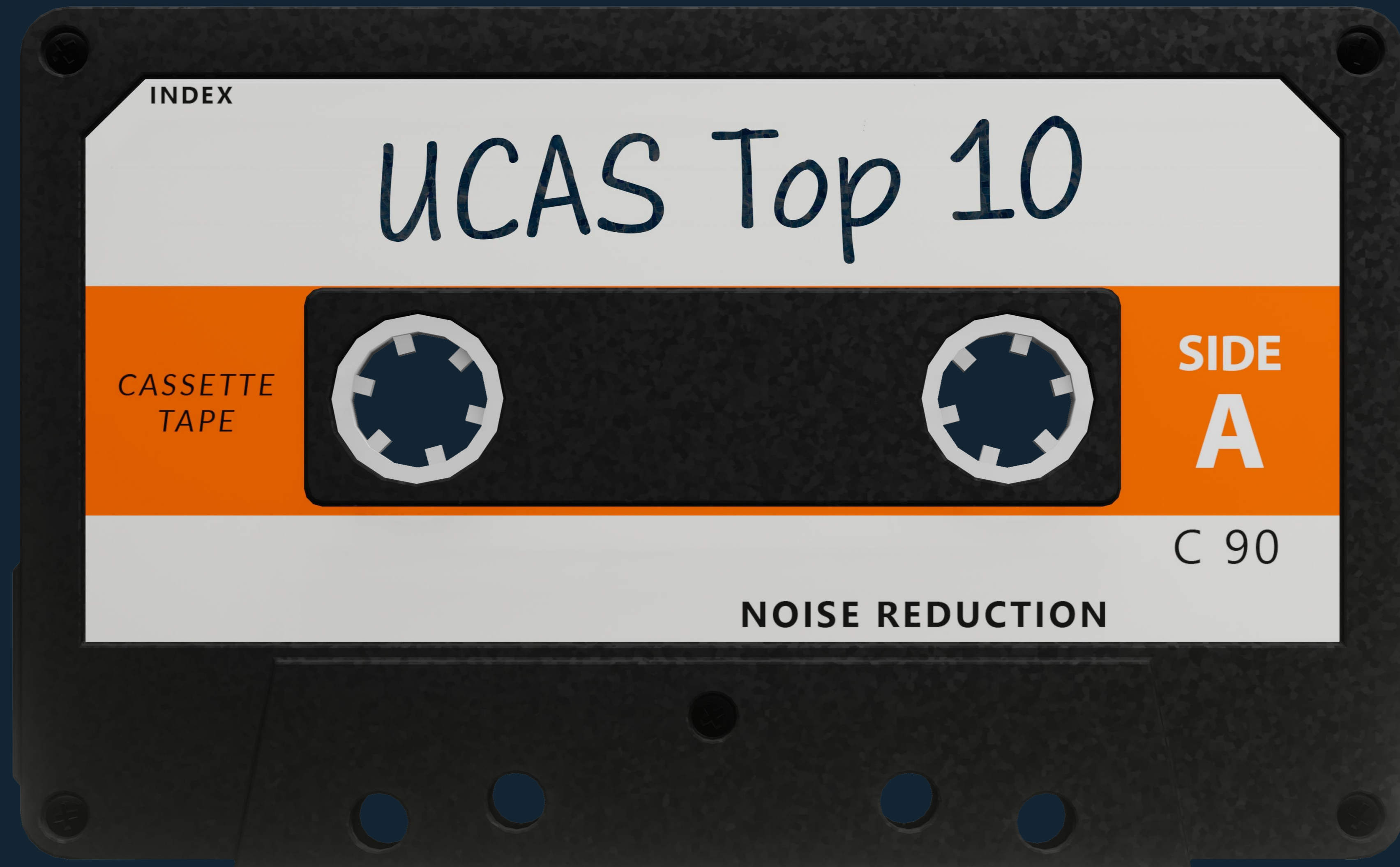


A large, stylized exclamation point graphic is centered on the page. The vertical stem of the exclamation point is a thick yellow bar. At the top of the stem is a yellow circle, and at the bottom is another yellow circle. The dot of the exclamation point is a large orange rectangle containing the text 'THE BIG' in dark blue, bold, sans-serif font. Below this, the stem continues as a white rectangle containing the text 'UCAS DATA' in dark blue, bold, sans-serif font. The bottom of the stem is a thick blue rectangle containing the text 'PRESENTATION' in dark blue, bold, sans-serif font. The entire graphic is set against a dark blue background.

THE BIG
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WELCOME TO THIS YEAR'S BIG DATA PRESENTATION.

Counting down the top ten data requests from teachers and advisers.





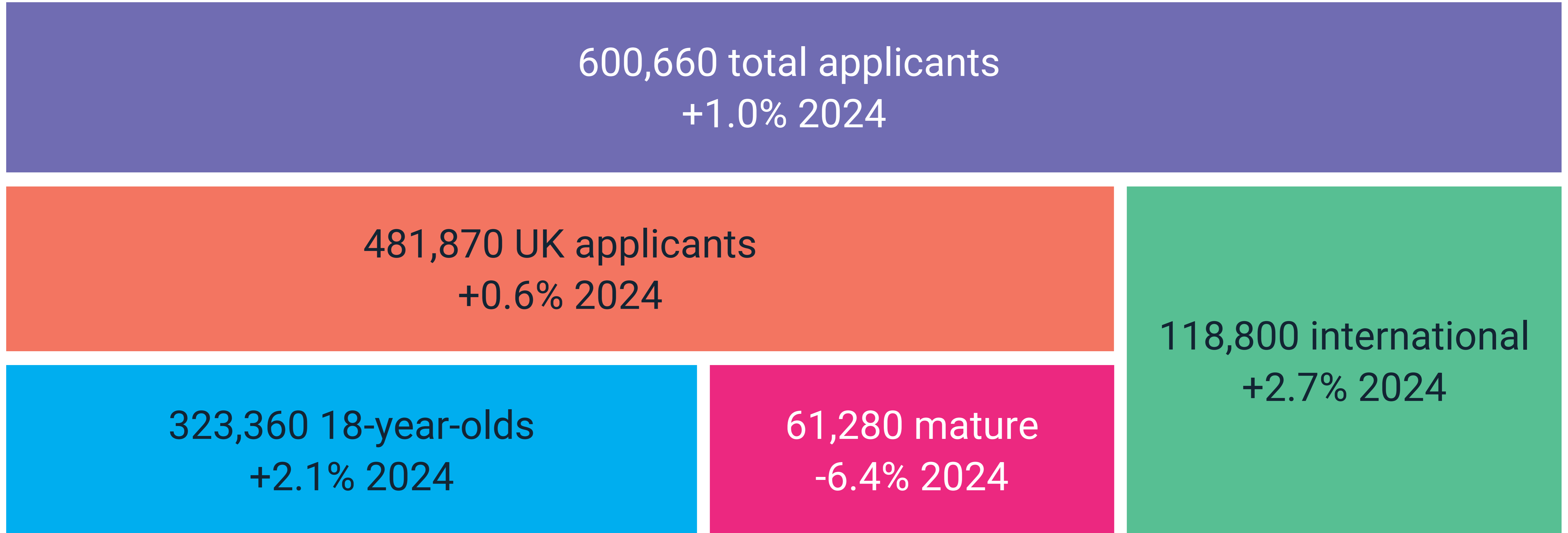
10

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THE BIG UCAS | DATA PRESENTATION!

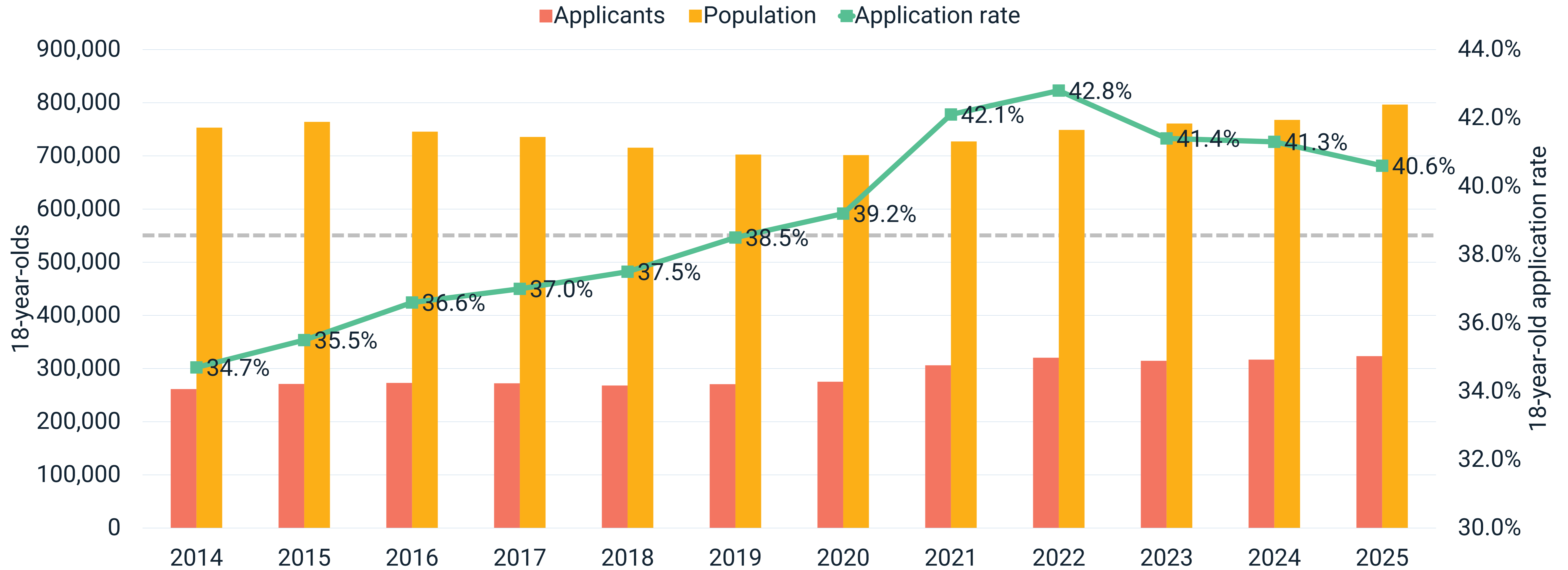
KEY TRENDS FOR 2025

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

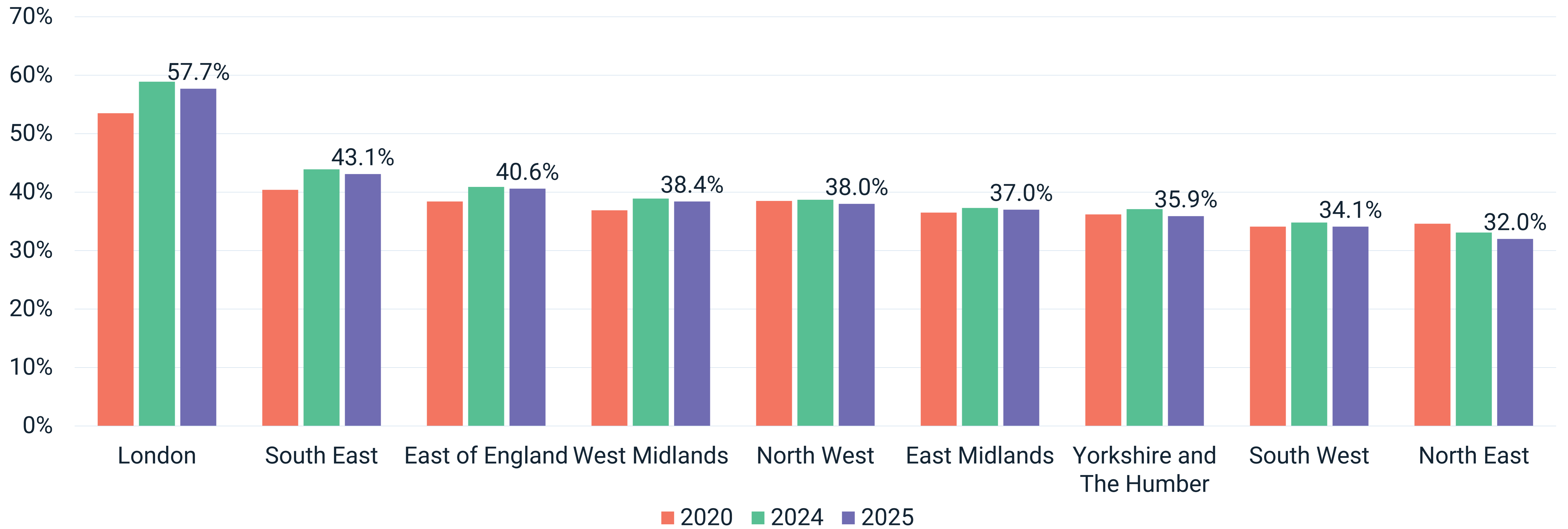
- 41,520 applicants (+0.3%)
- 34.1% 18-year-old application rate (+0.5 pp)

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





9

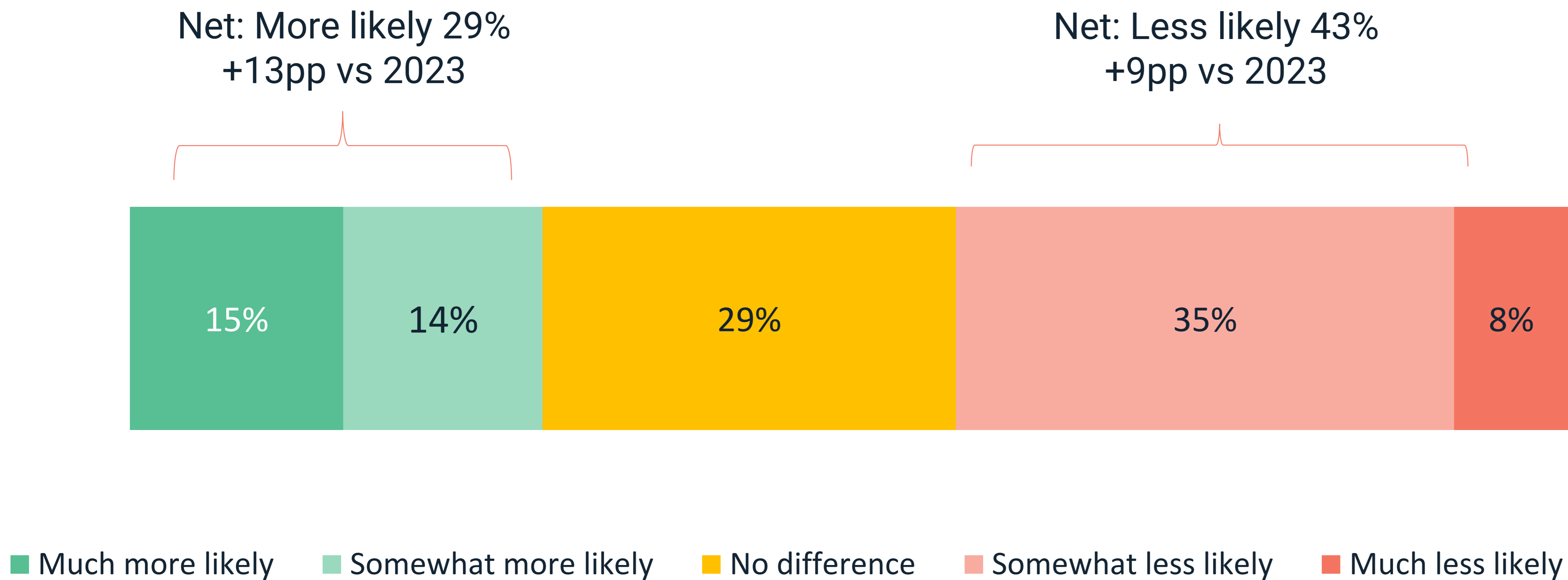
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**HOW DOES COST OF LIVING
AFFECT STUDENT CHOICE?**

HOW DOES COST OF LIVING AFFECT STUDENT CHOICE? COMMITMENT TO GOING TO UNIVERSITY REMAINS HIGH, BUT COST OF LIVING IS IMPACTING INTENTION

Cost of living impact on intention to go to university

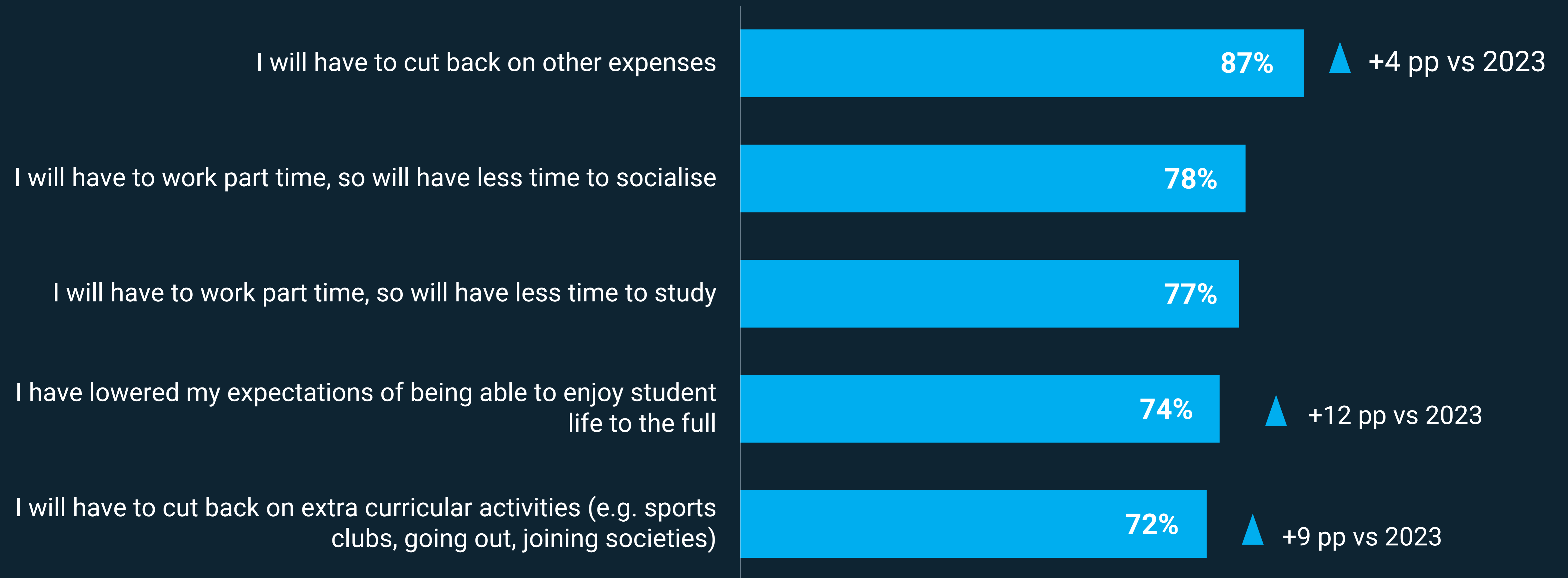


82%
committed to going
to university in 2025
(+5 pp vs 2023)

86%
confident they
will get a place
(-3 pp vs 2023)

2025 ENTRY PRE-APPLICANTS HAVE LOWERED THEIR EXPECTATIONS OF BEING ABLE TO ENJOY STUDENT LIFE TO THE FULL, AND PLAN TO CUT BACK ON EXTRA CURRICULAR ACTIVITIES AND OTHER EXPENSES

Because of the cost of living increase... % agree (PAD 2025)



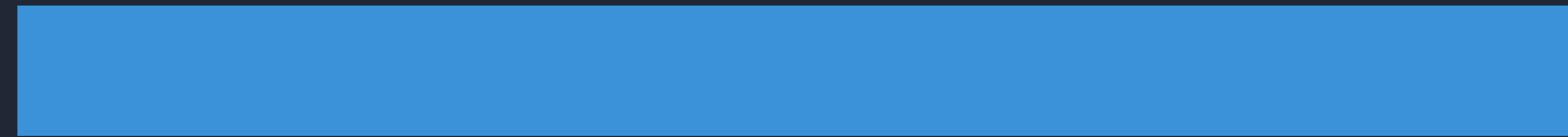
COURSE CONTENT IS KEY, BUT FINANCIAL SUPPORT AND WAYS TO CUT COSTS ARE INCREASINGLY BEING FACTORED INTO UNIVERSITY SHORTLISTING DECISIONS

Factors important when researching/shortlisting universities
 Year-on-Year rank importance (PAD)

	2022 rank	2023 rank	2024 rank
A course with content that is perfectly suited to me	1	1	1
Financial support available while studying	4	4	2
The cost of living support offered by universities	12	10	3
Universities that are close to home e.g. in my closest city	9	5	4
Universities/ courses with high graduate employment rates	3	2	5
Positive reviews from students	2	3	6
Universities with low cost accommodation	13	12	7
Mental health support while studying	8	11	8
Universities with a great social scene	7	7	9
Universities with good quality accommodation	5	8	10
Universities I can attend but still live with my parents	16	13	11
Courses with a placement year/ year in industry	10	9	12
Universities with a high ranking in the league tables	6	6	13
Other support while studying e.g manging workload	15	15	14
Courses with opportunities to study abroad	11	14	15
Universities with guaranteed places in accommodation	14	16	16
Universities recommended to me by family or friends	17	17	17

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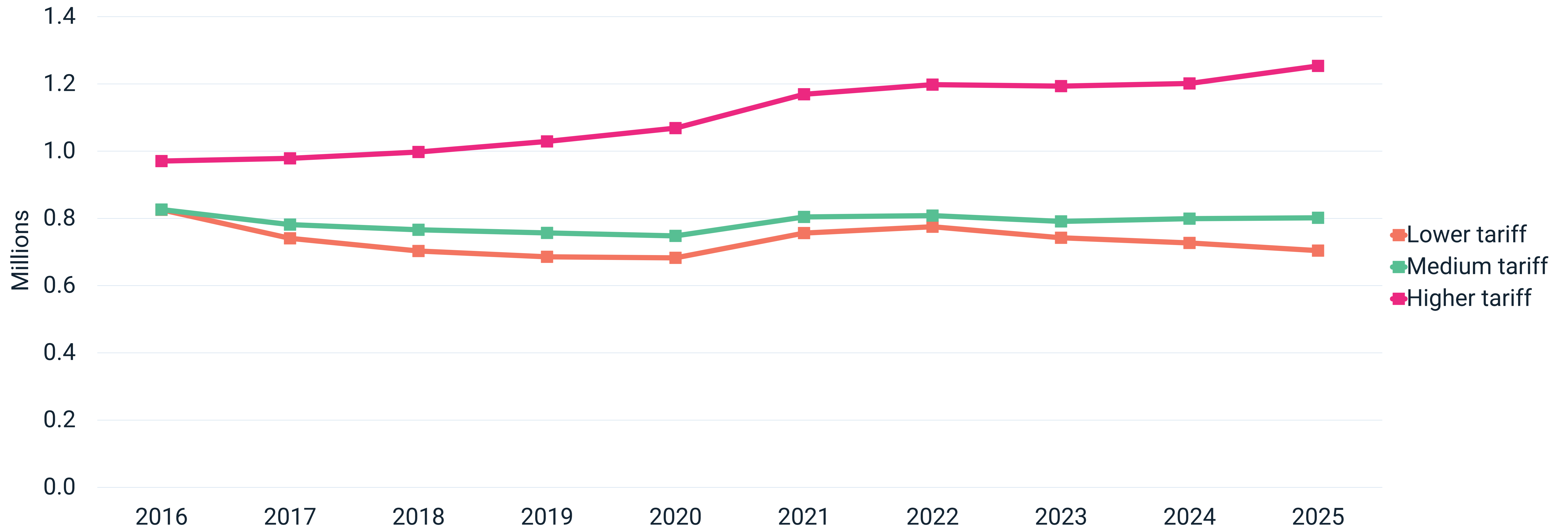


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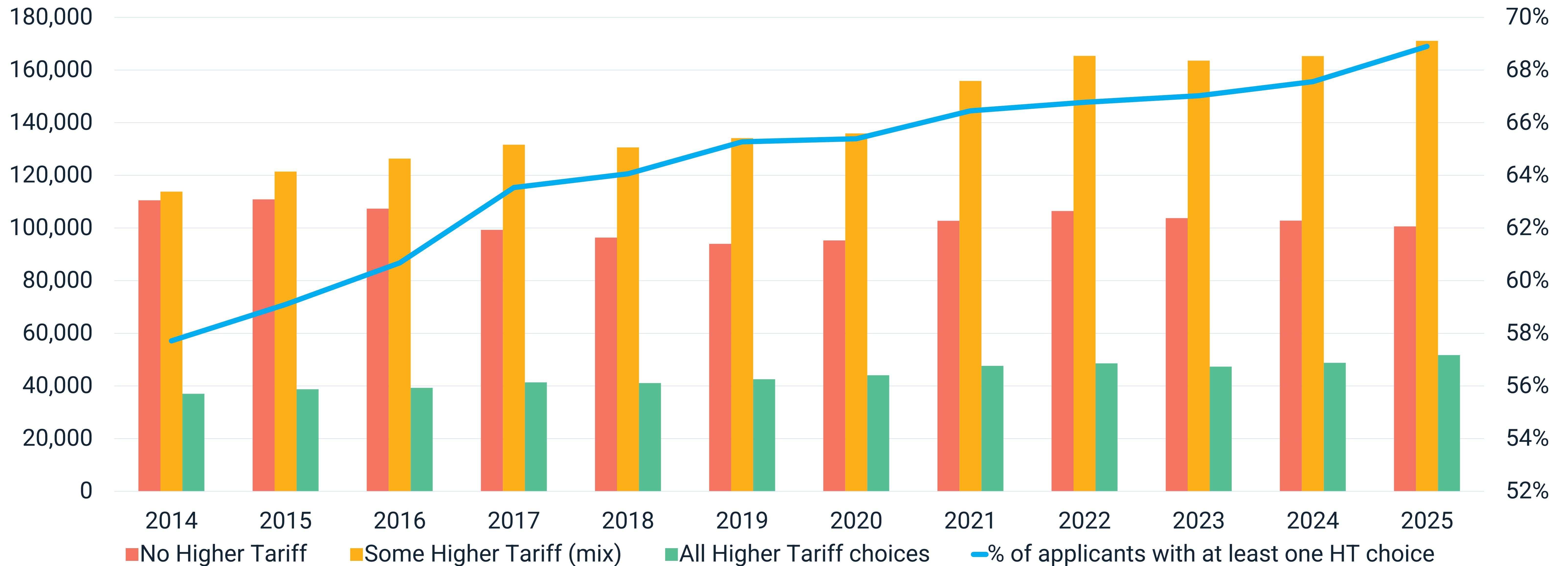
**ARE STUDENTS GRAVITATING TO
HIGHER TARIFF PROVIDERS?**

GAP BETWEEN HIGHER AND LOWER TARIFF PROVIDERS INCREASES

Applications by the January deadline by provider tariff group



CONTINUED INCREASE IN UK18 JANUARY DEADLINE APPLICANTS WITH AT LEAST ONE HIGHER TARIFF CHOICE



7

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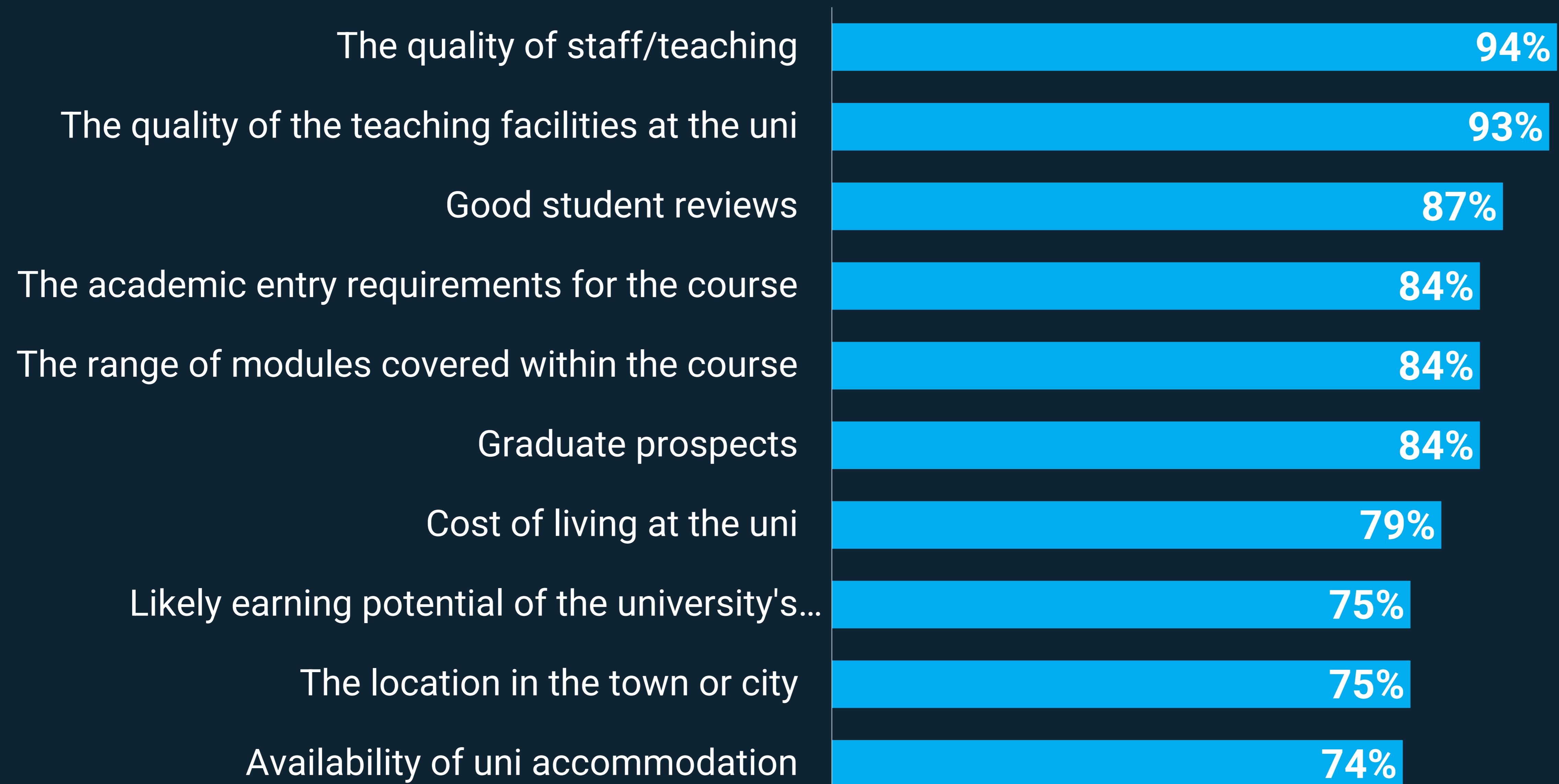


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**WHAT DO STUDENTS TELL
US INFORMS THEIR DECISIONS?**

FACTORS IMPORTANT WHEN DECIDING WHERE TO APPLY

% extremely important or important (Top 10)



IMPORTANCE SCORE RANKED BY YEAR

TOP FOUR FACTORS IN FIRM CHOICE ARE UNCHANGED OVER THE PAST 5 YEARS

1. RANGE OF MODULES
2. STUDENT REVIEWS
3. SOCIAL LIFE OR ACTIVITIES AVAILABLE
4. UNIVERSITY'S LOCATION IN THE TOWN/CITY

Label	2020	2021	2022	2023	2024
Range of modules in course	1	1	1	1	1
Student reviews of this uni	2	2	2	2	2
Social life or activities available	3	3	3	3	3
Location in town or city	4	4	4	4	4
Graduate earning potential	7	6	6	5	5
Work experience as part of course	8	9	10	10	6
Communication before/after applying	5	5	5	6	7
Accommodation quality	9	7	7	7	8
Fit in with other students	6	8	8	8	9
Accommodation availability	11	10	9	9	10
League table position	10	11	11	11	11
Ease of travelling to this uni	13	14	14	14	12
Accommodation proximity to campus	12	12	12	12	13
Accommodation cost	14	13	13	13	14
Local part-time employment	15	15	15	15	15
Cost of travelling to this uni	16	17	16	16	16
Incentives to make firm choice	17	16	17	17	17
Sports facilities offered	19	19	19	19	18
Speed of getting an offer	18	18	18	18	19
Option to live at home	20	20	20	20	20



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WHO USES CLEARING AND HOW?

BY THE 28 DAYS SINCE RESULTS DAY 2024

68,810 people had found a place in Clearing (+1.2%), of which

5,320

were international
(+2.9%)

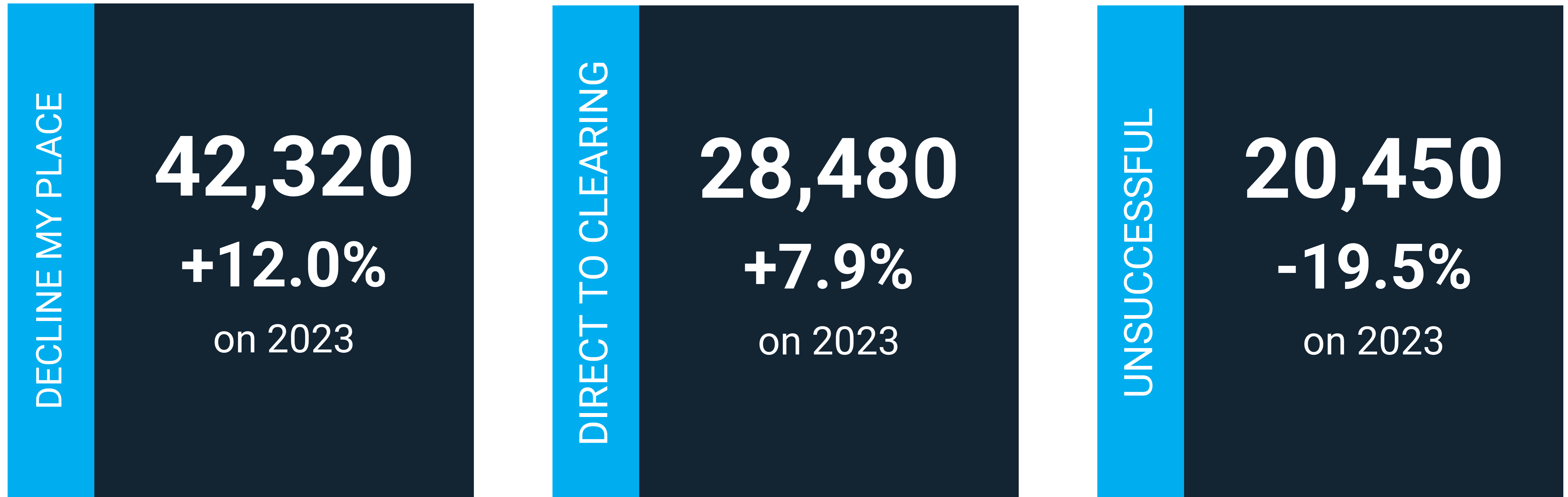
10,290

Were mature
(+3.5%)

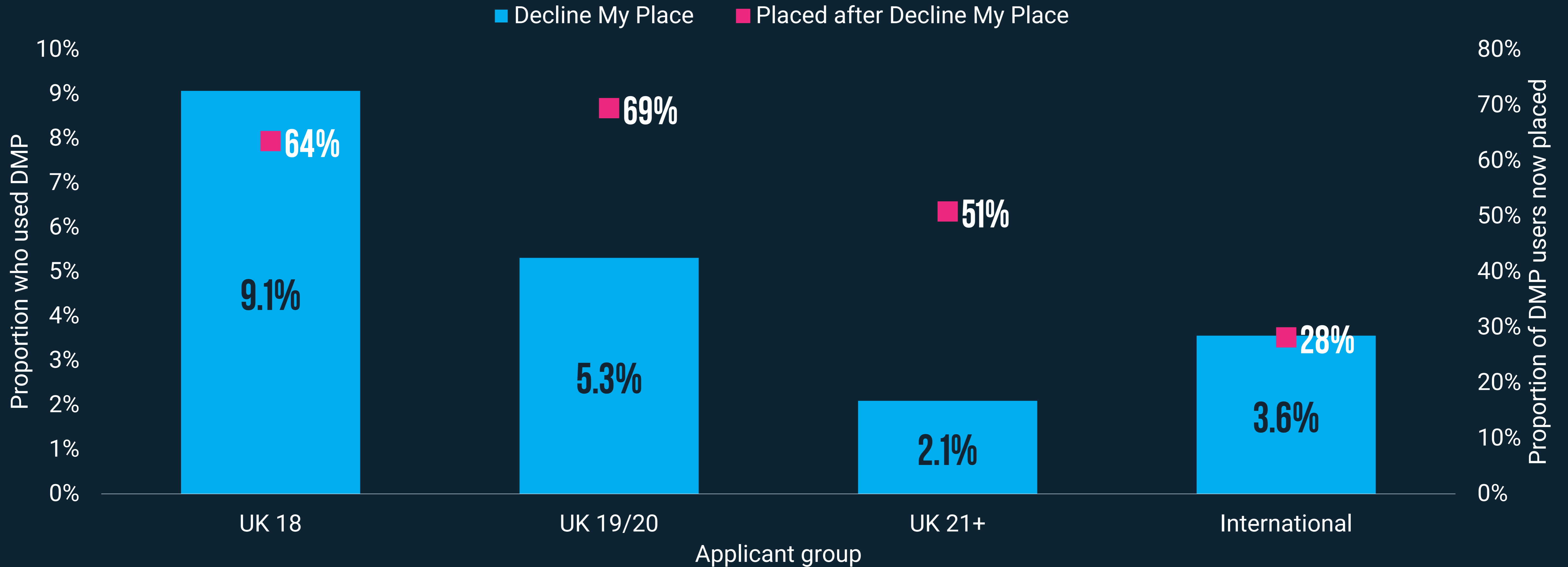
14,880

Were from IMD Q1
(+1.9%)

THE THREE CLEARING POOLS



APPLICANTS WHO USE DECLINE MY PLACE



DECLINING ORIGINAL UNIVERSITY OFFERS

53% had already decided to change their university before Results Day

20% were considering it based on grades

80% FOUND THE PROCESS OF DECLINING THEIR ORIGINAL PLACE EASY, WITH **44%** DESCRIBING IT AS "**EXTREMELY EASY.**"

MORE STUDENTS RECONSIDERED THEIR OPTIONS AFTER EXCEEDING OFFER CONDITIONS
13% (+3%) DECLINED THEIR FIRM CHOICE TO EXPLORE BETTER OPPORTUNITIES.

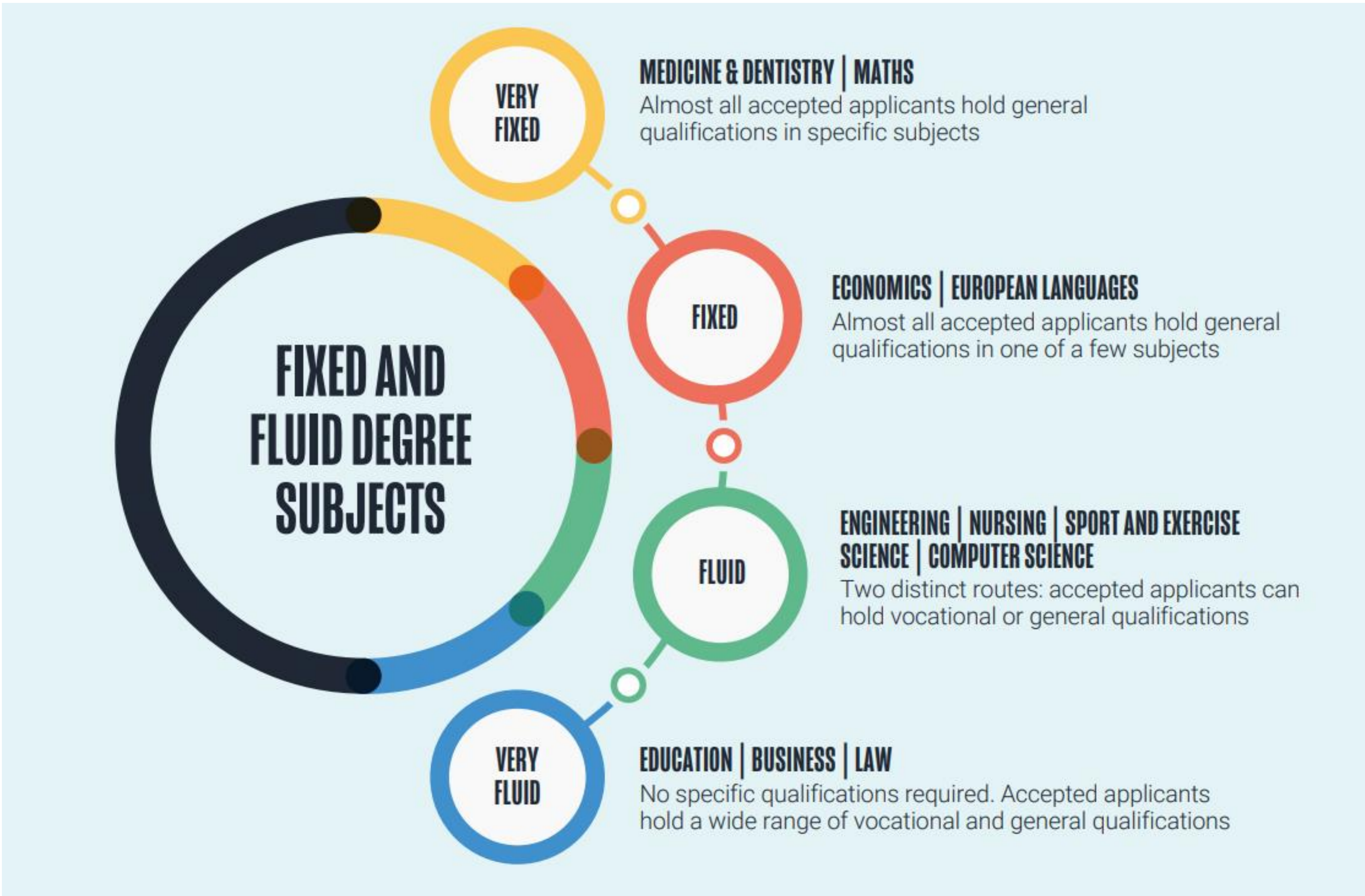
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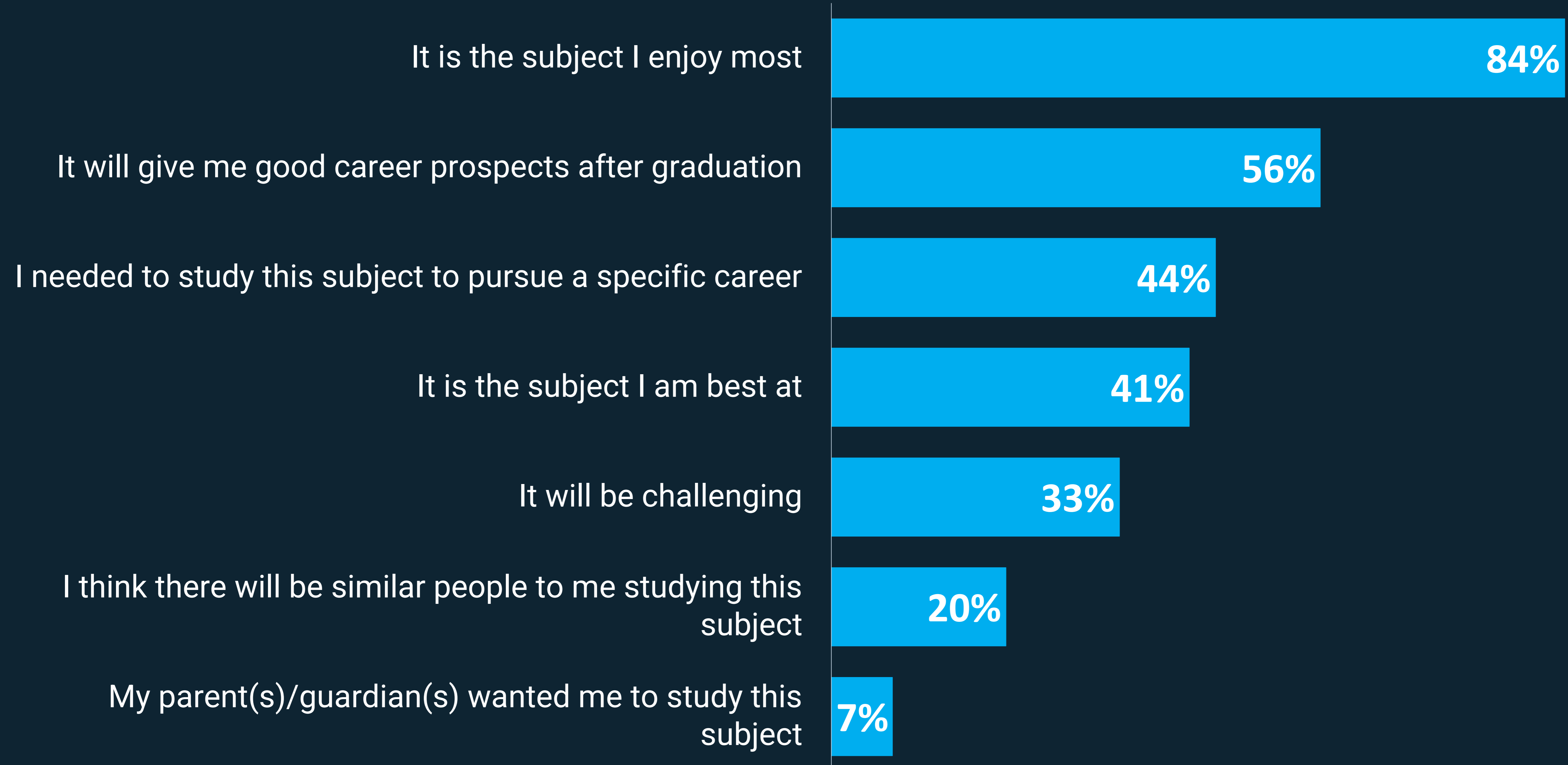


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WHAT SUBJECTS LEAD TO WHERE?

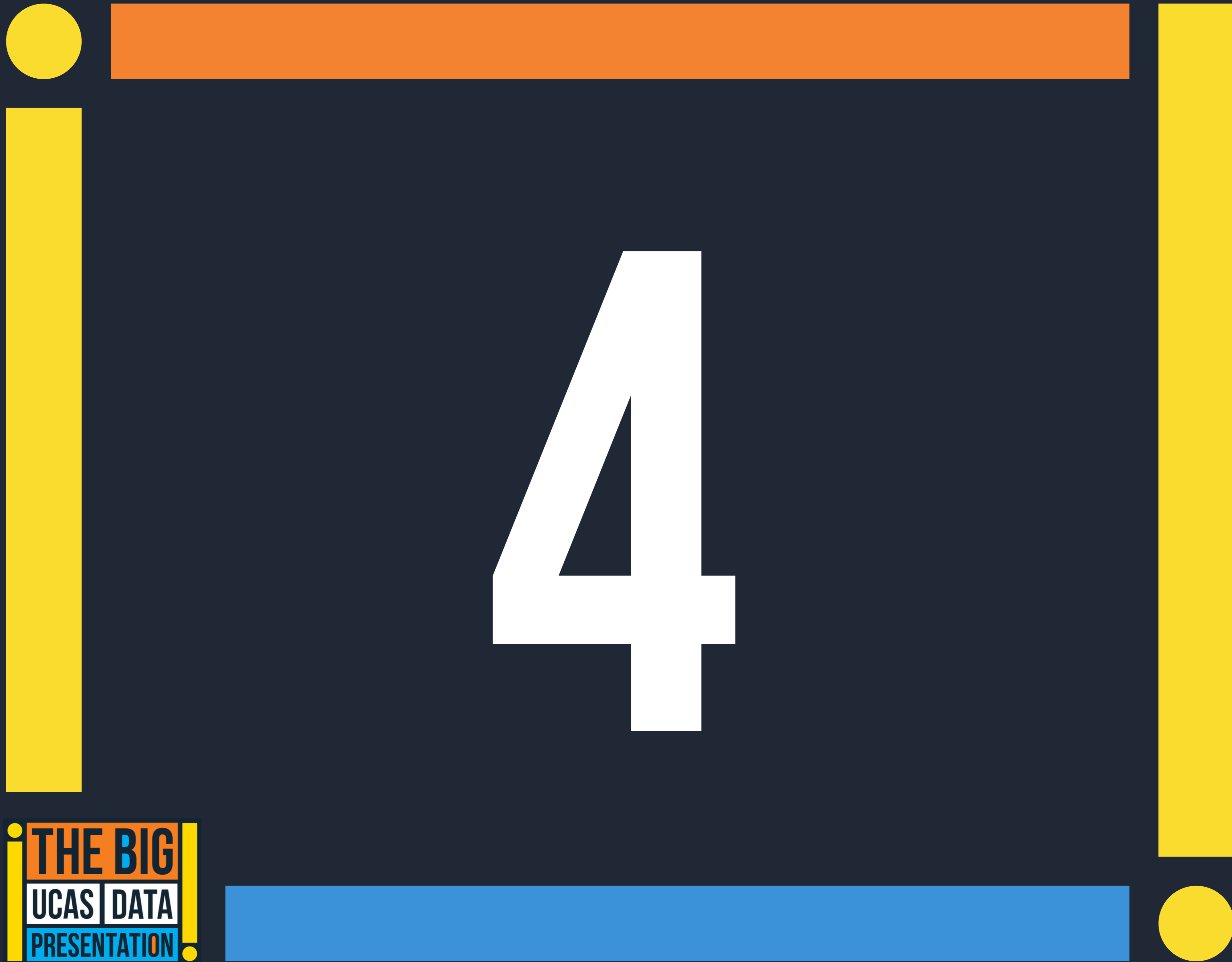


WHAT DO STUDENTS TELL US INFORMS THEIR DECISIONS? FACTORS INFLUENCING CHOICE OF SUBJECT



4

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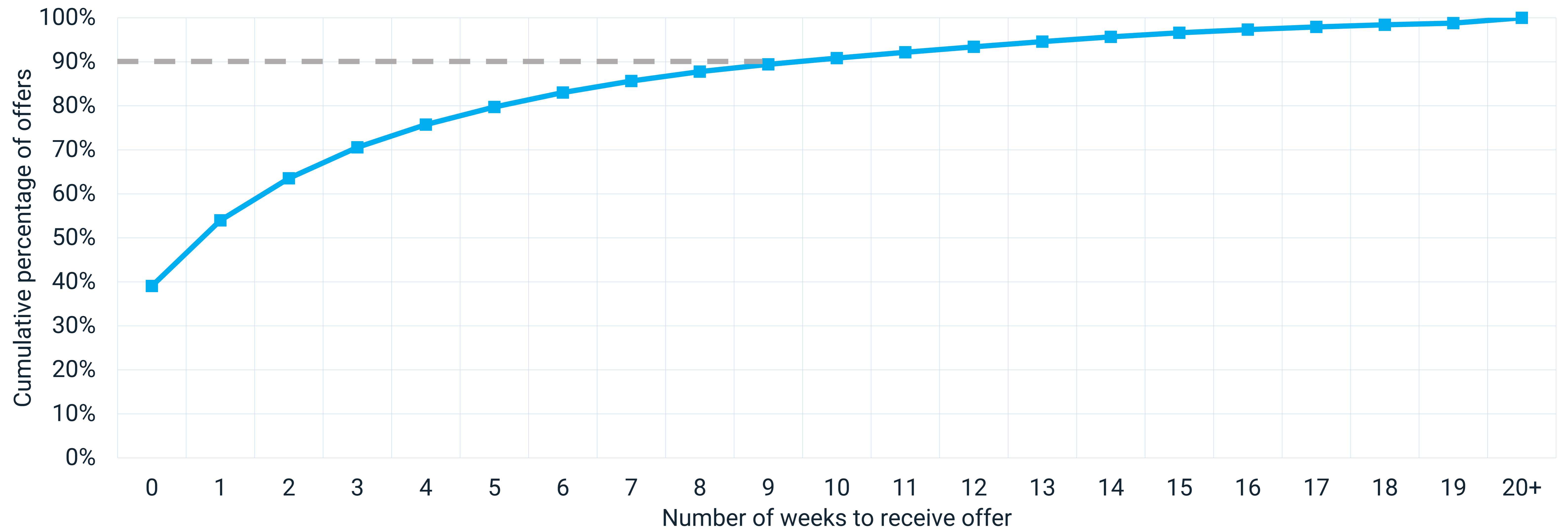


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HOW DO OFFERS DRIVE DECISIONS AND RESPONSES?

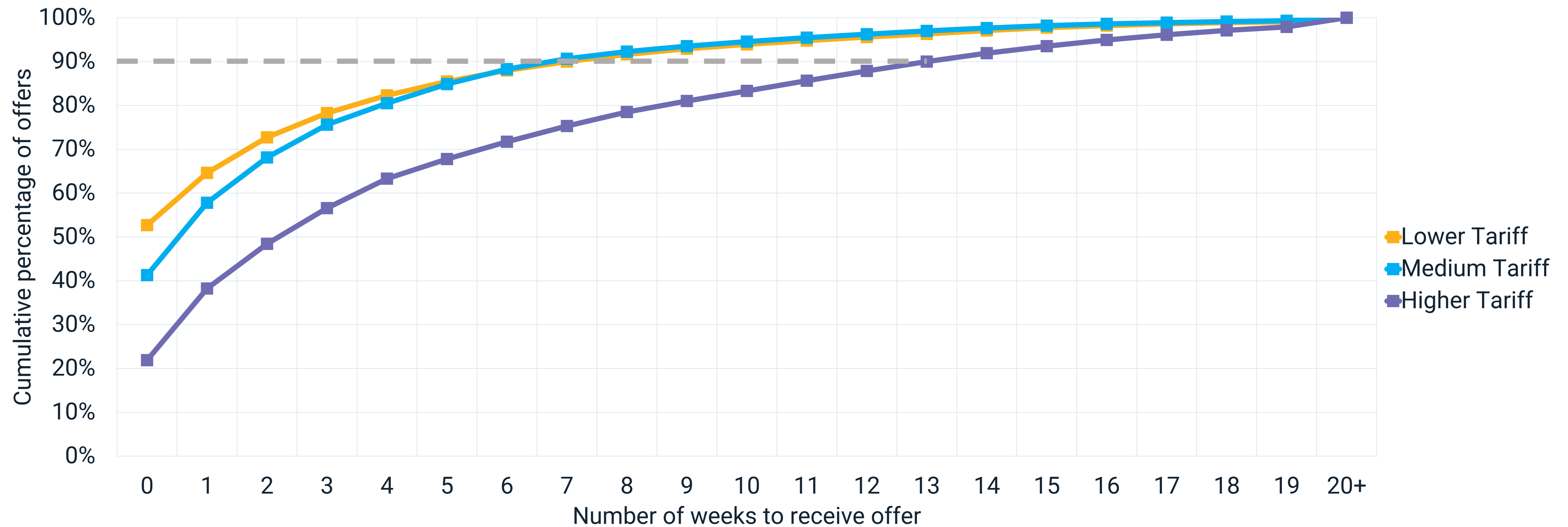
THE MAJORITY OF OFFERS ARE MADE WITHIN ONE WEEK

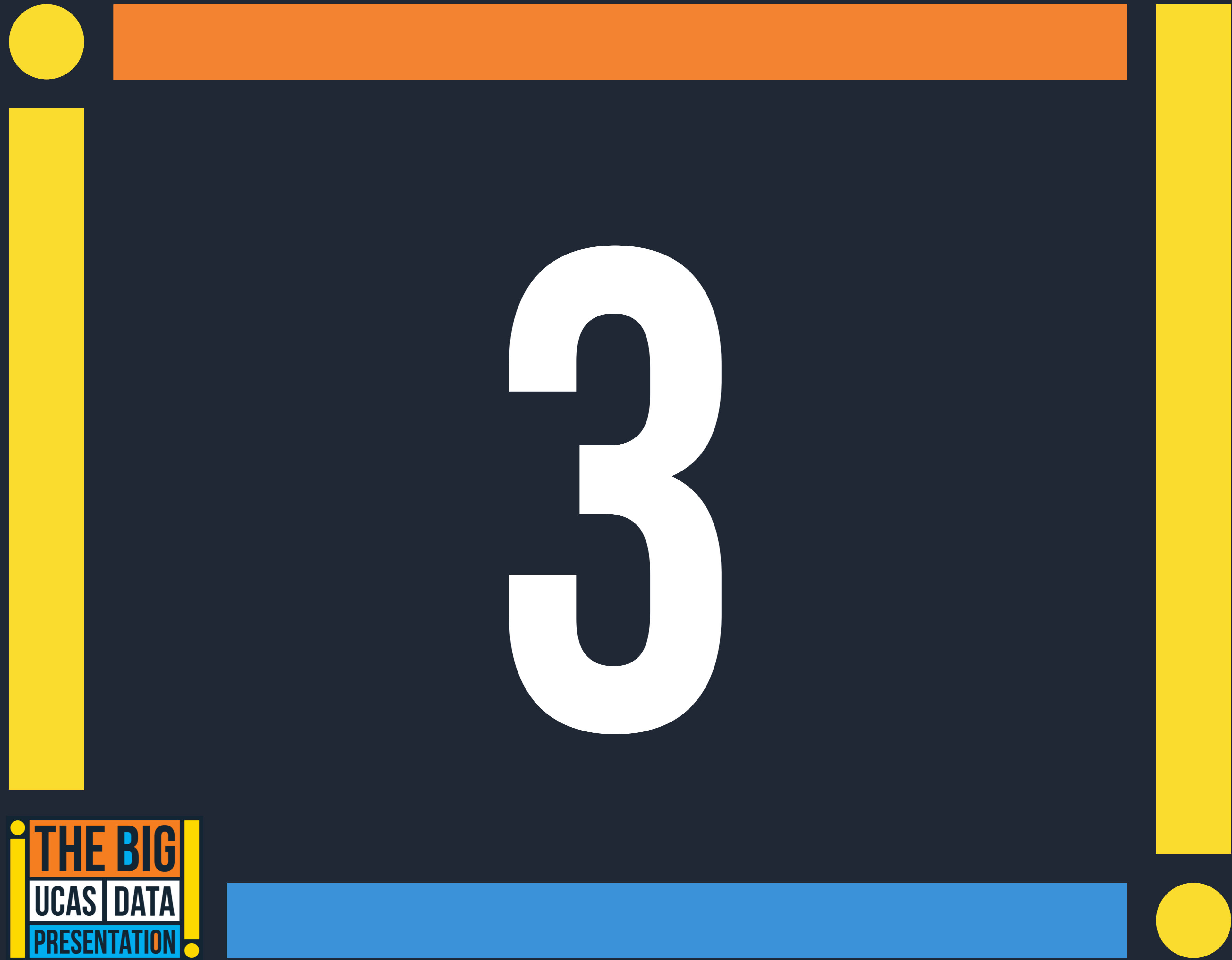
Weeks to receive offer, 2024 main scheme UK 18 year olds only



OFFER TIMES ARE SLOWER FOR HIGHER TARIFF PROVIDERS

Weeks to receive offer by provider tariff group, 2024 main scheme UK 18 year olds only





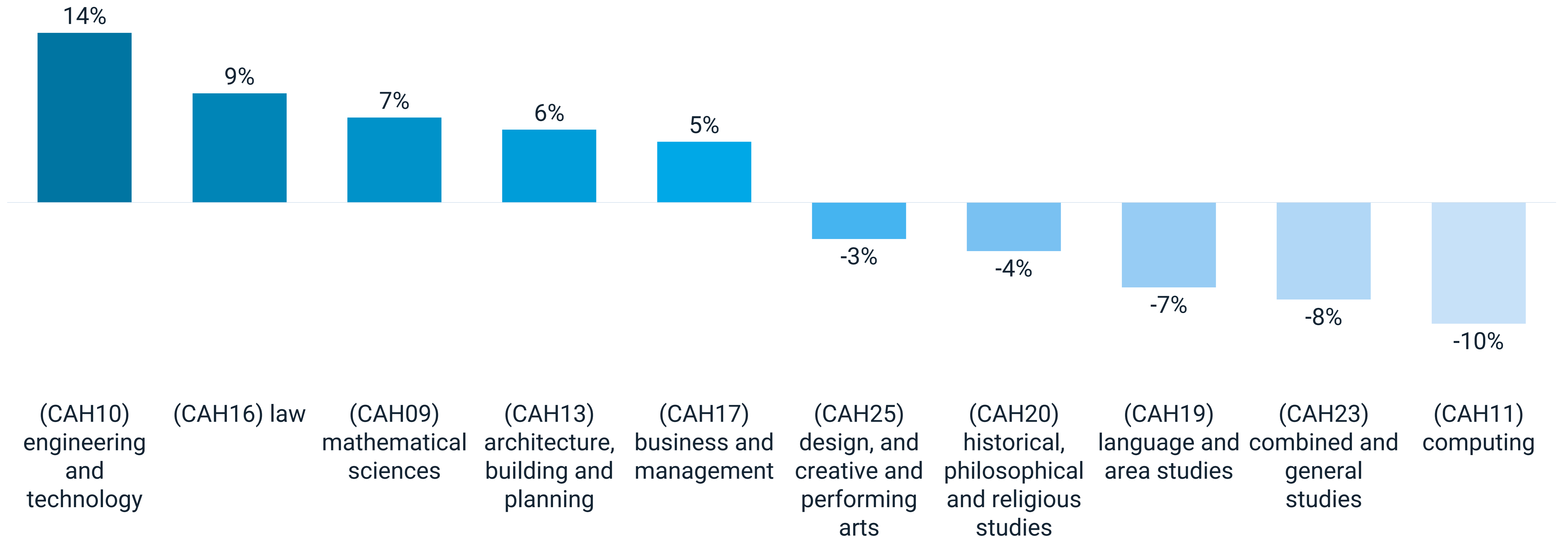
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SUBJECTS GROWING AND DECLINING IN INTEREST

LARGEST GROWTH AND DECLINE SUBJECT AREAS

Biggest percentage changes in ECD applications by subject group (CAH1), 2025



2

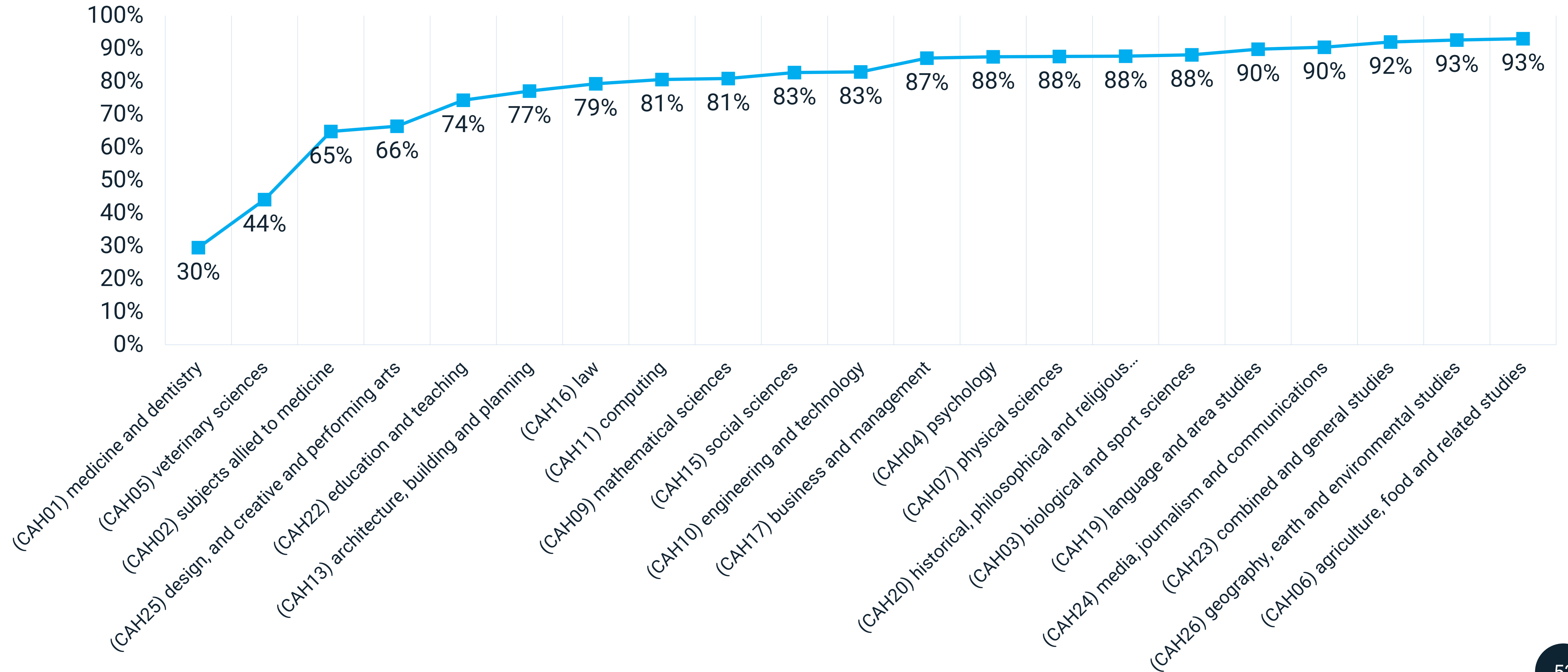
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HOW DO ACCEPTANCE RATES VARY BY COURSE?

HOW DO OFFER RATES VARY BY COURSE?

UK 18 year old offer rates by subject group (CAH1), 2024





1

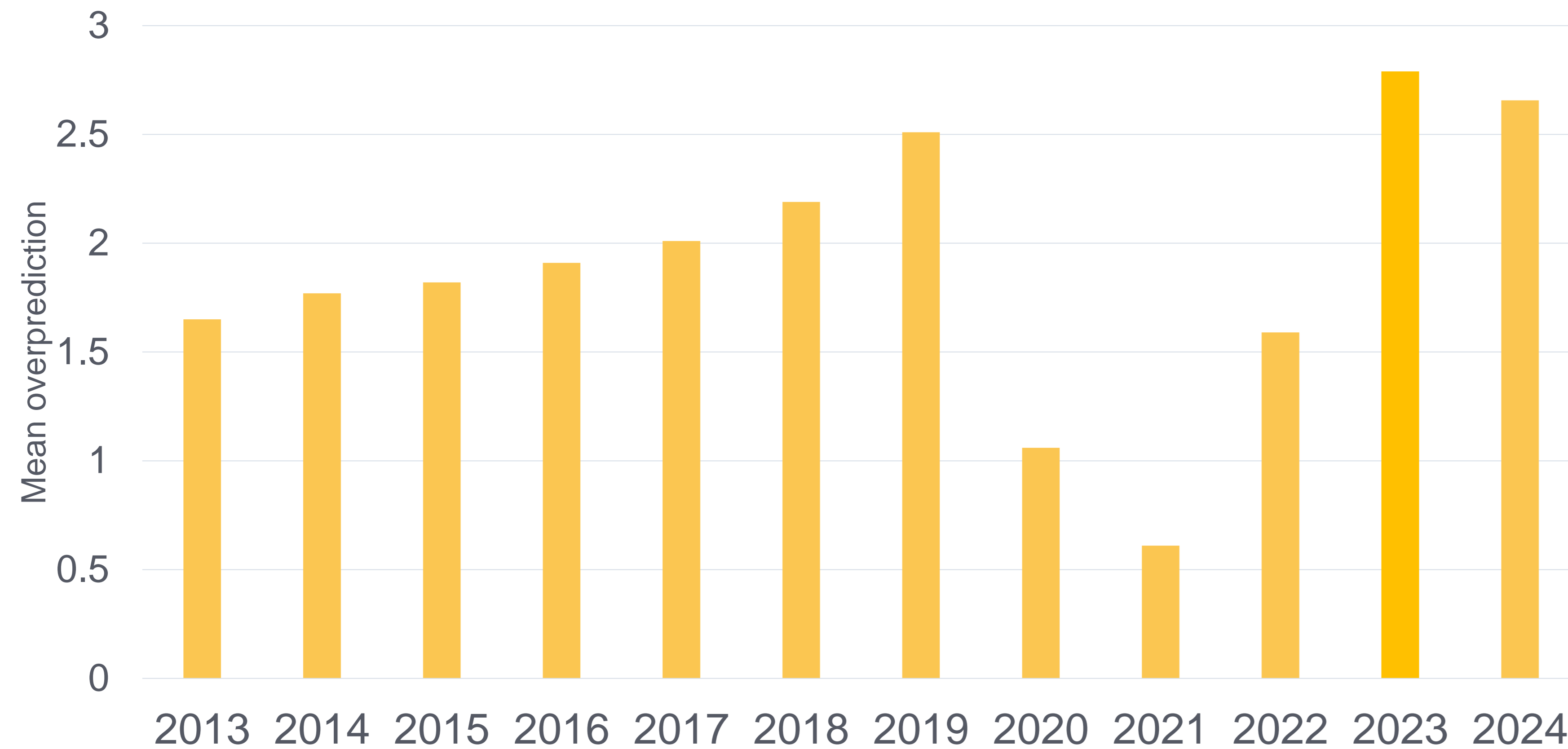
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TOPPING THE CHARTS: WHAT IS HAPPENING WITH PREDICTED GRADES?

Overprediction did not increase in 2024

Less overprediction with higher achieved grades during pandemic



What does the data tell us about 2025 predicted grades?

- Similar to 2024.
- Slightly lower proportion predicted top grades.

Based on 18 year old main scheme applicants from England with at least 3 predicted A levels.

