

UNVEILING STUDENT INSIGHTS: COMMITMENT, CONFIDENCE, COST & DECISIONS

Jo Richards

Senior Insight Lead

Edward McClaran

Principal Insight Consultant

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POST JAN ECD PULSE SURVEYS

2023

- Audience coverage: **2023 cycle applicants**
- No. respondents: **2,185**
- Weighted data
- Fieldwork dates:
**07 February 2023 –
14 February 2023**
- Deadline date: **25th Jan**

2024

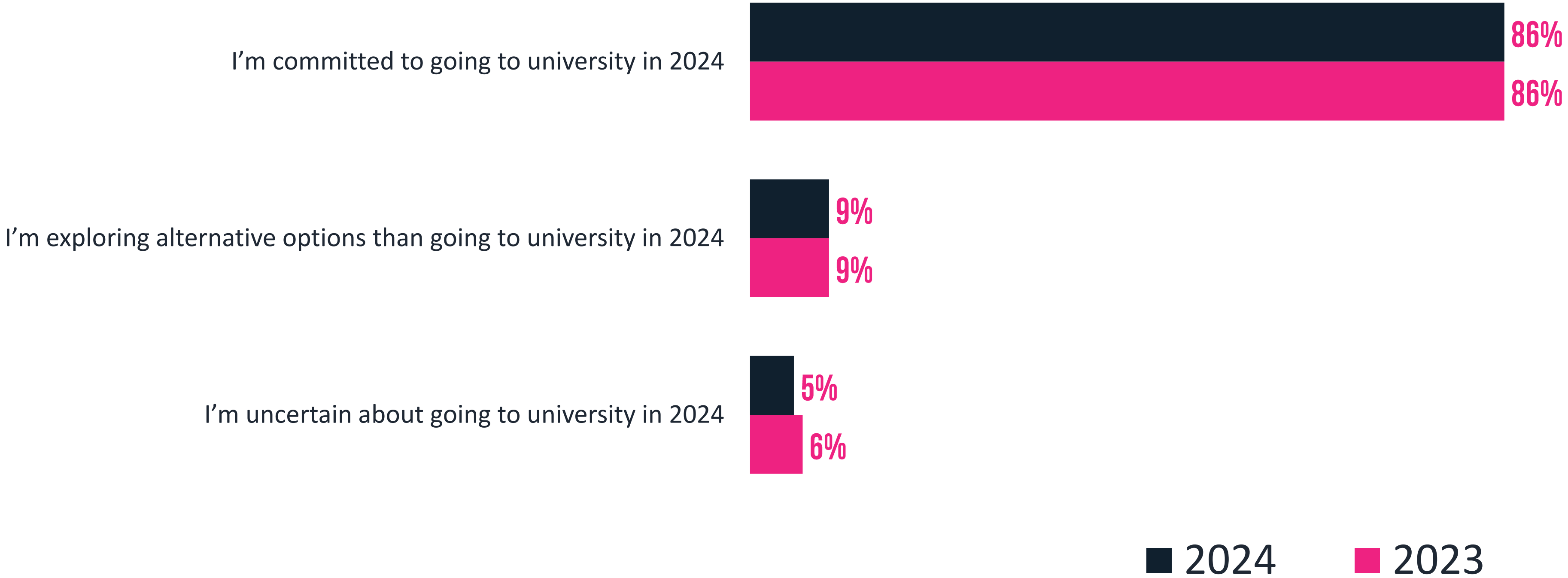
- Audience coverage: **2024 cycle applicants**
- No. respondents: **3,350**
- Weighted data
- Fieldwork dates:
**21 February 2024 –
01 March 2024**
- Deadline date: **31st Jan**



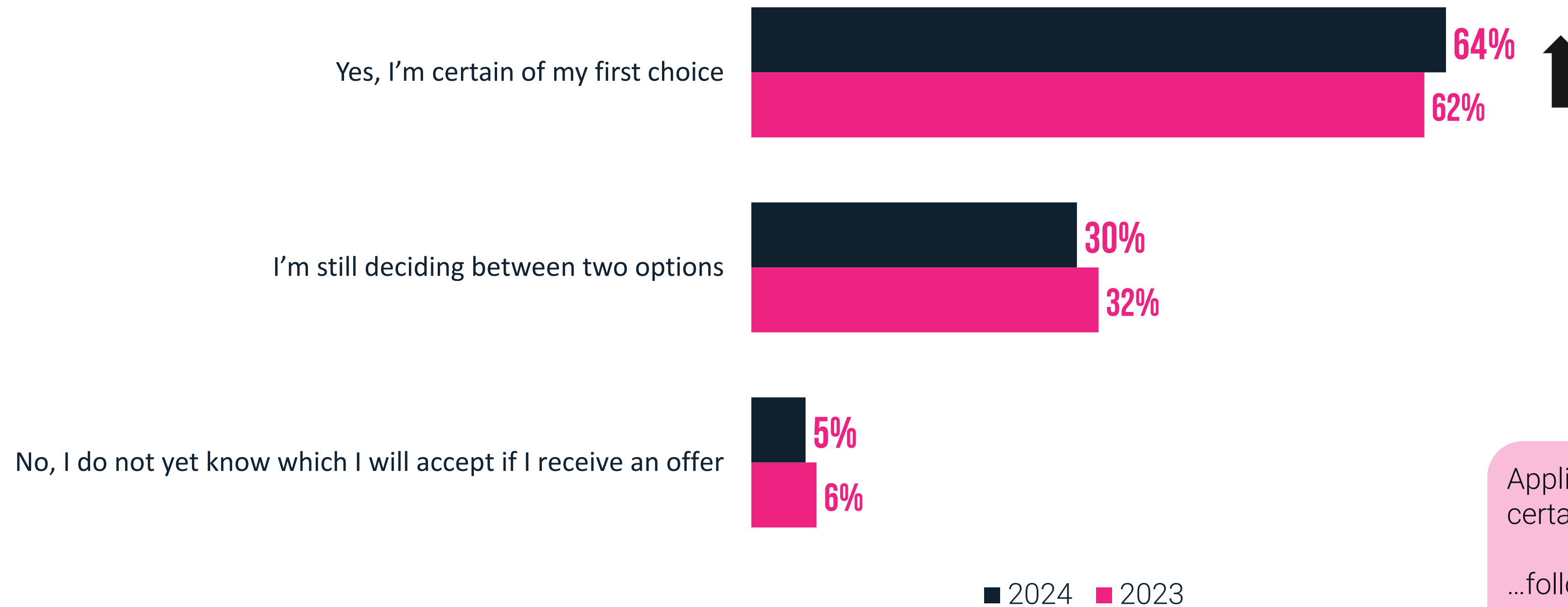
STUDENT COMMITMENT



COMMITMENT TO GO TO UNIVERSITY HAS REMAINED THE SAME IN 2024 AT 86%

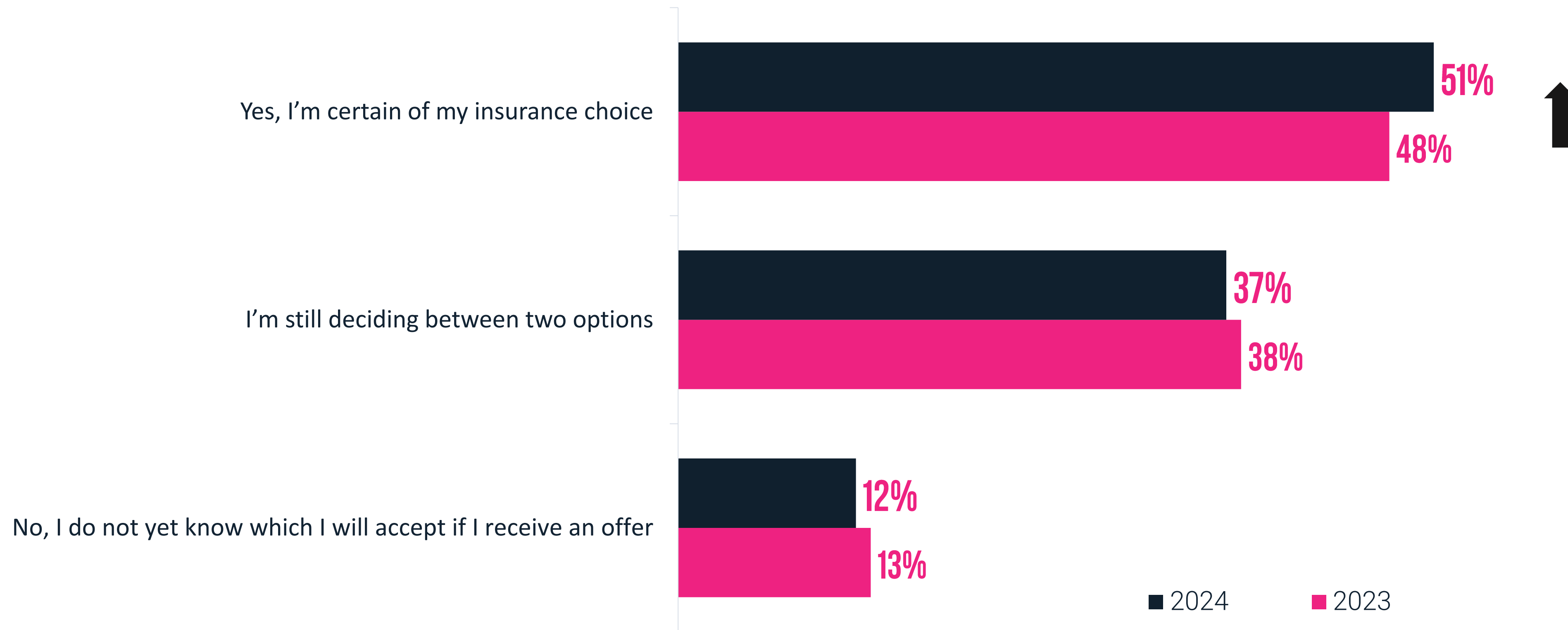


NEARLY TWO THIRDS OF APPLICANTS KNOW WHERE THEY WILL ACCEPT AS FIRST CHOICE



Applicants **aged 25-39** are most certain of their first preference (82%)...
...followed by applicants **age 17** and under (80%).

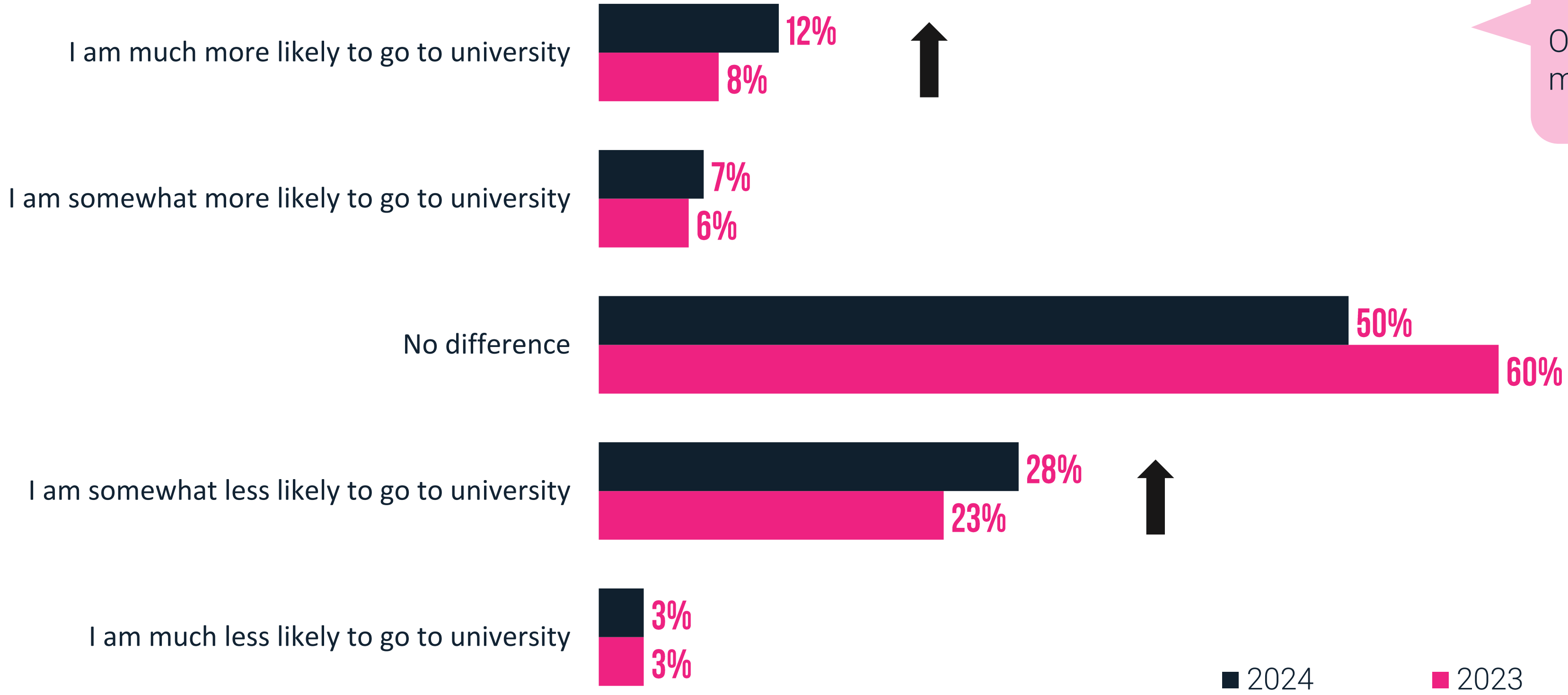
HALF KNOW WHERE THEY WILL ACCEPT AS INSURANCE CHOICE



Q. Do you know which university/college you'll accept as your insurance choice if they offer you a place?

N= 3,339 (2024) , N= 2,181 (2023)

THE COST-OF-LIVING IMPACT IS MORE POLARISED IN 2024



Overseas applicants say they are much more likely to go to university (19%)

WHILE THERE HASN'T BEEN SIGNIFICANT MOVEMENT AMONGST APPLICANTS, MORE STUDENTS ARE CONSIDERING GOING THROUGH CLEARING AND DOING AN APPRENTICESHIP, INSTEAD OF GOING TO UNIVERSITY

	2024: Yes, I'm thinking about this	2024: Yes, I'm seriously considering this	Year on Year Comparison 2024 vs 2023
Not going to university and doing an apprenticeship	16%	4%	+4%
Going through Clearing	22%	6%	+4%
Changing my list of preferred universities	10%	2%	+3%
Studying a higher technical qualification	15%	6%	+3%
Staying at home instead of moving away to university/shared accommodation	15%	18%	+2%

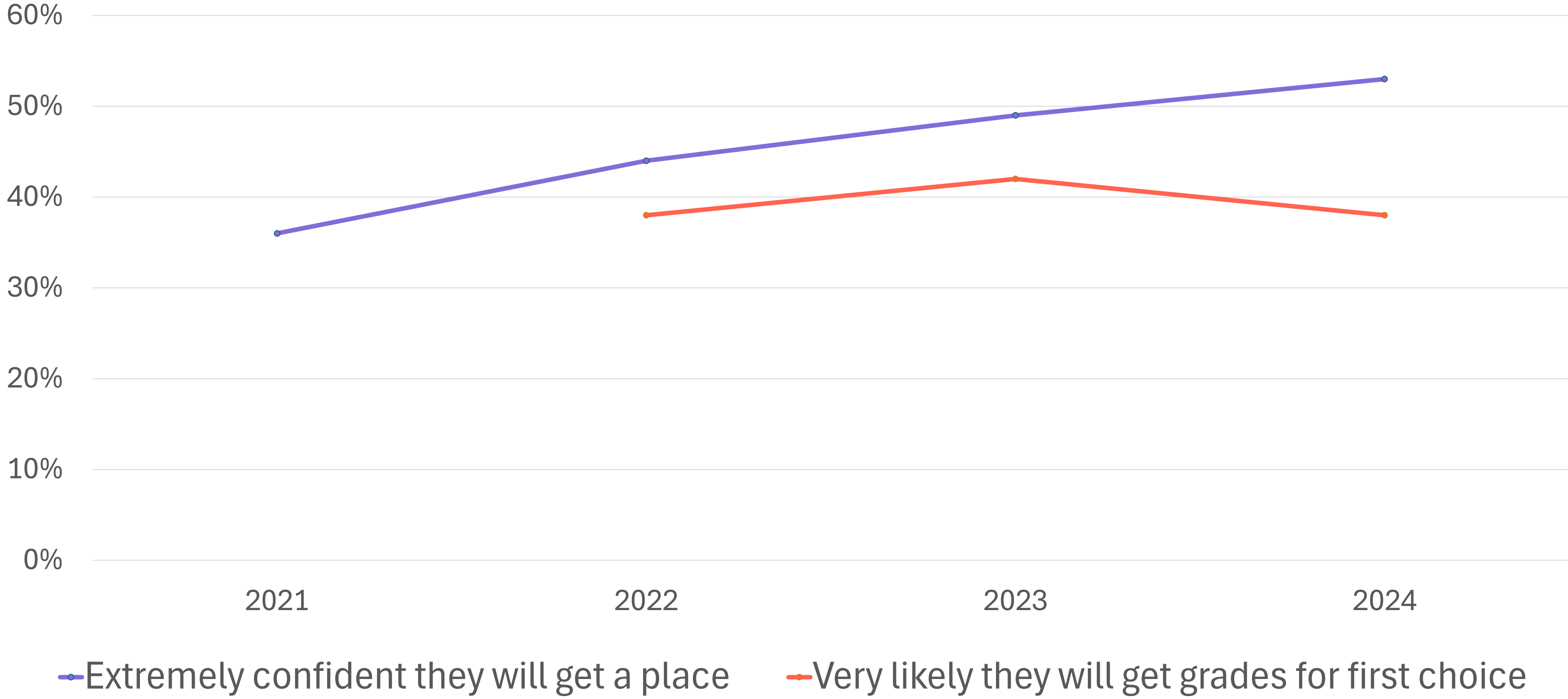
CONFIDENCE



CONFIDENT THEY WILL GET AN OFFER AND A PLACE, LESS SO THEY WILL ACHIEVE THE GRADES THEY NEED



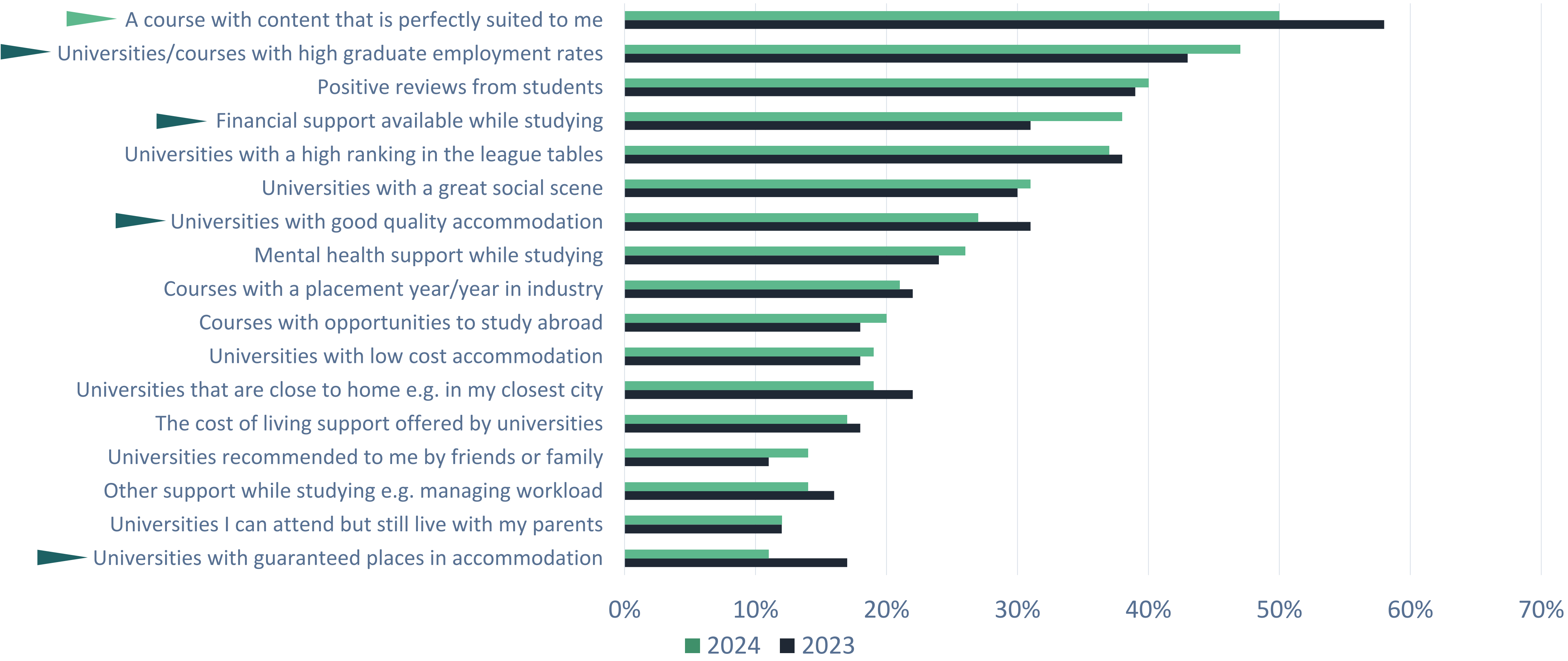
UK APPLICANT CONFIDENCE HAS INCREASED POST PANDEMIC



WHAT DO STUDENTS NEED?

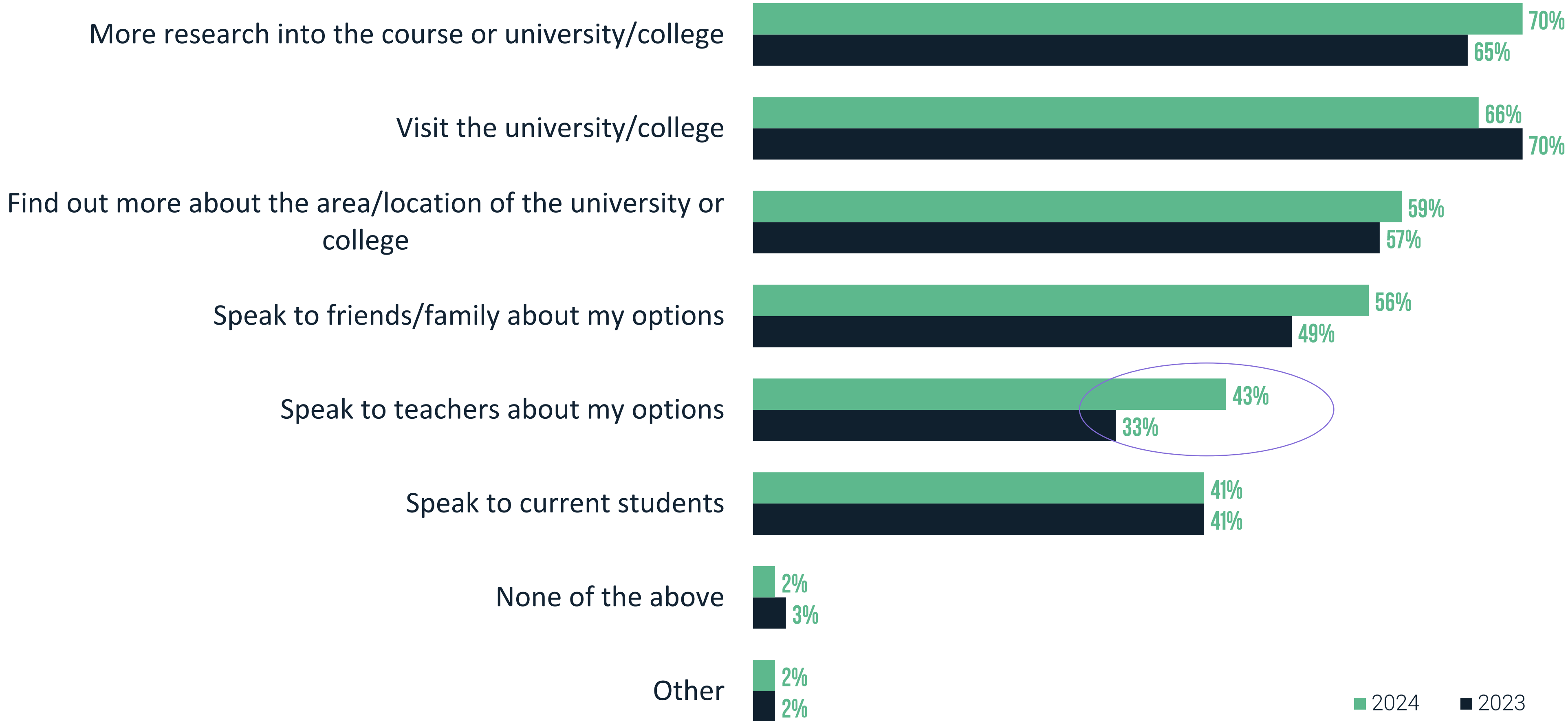


COURSE CONTENT CONTINUES TO BE THE MOST IMPORTANT CHOICE FACTOR...BUT WE CAN SEE SOME COST OF LIVING IMPACTS, AND MORE CONSIDERING LIVING AT HOME



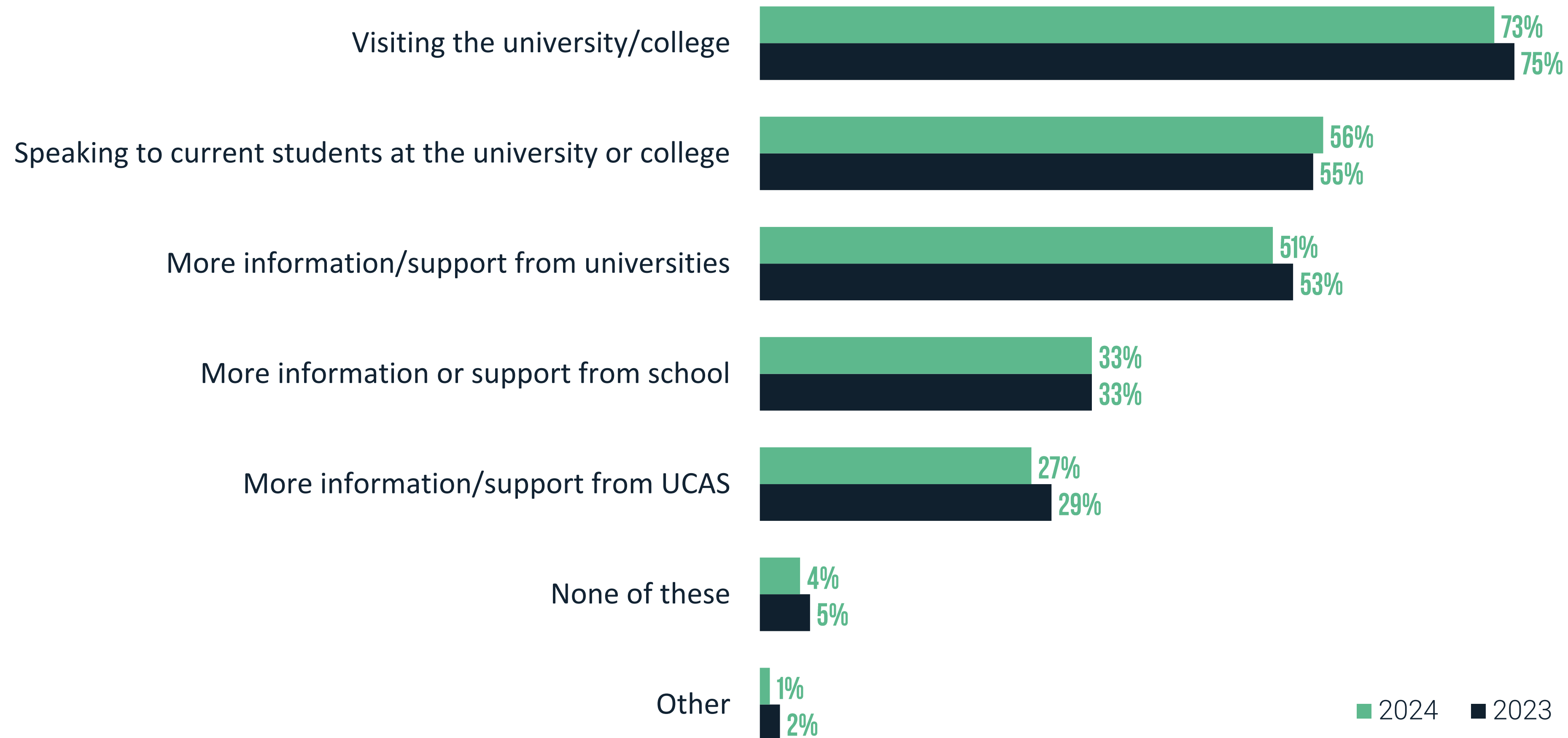
Q. Which of the following are, or will be, most important to you when deciding on your firm and insurance choices? Please select a maximum of 5 options from the list below.
 N= 3,350 (2024), N= 2,185 (2023)

DEDICATING MORE TIME TO RESEARCHING COURSES AND INSTITUTIONS



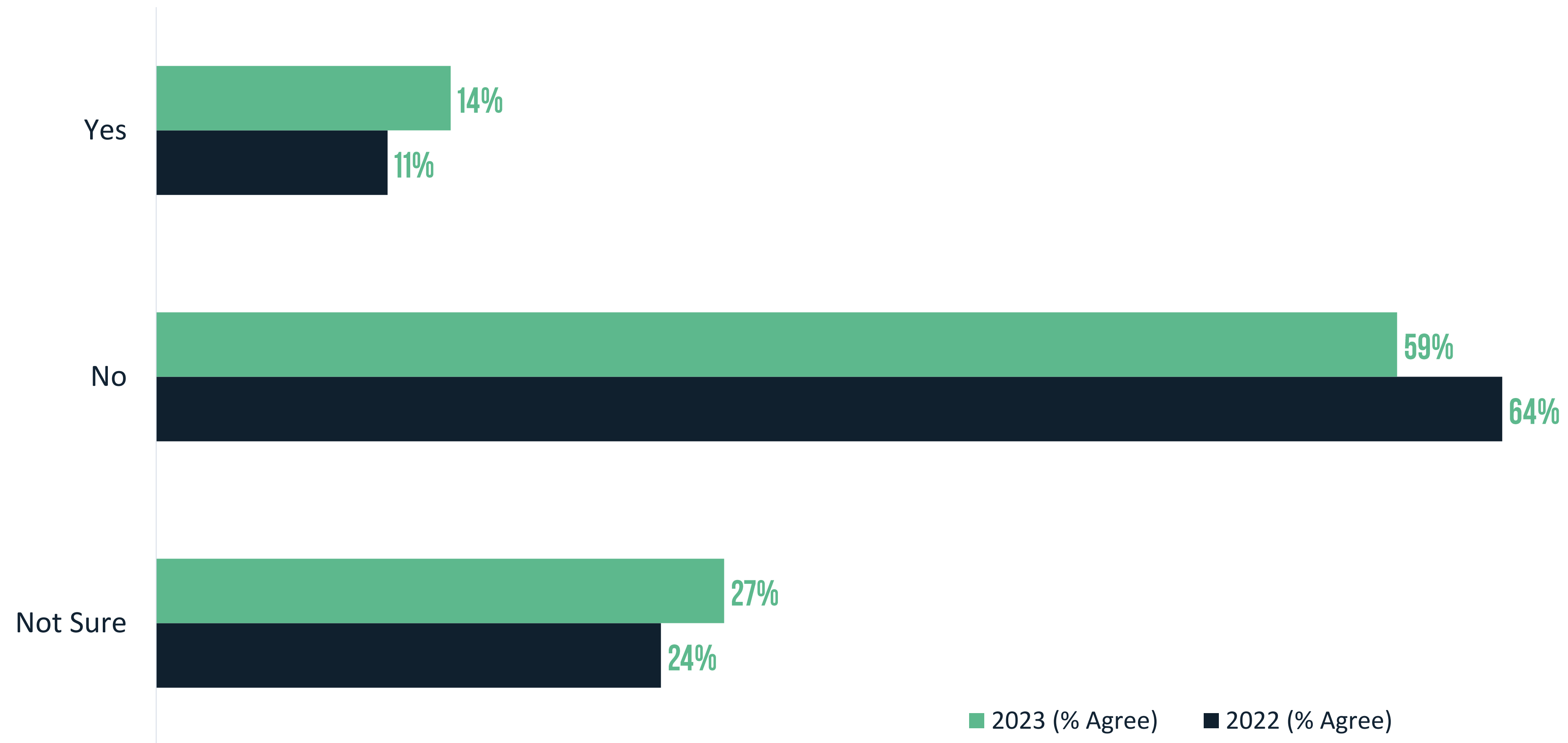
Q. Which of the following, if any, will you do in future to help you decide which universities to choose as your firm or insurance choices? Please tick all that apply.
 N= 3,349 (2024) , N= 2,185 (2023)

VISITS AND SPEAKING TO CURRENT STUDENTS WILL HELP APPLICANTS FEEL MORE READY

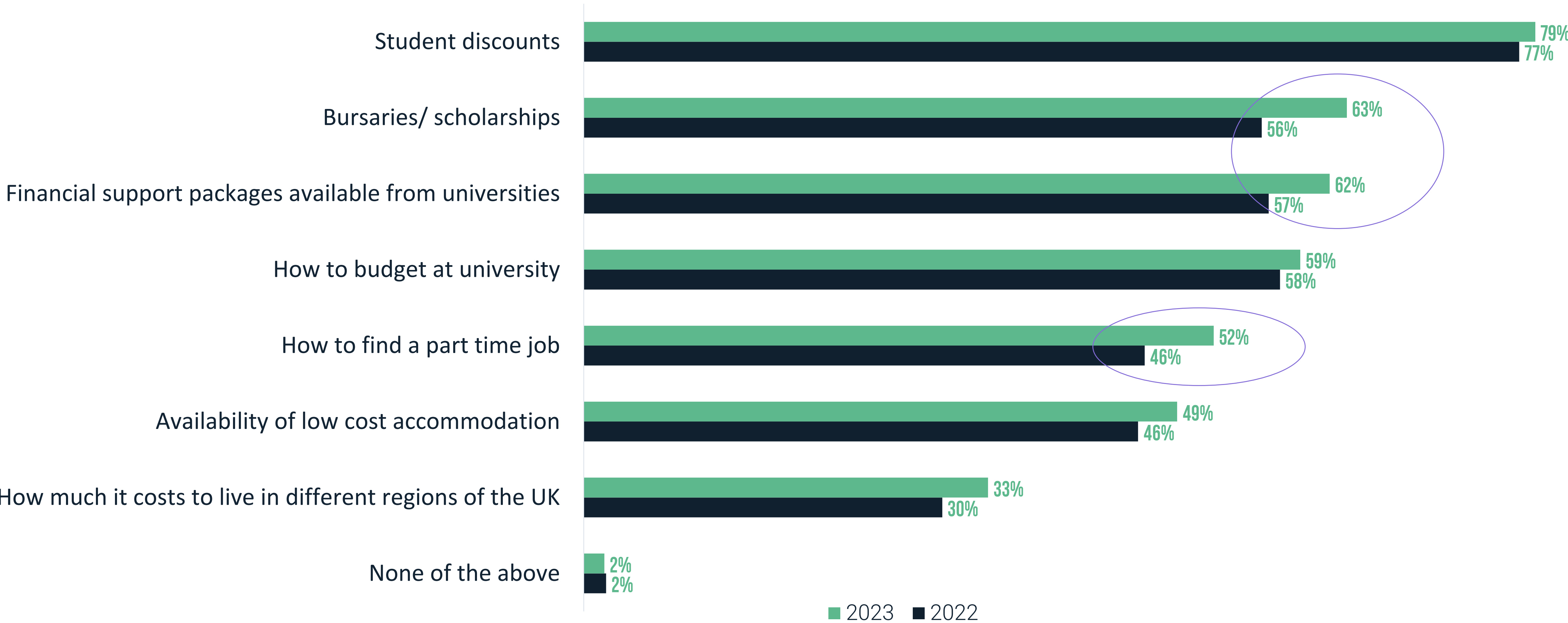


Q. Which of the following, if any, could help you feel more confident or ready for university?
Please select all that apply.
N= 3,340 (2024), N= 2,174 (2023)

ONLY 14% OF PRE APPLICANTS TOLD US THEY RECALLED RECEIVING COST OF LIVING INFORMATION FROM UNIVERSITIES



ARE PRE APPLICANTS GETTING THE RIGHT INFORMATION ON COST OF LIVING?



Q26: Thinking about the cost of living increase, what information, if any, would help you?
 Please select all that apply. - Selected Choice
 Respondents: 2023 UK (2,182) and 2022 UK (3,102)

NB: this question is from pre-applicant surveying, November 2023

WHAT WAS THE BEST INFORMATION YOU RECEIVED, AND WHY?



The best information I received from the unis I chose was how the cost of living is for students right from accommodation, transport and food.



I received many leaflets with a breakdown of the accommodation costs, both weekly and yearly. This allowed me to compare different accommodation, as due to finance it will be taken into consideration.



The uni provided exact costs of accommodation for 2nd and 3rd years but also for halls in our first year, and also gave us sample sheets for applying for student loans.



I was able to talk to students on how they managed.



Learning that universities offer emergency loans if you are especially desperate and that they have jobs on campus aimed towards students.



I was told about how-to take-out grants and how much I would need to pay back every month once I start earning enough money, this gave me a rough outline of the financial support I would be able to gain



When I attended a university open day, there was a lot of information on the costs of university life



Student loans and cheap and affordable accommodation.

ENHANCING YOUR STRATEGY TO MEET STUDENT'S INFORMATION NEEDS



MEETING STUDENTS INFORMATION NEEDS

IN-DEPTH COURSE INFO



FINANCIAL AID



DETAILED ACCOMMODATION
& AREA GUIDES



TAILORED SUPPORT SERVICES



GRADUATE EMPLOYMENT
OUTCOMES





THANK YOU.
ANY QUESTIONS?