An applicant's view:

Getting a university place during the Corona pandemic

April 6th 2020 webinar



A partnership approach between YouthSight and UCAS

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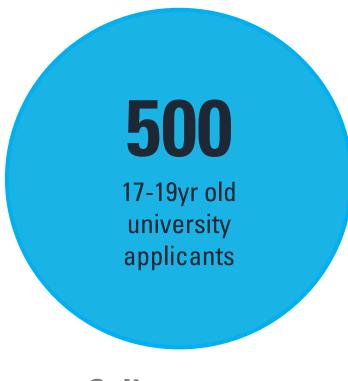


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First look at our applicant mood tracking data



Online survey

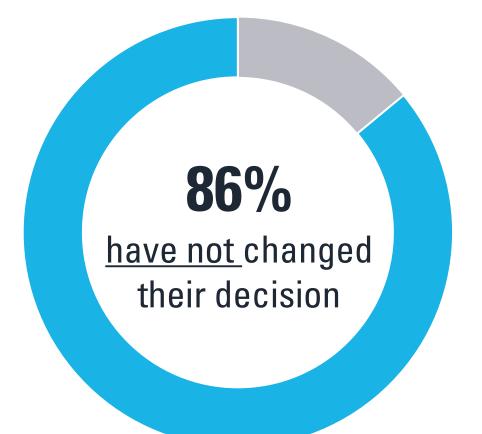
Representative sample of applicants, by gender and school type, and including all UK regions

All sample from YouthSight's **OpinionPanel Community**

Fieldwork 27th – 30th March 2020



The vast majority of applicants have not changed their decision about university



Q4. In the last week, have you changed any of your decisions about university? Base: All respondents (506)

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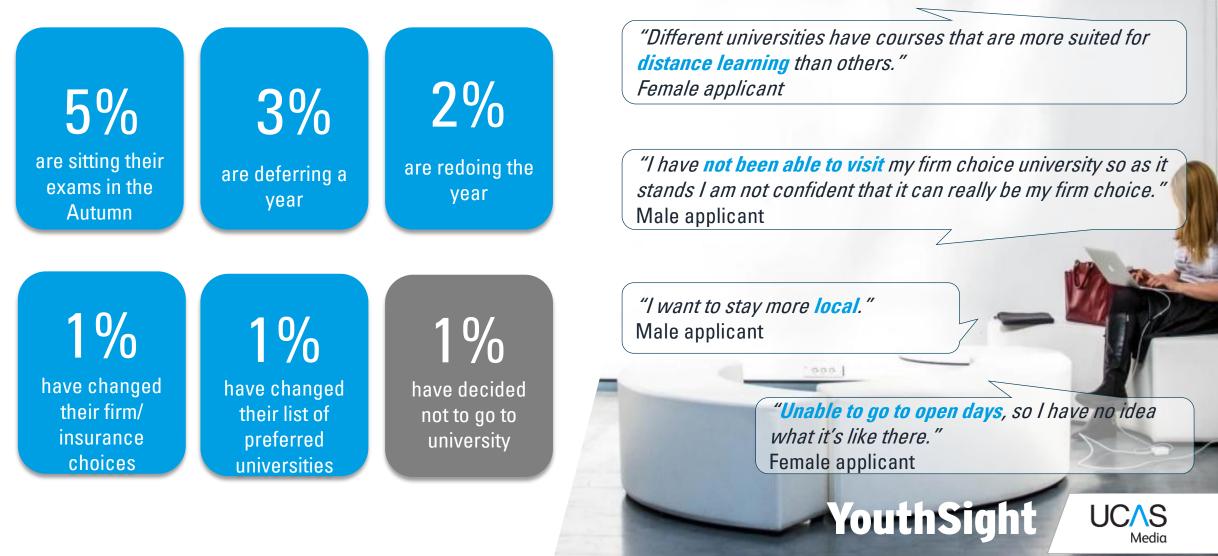
Those that **have** changed their decisions are more likely to be:

BAME First in family Attending state schools

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Of those who have changed their mind...



Applicants are confused about grading, now that their exams have been cancelled

Disappointed Wasted Frustrated Deflated Conflicted Jnsure Confusion Terrific Excellent Scares Undecided FineAn Stuck orried Neutral Good Okav BUMMED Disappoint Wound-up Hopeless Weird edge Ok Unnerving Calm Devastated Discontent Elated Ambivalent Jealous Strange Uneasy Brilliant Depressing Let Lost Great JDSet Unhappy Afraid Screwed sure Relief Surreal Depressed Pleased Alright Panic Powerless Surprised Terrible Bad Sad Dread Easy Miffed Unsettled Scared Abandoned Nonplussed unprepared Daunted Dismayed cheated Mortified normal Mixed Impartial Confident Awful uneffected Stressed Nervous Grateful Dispirited Ecstatic Amazing Downcast Glad Distressed Wondering S Happy Angry Underwhelm Terrified Unfair Disapoint Uncertain Shocked Dejected Delighted Displeased Relaxed Concerned

Q9. In one word please tell us how you feel about your exams being cancelled this year. Base: All respondents (506) April 6th 2020

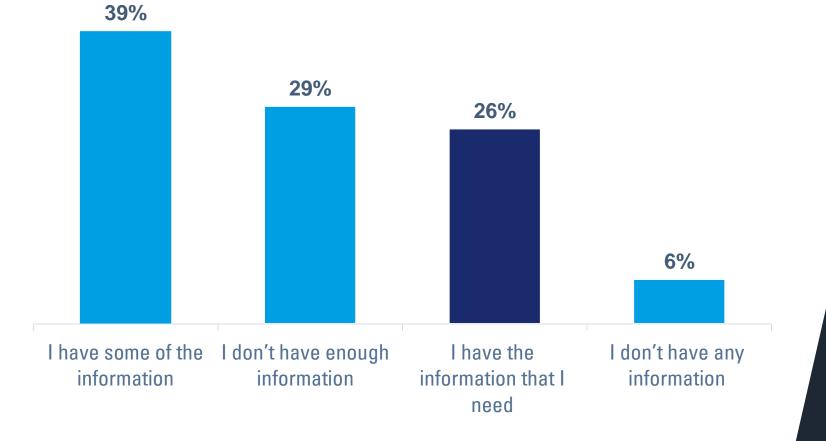
expressed negative sentiment





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Only a quarter feel they have the information they need



Q5. Do you feel you have the information you need at this moment about getting a place at university? Base: 506

Applicants from **FEE – PAYING** schools and **ABC1**

background are more likely to want more information



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Have looked at university websites in the past week

54%

Have looked at the UCAS website in the past week



07. Thinking about the research you've been doing about the universities you have applied to, which of these sources have you used in the last week? Base: All respondents (506)

'Information' doesn't have to be formal, show compassion as applicants will be feeling lost

My second choice became my first because they were more kind about the coronavirus issues. Male applicant

> I have not been able to visit my firm choice university so as it stands I am not confident that it can really be my firm choice. Male applicant



An applicant's view

Key takeouts



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86% of students are still committed to their choice to attend university

41% are less confident about getting a place at university

Emotions are mixed about their grading but it's generally negative with 11% describing themselves as confused

Three quarters of applicants feel they need more info

Your website is a crucial vehicle to engage all applicants along with UCAS



What this means for you

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Focus on what you do know about your applicants — rather than the absence of exam results. This is unchartered territory for everyone.

Keep your finger on the pulse and **adapt** your comms according to different applicants' emotional and practical needs.

Your website is your number one tool to attract and retain applicants.



www.ucasmedia.com/content/were-here-support-you