

---

# INSIGHTS & TRENDS: 30 JUNE DEADLINE DATA

**Monday 29 July 2024**

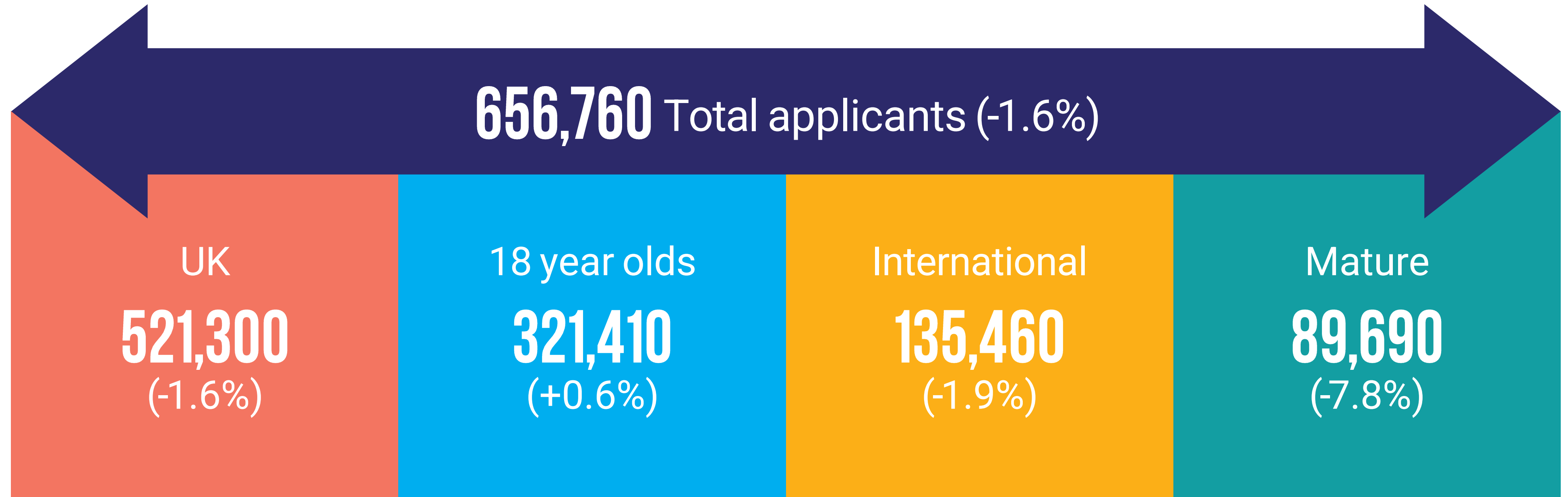
Ben Jordan – Director of Strategy

Dave Penney – Chief Marketing Officer

UCAS



# THE CLIMATE TODAY



Second highest number of UK 18-year-old applicants on record.

# DIFFERENCES ACROSS THE FOUR NATIONS

## ENGLAND

438,110 English applicants  
(-1.9%)

## SCOTLAND

45,040 Scottish applicants  
(+2.1%)

## WALES

20,960 Welsh applicants  
(-1.7%)

## NORTHERN IRELAND

17,190 Northern Irish applicants  
(-2.5%)

# DIFFERENCES ACROSS THE FOUR NATIONS

## ENGLAND

42.7% of English 18-year-olds applied (-0.3 ppts)

## SCOTLAND

33.9% of Scottish 18-year-olds applied (0.0 ppts)

## WALES

33.8% of Welsh 18-year-olds applied (-0.4 ppts)

## NORTHERN IRELAND

50.1% of N. Irish 18-year-olds applied (-1.0 ppts)



# DIFFERENCES ACROSS THE FOUR NATIONS

## ENGLAND

25.4% of TUNDRA Q1 18-year-olds applied (-0.4 ppts)

## SCOTLAND

20.7% of SIMD Q1 18-year-olds applied (+0.8 ppts)

## WALES

20.7% of WIMD Q1 18-year-olds applied (-1.3 ppts)

## NORTHERN IRELAND

33.3% of NIMDM Q1 18-year-olds applied (-0.6 ppts)

# DIFFERENCES ACROSS THE FOUR NATIONS

## ENGLAND

595,790 applicants to English providers (-2.1%)

## SCOTLAND

127,640 applicants to Scottish providers (-2.1%)

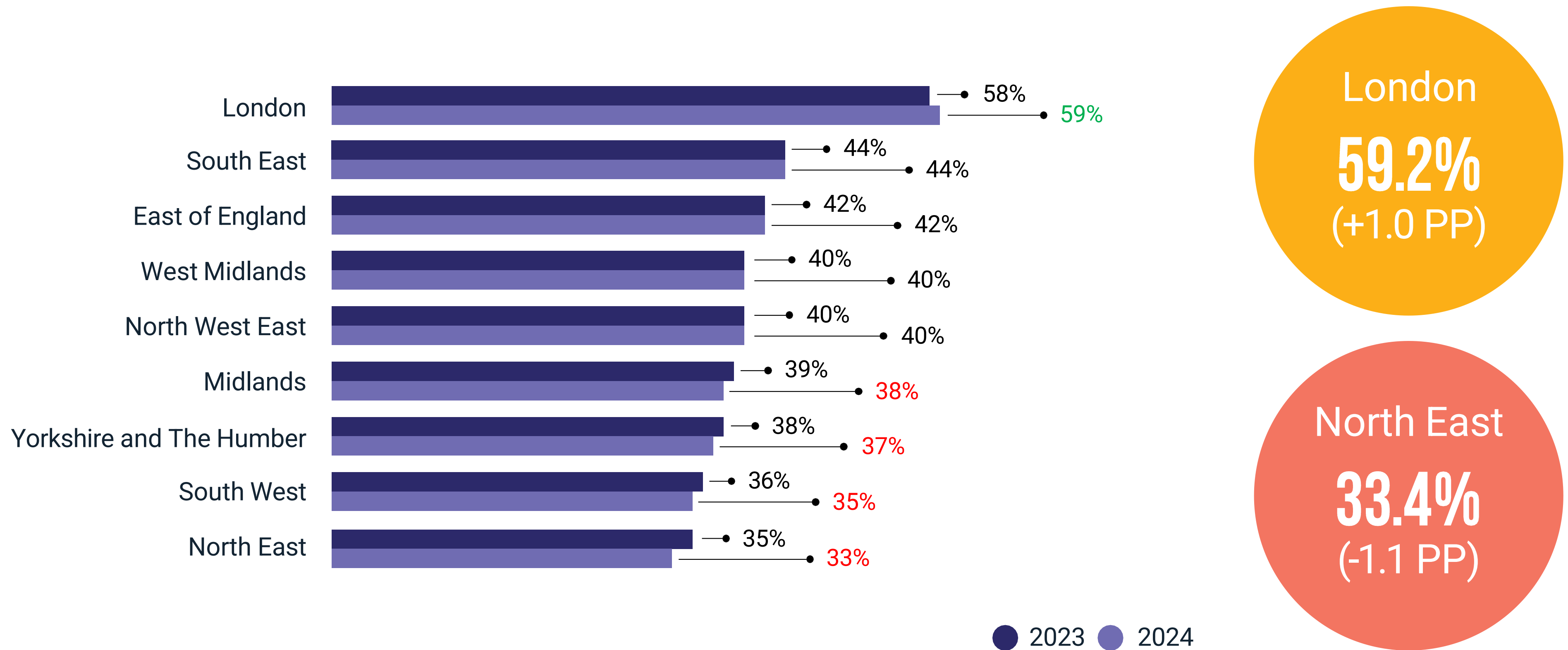
## WALES

81,800 applicants to Welsh providers (+1.1%)

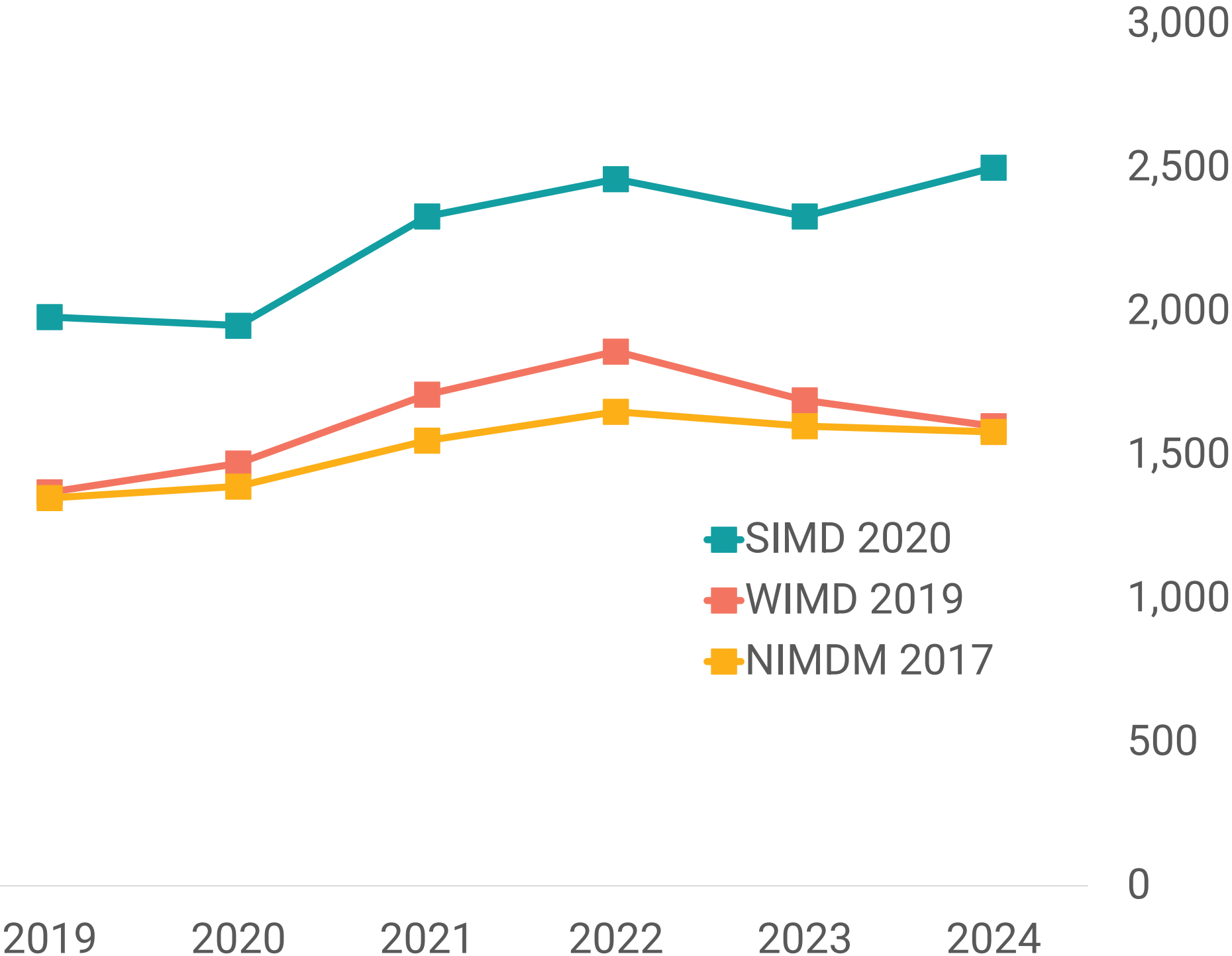
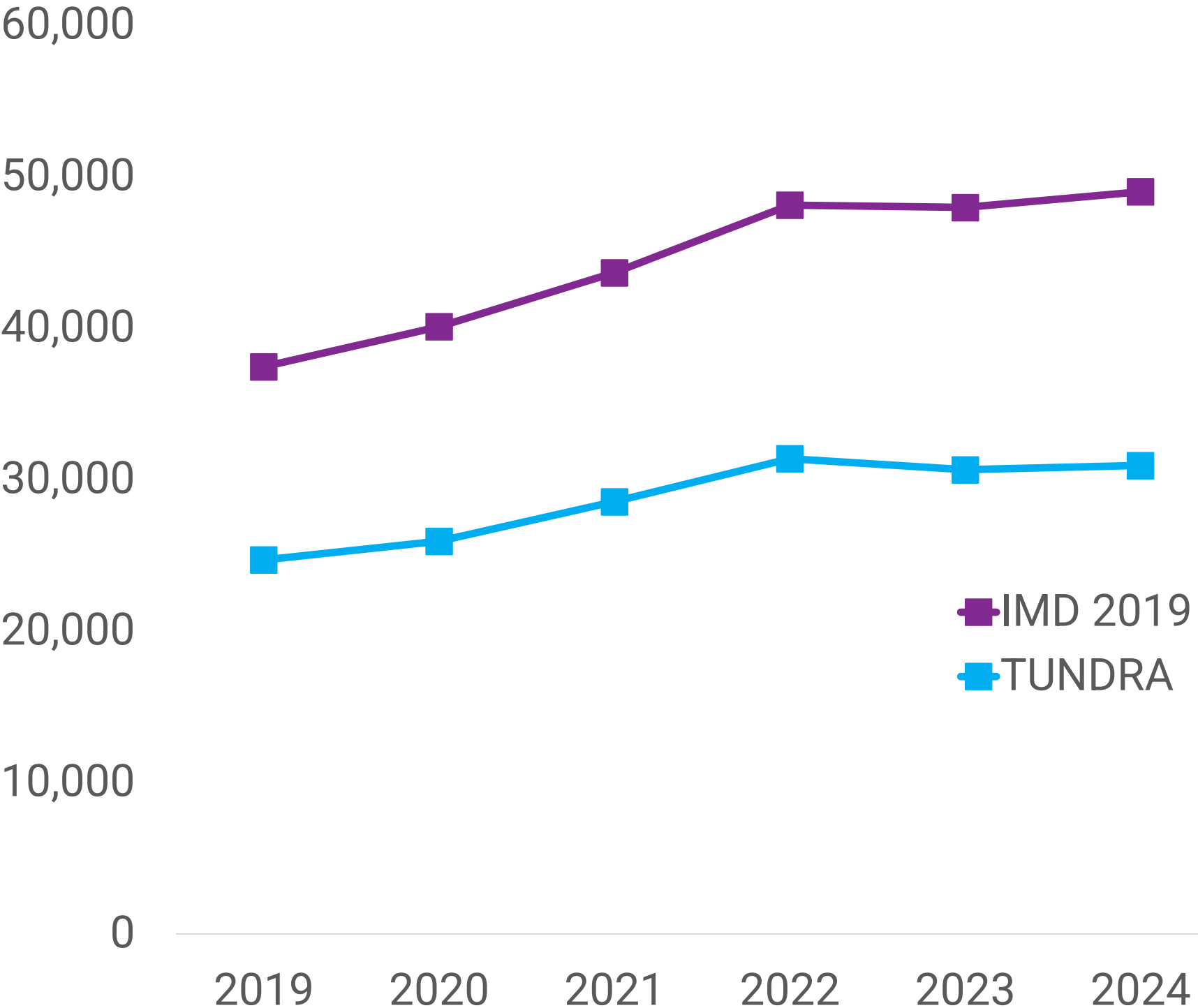
## NORTHERN IRELAND

26,570 applicants to N. Ireland providers (+0.6%)

# LONDON HAS THE HIGHEST APPLICATION RATE FOR ENGLISH 18 YEAR OLDS



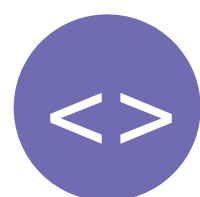
# QUINTILE 1 APPLICANTS ON THE RISE IN ENGLAND AND SCOTLAND





# WIDENING PARTICIPATION METRICS

## < WIDENING GAPS >

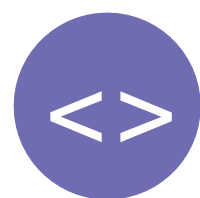


### **POLAR4**

Application rate gap

**2.13**

2.12 in 2023

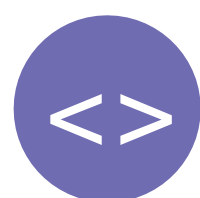


### **TUNDRA**

Application rate gap (England)

**2.39**

2.35 in 2023



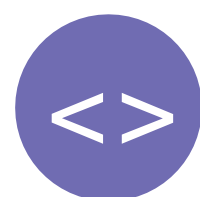
### **NIMDM**

Application rate gap

**2.00**

1.93 in 2023

## < WIDENING GAPS >



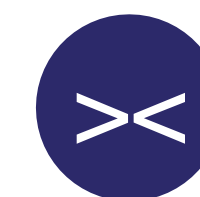
### **WIMD**

Application rate gap

**2.40**

2.38 in 2023

## > NARROWING GAPS <



### **SIMD**

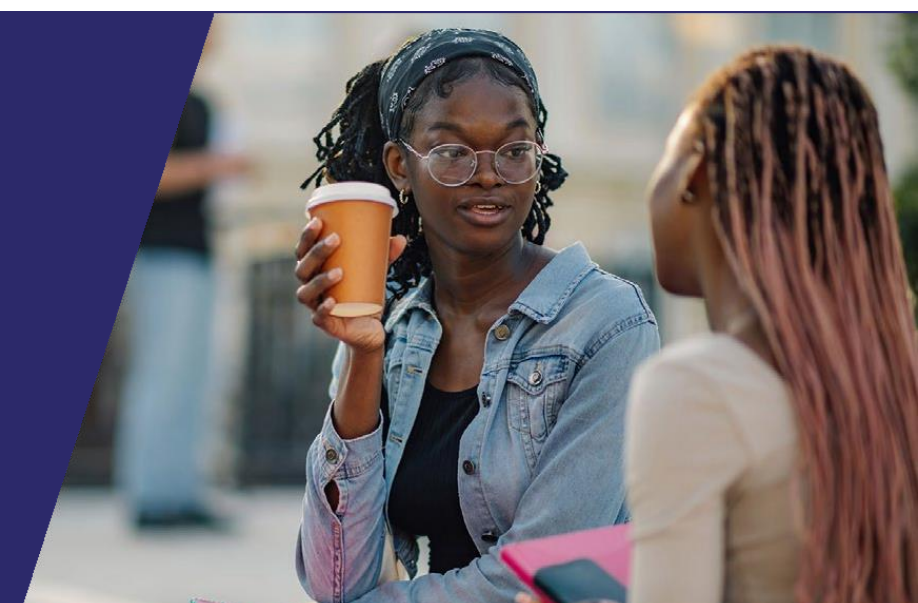
Application rate gap

**2.52**

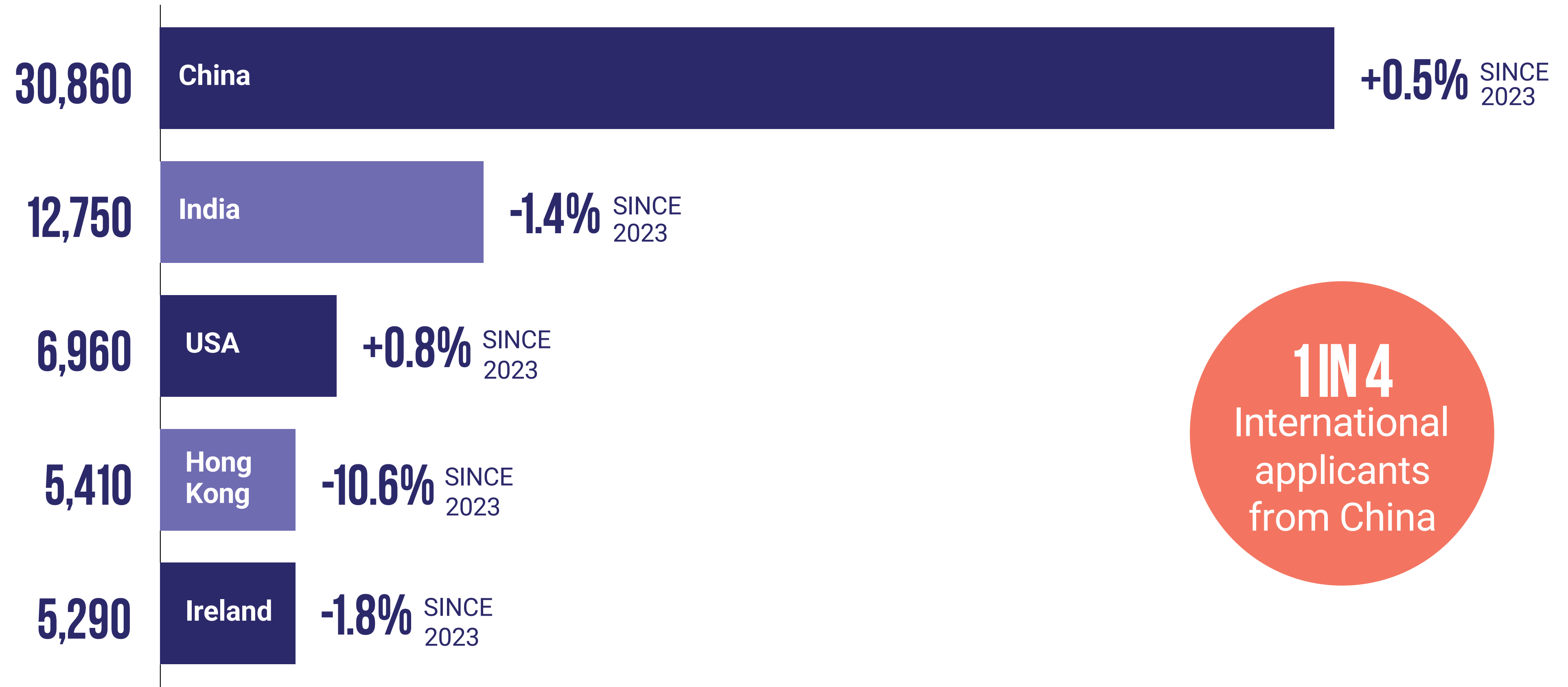
2.55 in 2023

**+11%**  
**47,970**

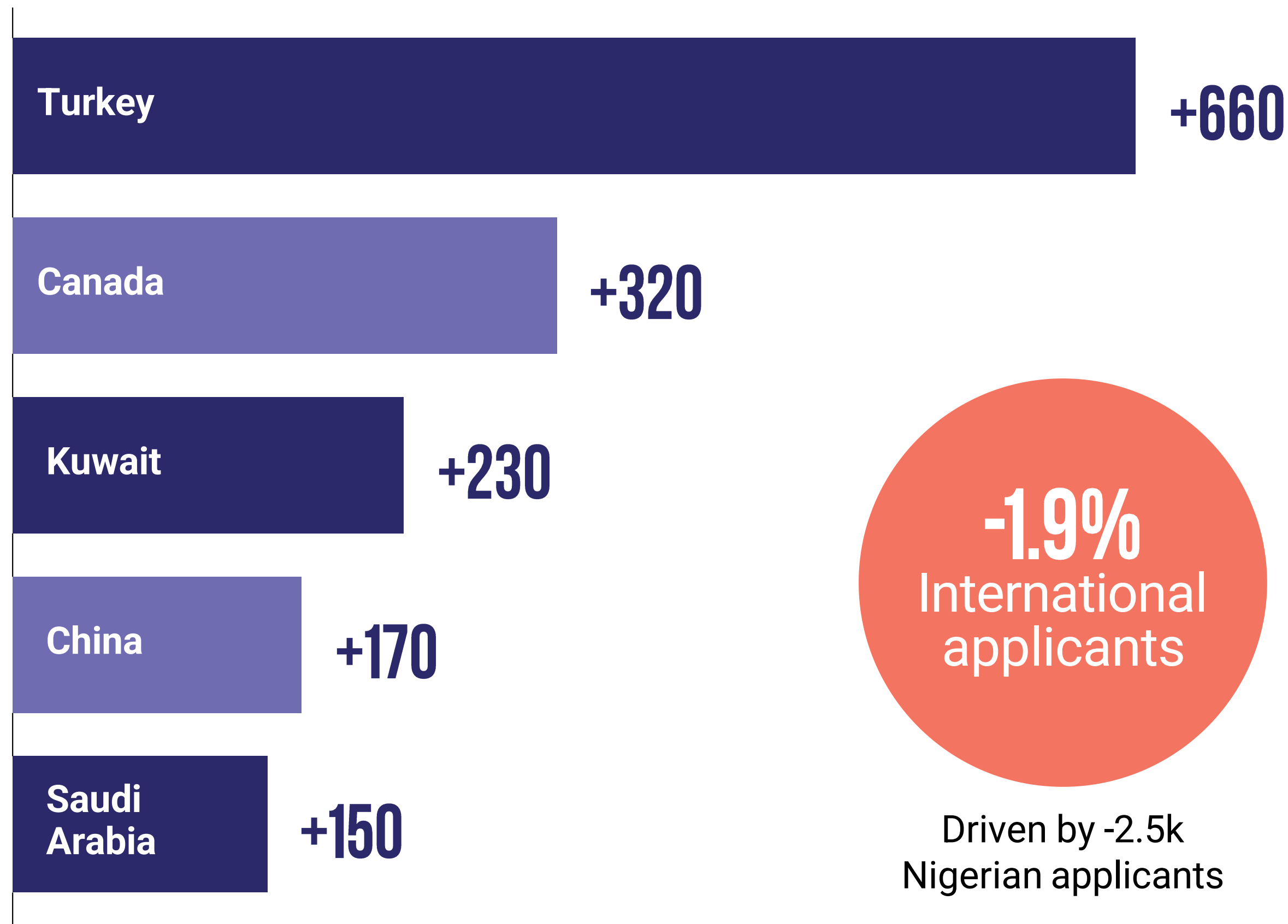
**18-year-old  
FSM applicants  
(self-declared)**



# TOP 5 INTERNATIONAL MARKETS REMAIN



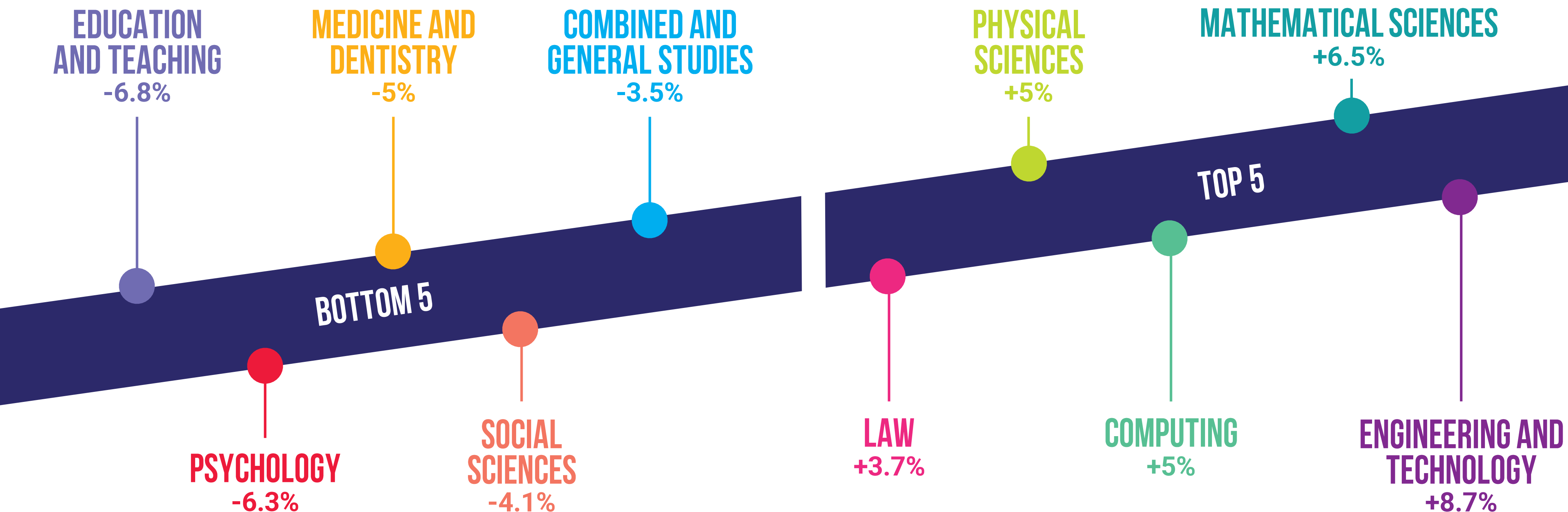
# TURKEY IS THE LARGEST GROWTH NATION





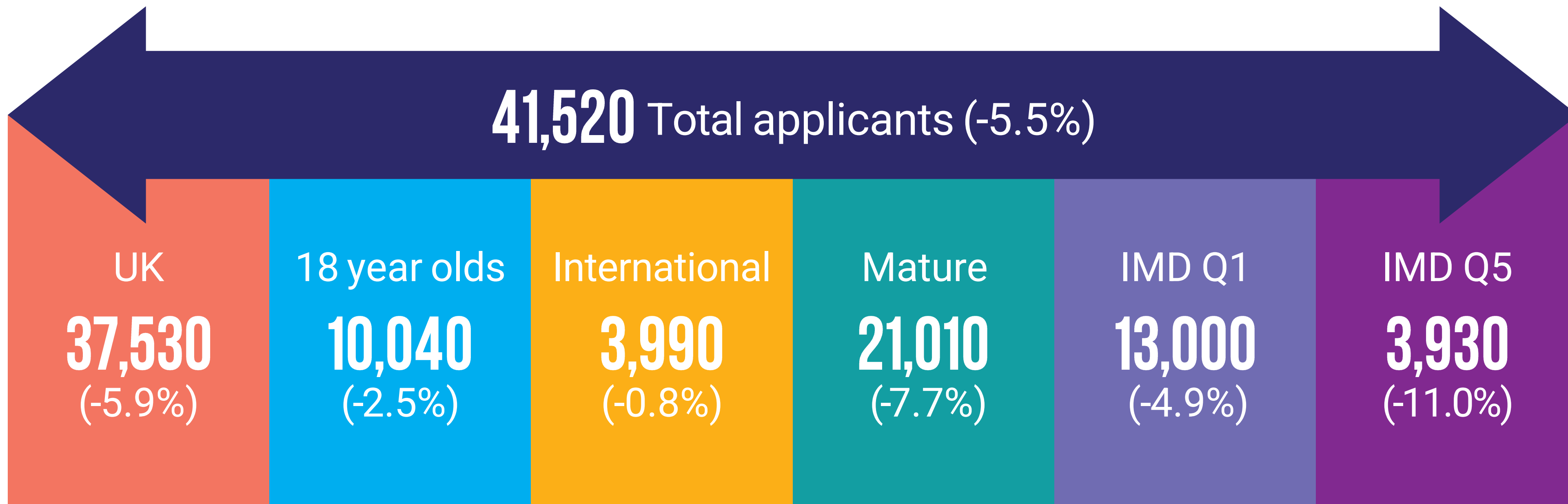
# STEM SUBJECTS SEE BIGGEST GROWTH IN DEMAND

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

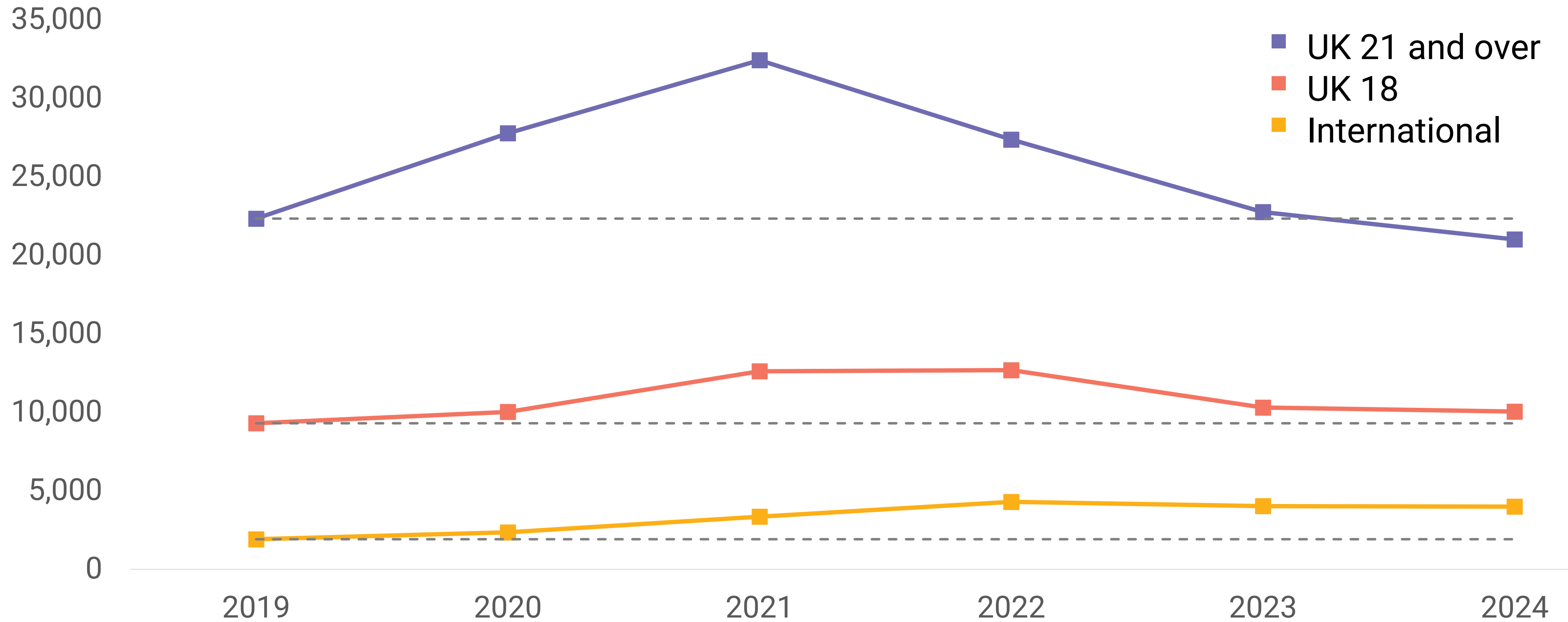


# NURSING APPLICANTS

**41,520** Total applicants (-5.5%)



# NURSING APPLICANTS





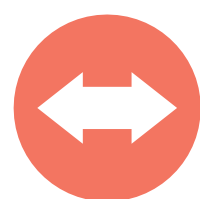
# PROVIDER TARIFF

Provider tariff applications and offer rate and percentage change since 2023.

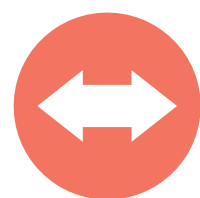
	LOWER TARIFF	MEDIUM TARIFF	HIGHER TARIFF
<b>MAIN SCHEME APPLICATIONS</b> →	<b>828,440</b> (-3.6%)	<b>870,300</b> (+0.2%)	<b>1,254,280</b> (+0.4%)
<b>OFFER RATE</b> →	<b>76.8%</b> (+3.4pp)	<b>73.7%</b> (+3.0pp)	<b>60.2%</b> (+3.7pp)

# OFFER HOLDER MINDSET

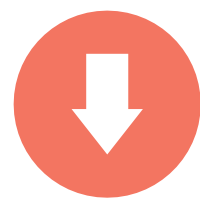
## CONFIDENCE HOLDS



**87%**  
accepted  
preferred offer



**70%**  
confident  
in grades



**49%**  
confident in firm/  
insurance, no  
clearing needed

## CLEARING PERCEPTIONS



**58%**  
see Clearing as  
a good alternative  
for higher grades

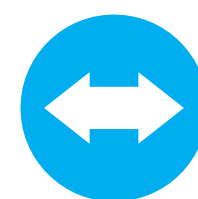


**30%**  
think Clearing  
is only for less  
prestigious uni's

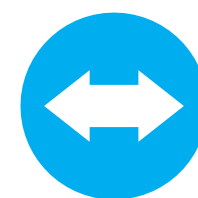


**40%**  
expect plenty of  
choices in Clearing

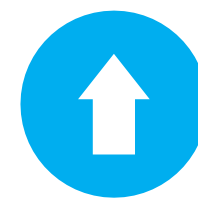
## WHAT WILL THEY DO?



**41%**  
expecting to  
use Clearing



**60%**  
will use Clearing  
if grades unmet



**24%**  
seriously  
considering  
staying at home

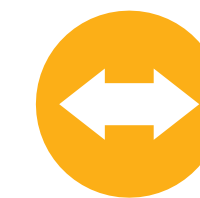
## INFORMATION NEEDS



**40%**  
wanted to visit  
university or  
college



**55%**  
wanted info  
on social life



**63%**  
need more info  
on Clearing

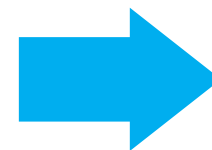
# CLEARING PREDICTIONS

## WHAT WE ALREADY KNOW ABOUT THE CLEARING POOL

**1.3%**

Applicants holding a firm choice at 30 June

**COVID COHORT GRADUATED**



**-11%**

Applicants already eligible for Clearing at 30 June

**PROVIDER CAPACITY INCREASE?**

Historically, if firm offer holders increase, those who miss their offer on results day decrease

# CLEARING PREDICTIONS

## WHAT WE DON'T KNOW

**ATTRITION RATES  
BETWEEN ACCEPTANCE  
AND ENROLMENT**

**PROVIDER  
APPETITE TO FILL  
THEIR PLACES**

**NUMBER WHO WILL  
USE DIRECT TO  
CLEARING AND  
DECLINE MY PLACE**



---

**THANK YOU.  
ANY QUESTIONS?**

**UCAS**





# ANNEX

Additional data looking into offer rates by provider tariff group and applicants with offers



# PROVIDER TARIFF BY POLAR UK18

Provider tariff offer rate and percentage change since 2023.

		LOWER TARIFF	MEDIUM TARIFF	HIGHER TARIFF
QUINTILE 1	➔	85.2% (+2.6pp)	82.1% (+2.8pp)	67.2% (+2.8pp)
QUINTILE 2	➔	86.1% (+2.7pp)	82.6% (+2.5pp)	66.4% (+2.4pp)
QUINTILE 3	➔	87.0% (+1.9pp)	83.3% (+3.1pp)	66.4% (+3.5pp)
QUINTILE 4	➔	87.7% (+2.0pp)	84.0% (+2.6pp)	67.7% (+3.6pp)
QUINTILE 5	➔	88.7% (+1.8pp)	86.2% (+2.6pp)	71.8% (+4.2pp)

# PROVIDER TARIFF BY DOMICILE INTERNATIONAL 17/18

Provider tariff offer rate and percentage change since 2023.

		LOWER TARIFF	MEDIUM TARIFF	HIGHER TARIFF
<b>EU</b>	➔	<b>80.7%</b> (+3.0pp)	<b>77.5%</b> (+2.7pp)	<b>56.1%</b> (+4.1pp)
<b>NOT EU</b>	➔	<b>74.1%</b> (+4.5pp)	<b>68.8%</b> (+2.4pp)	<b>57.4%</b> (+4.6pp)

# UK APPLICANTS WITH OFFERS

Percentage with at least one offer and percentage change since 2023.

		ENGLAND	NORTHERN IRELAND	SCOTLAND	WALES
<b>17 AND UNDER</b>	➔	86.2% (+2.8pp)	96.8% (+6.1pp)	92.7% (+2.1pp)	90.0% (+12.0pp)
<b>18</b>	➔	97.9% (+0.6pp)	98.0% (+1.2pp)	97.5% (+1.6pp)	97.7% (+0.5pp)
<b>19</b>	➔	94.1% (+0.9pp)	93.5% (+2.7pp)	92.6% (+2.0pp)	94.3% (+0.5pp)
<b>20</b>	➔	89.1% (+1.3pp)	89.4% (+3.7pp)	86.9% (+0.8pp)	90.6% (+2.4pp)
<b>21 AND OVER</b>	➔	75.5% (+3.3pp)	76.0% (+4.3pp)	79.3% (+3.1pp)	74.9% (-0.7pp)