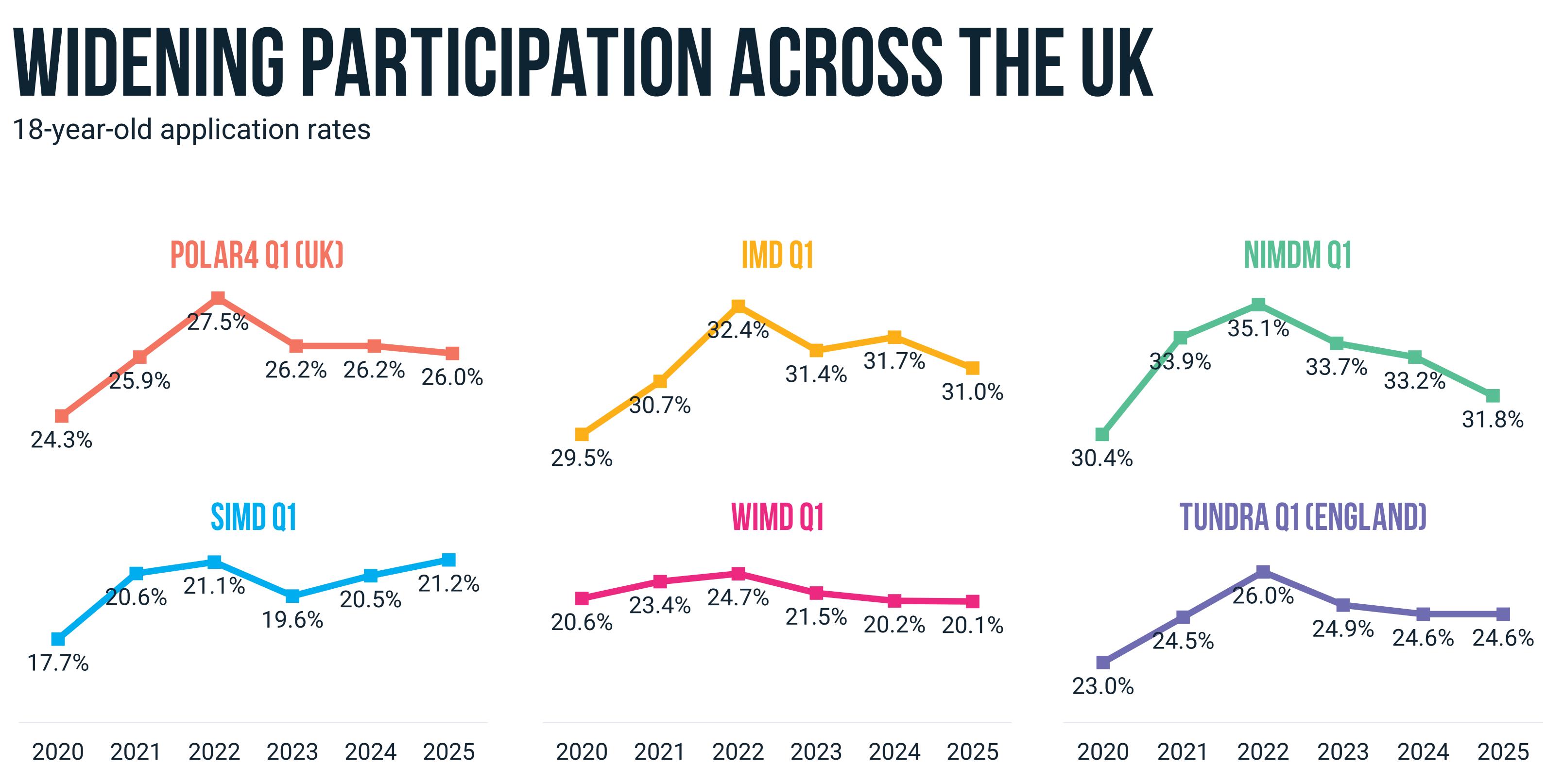












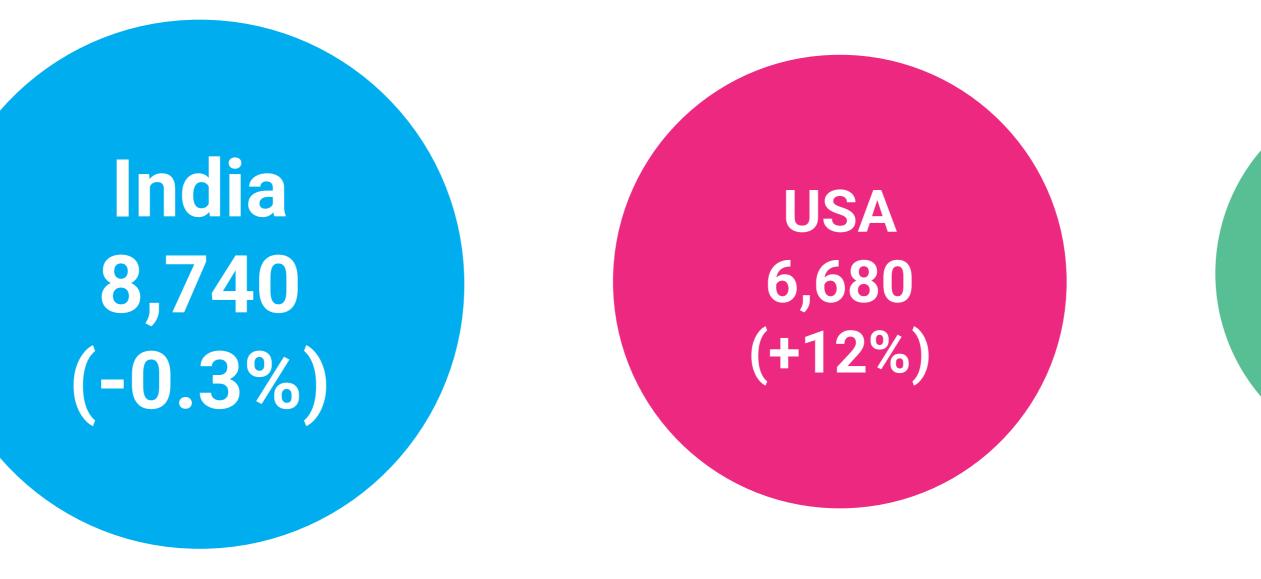


INTERNATIONAL — TOP MARKETS 2025 applicant numbers (percentage change from 2024)

China 31,160 (+9%)

Top 3 Growing markets (increase in applicant numbers)

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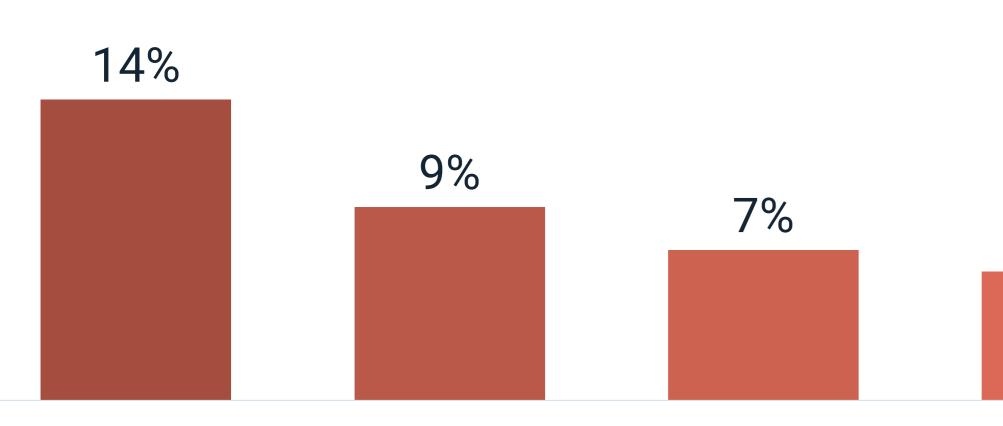


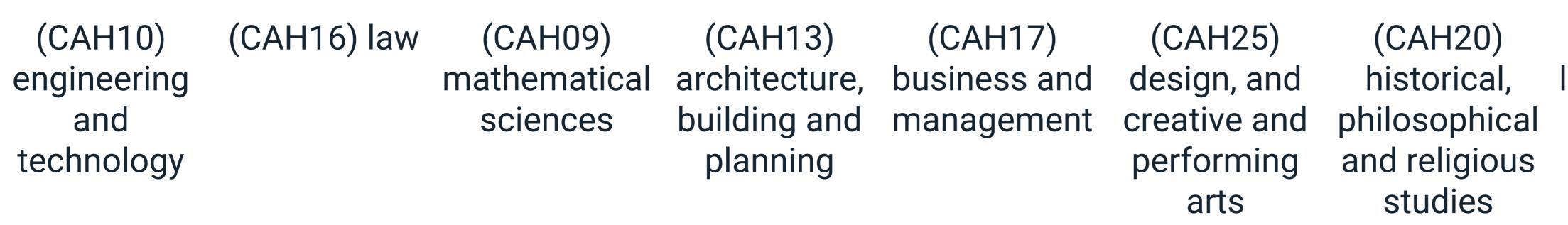
China (+2,540)
 Ireland (+750)
 USA (+700)

Ireland 5,750 (+15%)



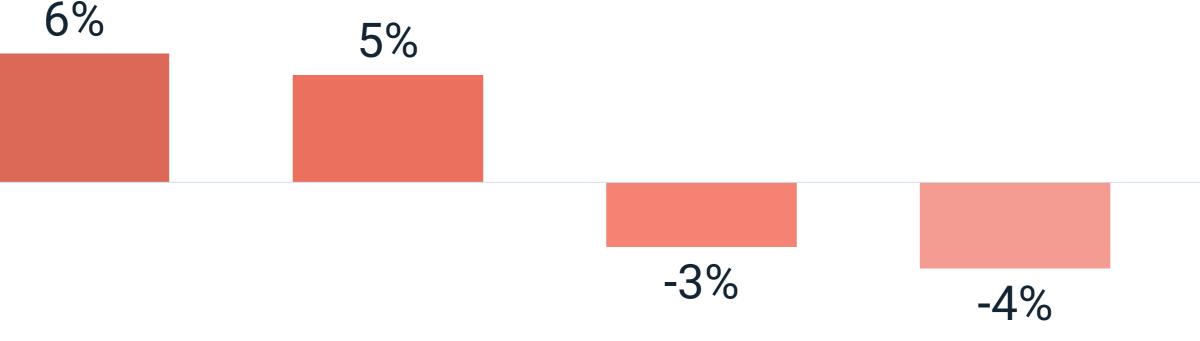
LARGEST GROWTH AND DECLINE SUBJECT AREAS Top 5 and bottom 5 percentage changes against 2024 in applications by CAH1 subject grouping



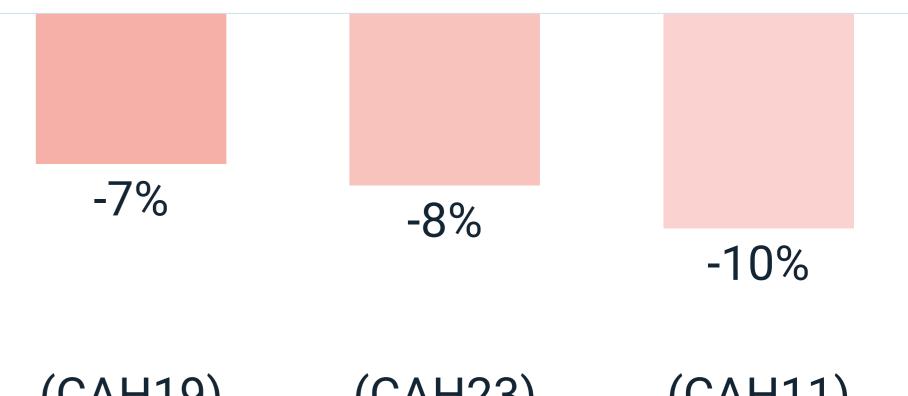


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Biggest percentage changes in applications by subject group (CAH1)





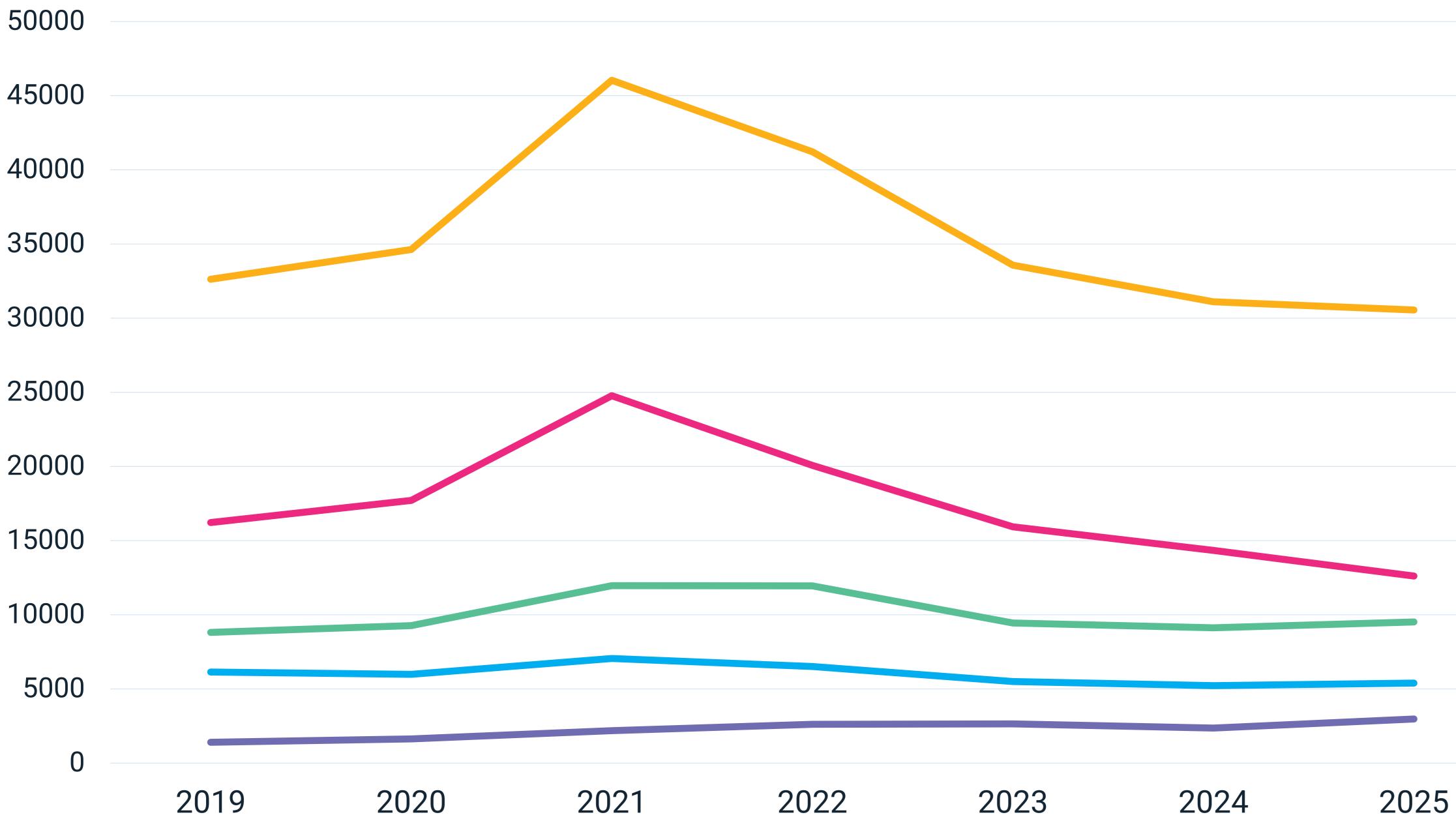


(CAH19) (CAH23) language and combined and area studies general studies

(CAH11) computing

NURSING

Nursing applications as at January deadline, by applicants groups





- –Nursing applicants
- -UK 18 year old nursing applicants
- -UK 19-20 year old nursing applicants
- -UK 21+ nursing applicants
- International nursing applicants



ANY QUESTIONS?

18 Feb: Exploring International

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