

UCAS

PROVIDER-LEVEL CLEARING INSIGHTS

EMPOWER YOUR CLEARING STRATEGY WITH DATA-DRIVEN INSIGHTS



CLEARING IS CHANGING

Clearing is becoming an increasingly deliberate and strategic choice for students.

For the first time, more applicants actively entered Clearing through the Decline My Place option than via the traditional route of being unplaced on results day.

In 2024, 43,225 students chose to use Decline My Place, a 12% increase on 2023

Clearing is no longer a last-minute process. Students are increasingly starting their research and preparation well before August. Our 2024 Clearing survey insights show that:

67% of students had started researching the university they were placed at before August.

63% had already explored available options and knew which universities or colleges they wanted to contact, up 5% from 2021

With these trends in mind, building a robust understanding of your Clearing trends is essential to stay ahead.

Our Clearing Insights report provides the data and analysis you need to anticipate shifting applicant priorities, navigate sector-wide challenges, and adapt your Clearing strategy with the right insights and tools for success in this evolving landscape.



UNLOCK THE POTENTIAL OF CLEARING

Make your Clearing campaigns work harder and deliver better results, by using data trends and forecasts to define your media plans.

UCAS' UNIQUE DATA ENABLES YOU TO:



Explore the latest trends

Discover the trends in **Decline My Place and switching behaviour** among your applicants – detect subjects where you are losing applicants and who you're losing them to.



Discover unplaced applicant forecasts

Using tried and tested modelling of our data, we deliver a forecast of how many applicants are likely to find themselves unplaced on results day.

Taking it a step further, we'll support you in shaping your Clearing strategy, forecasting how many of those unplaced we expect to gain a place via Clearing in different subjects and regions.



Identify where to focus your efforts

Spot top subject areas with expected high volumes and recognise those with potential risk, from shrinking sector and/or competitor activity – so you can identify the key areas to concentrate on.



LEVERAGE DATA AND INSIGHTS TO MAXIMISE CAMPAIGN RESULTS



Tailored to your institution

The report will delve into the sector-wide current trends, as well as focus on provider and competitor comparisons.



Clearing made easy with an informed approach

We'll provide focused insights to inform your media planning and help you make the best choices for your unique situation.



Latest market intelligence

Overlay insights into the student mindset from UCAS Surveys onto the latest subject and regional admissions data at the January Deadline.



UNDERSTANDING YOUR CLEARING TRENDS

Your Provider-level Clearing Insights report

A fully visualized PDF report will clearly lay out the critical insights, along with summaries and recommendations to empower strategic marketing discussions at your institution.

Key Insights

The report is split into four sections, to help you analyse previous Clearing activity and look ahead to what you can expect.

- ▶ A summary of Clearing activity in recent cycles
- ▶ Analysis of recent switching behaviours
- ▶ Forecasting unplaced volumes for this cycle's Clearing
- ▶ Deep dives into subject areas of opportunity and risk for your institution in 2025

Your recommendations

Get evidence-based guidance and suggested steps to help you address any areas of concern or priority, ahead of Clearing.



REPORTS TO INFORM YOUR STRATEGY



Provider-level Clearing Insights report

The full, comprehensive report to understand where to focus your efforts by subject and by region, to deliver strong, cost-effective results.

- ▶ An overview of your applicant trends and behaviours
- ▶ Switching behaviour of applicants in Clearing - with subject and competitor insights
- ▶ Unplaced Sector Forecast
- ▶ A deep dive into your top subject areas with propensity to thrive or shrink.

£8,000

Looking for just the sector forecast?

Headlines from the forecast of those we expect to be Unplaced on Results Day will be shared by UCAS in a Webinar in Spring 2025. If you wish to purchase the full visualised Forecast report along with the data files behind it, these are available as a standalone purchase without the full Provider Level Insights delivery.

£1,500



Reach out to learn how a personalised Clearing Insights report can enhance your 2025 Clearing strategy



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MAKE CLEARING WORK HARDER FOR YOU

Get in touch If you are interested in the full range of Consultancy services available from UCAS, you can also reach out to the Insights team:

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