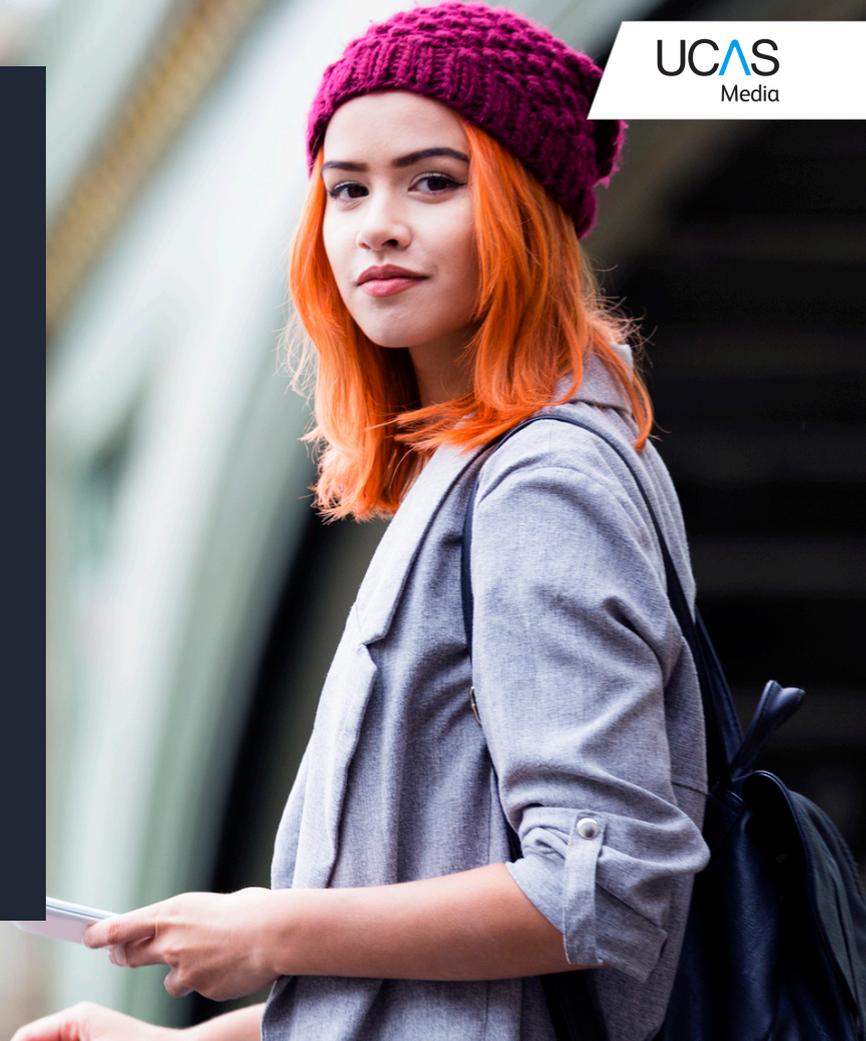


SEPTEMBER 2021

UCAS MEDIA INSIGHT NEWSLETTER





Welcome to September's newsletter

We're here again already, diving into one of the most important data releases of the entire cycle, Clearing.

But a Clearing like no other.

It's time for you to digest what impact this unique application cycle has had on student behaviours, both for this year's entrants and next year's applicants. And more so than ever before, those two groups are inseparable.

Let's get stuck in.

What are students doing?

On ucas.com

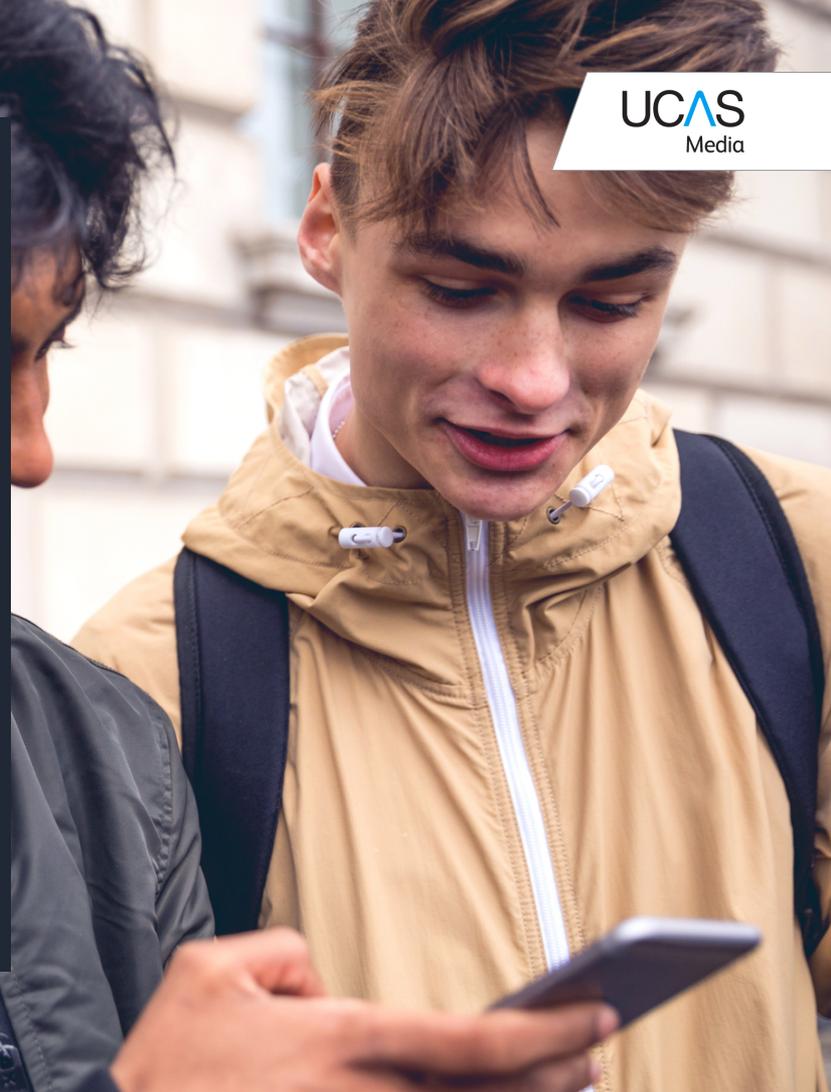
WHO'S ENGAGING WITH UCAS?

TOP SEARCHED FOR SUBJECTS ON UCAS SEARCH IN AUGUST 2021

Position for
August 2021

=	1	Medicine	=	6	Pharmacy
▲ ¹	2	Law	=	7	Midwifery
▲ ¹	3	Psychology	=	8	Business
▼ ₂	4	Nursing	=	9	Computer science
=	5	Economics	=	10	Physiotherapy

▲
Change in
position since
August 2020



WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 NON-UK COUNTRIES IN AUGUST 2021



Position for
August 2021

▲ ¹	1	India
▼ ₁	2	United States
▲ ¹	3	China
▼ ₁	4	Hong Kong
▲ ¹	5	Pakistan
▲ ⁵	6	Ireland
▲ ⁵	7	Nigeria
▲ ¹	8	Spain
▲ ¹	9	Malaysia
▼ ₅	10	South Africa

▲
Change in
position since
August 2020

WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 UK CITIES IN AUGUST 2021



Position for
August 2021

=	1	London
=	2	Birmingham
1 ▼	3	Glasgow
▲ ¹	4	Manchester
=	5	Bristol
=	6	Leeds
▲ ¹	7	Liverpool
▲ ¹	8	Nottingham
2 ▼	9	Newcastle
▲ ³	10	Edinburgh

▲
Change in position
since August 2020

POSTCODE DISTRICT MAP



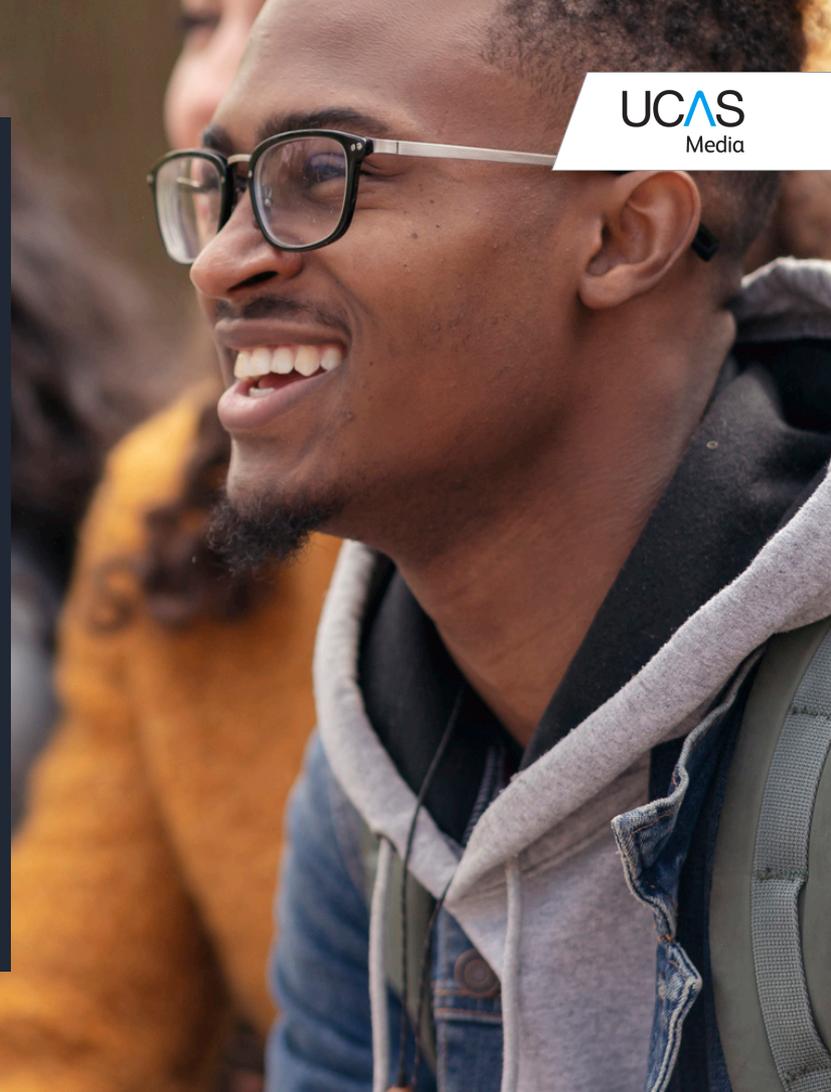
WHO'S ENGAGING WITH UCAS?

TOP UG PAGES ON UCAS.COM IN AUGUST 2021

Position for
August 2021

=	1	Tracking your UCAS application
=	2	What is Clearing?
=	3	How to write a UCAS Undergraduate personal statement
▲ ²	4	UCAS Adjustment – if you've done better than expected
▲ ⁵	5	Applying to university

▲
Change in
position since
August 2020



Day 28 key findings 2021

Data as of 7 September 2021 00:05

(28 days after JCQ/SQA results day)

DAY 28 DATA 2021

KEY FINDINGS

507,610

total accepts

-2% from 2020

272,500

UK 18 year
old accepts

+7% from 2020

47,020

accepts via
Clearing

-33% from 2020

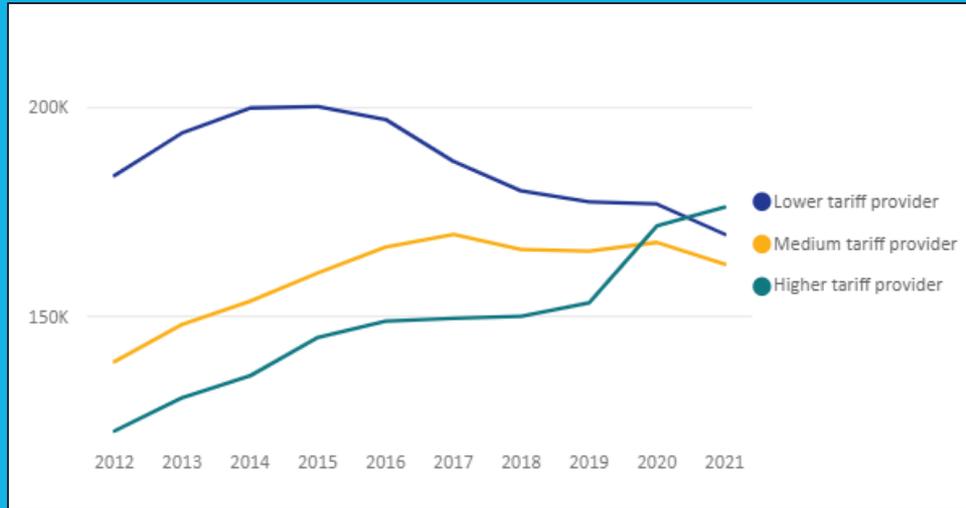
272,500 UK students **aged 18** have been accepted into university or college so far this year, a **7% increase** on 2020 and a new record.

This means **37.9%** of the entire UK 18 year old population is due to start a full-time undergraduate course, also a new high and surpassing last year's equivalent figure of 36.4%.



DAY 28 DATA 2021

PLACED APPLICANTS BY TARIFF GROUP OF PROVIDER



August saw much debate about the increase in students achieving higher grades and the knock-on effect for undergraduate acceptances. The overwhelmingly positive news for most was that these grades enabled thousands more students to be placed on their first choice of course.

These 28-day figures reconfirm that – with 420,750 students securing their first choice, up 5% on the equivalent point in 2020. It is also clear that these grades have given more students the opportunity to study at higher tariff providers, who have shown flexibility to expand their intakes to collectively accept 175,920 students (up 3% on 2020), as they also did last year.

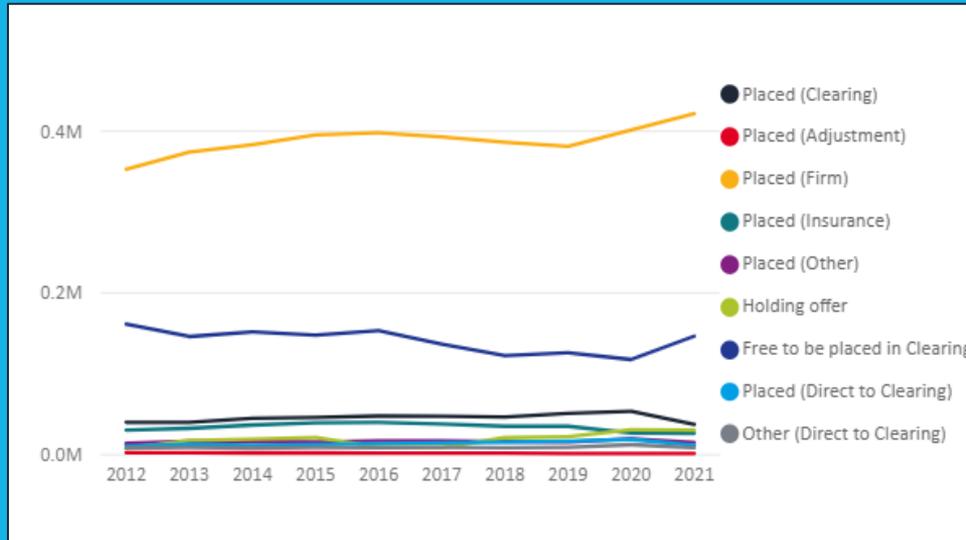
DAY 28 DATA 2021

APPLICANTS BY APPLICANT STATUS



DAY 28 DATA 2021

APPLICANTS BY APPLICANT STATUS



What is slightly less straightforward is understanding why fewer people so far have gone through Clearing in 2021, when there are more potential acceptances in the pool of 'Free to be placed in Clearing' (145,440 compared to 116,650 in 2020), and who these people are.

Every year, there are many reasons why students who apply don't end up with a place. Often, it's a result of changes in personal circumstance during the year or reapplying and/or re-assessing their options after receiving their grades. With so much change in society and students' own lives this year (many may have not applied at all if this was a 'typical year' with fewer restrictions on day-to-day life), this pool could naturally be expected to increase.

Couple that uncertainty with the headline applicant totals for the year, which are around 20,000 higher, expansion of the FTBPIC pool is perhaps unsurprising.

October deadline courses, which include many of the most selective programmes in the UK, saw record interest this year. Some students will have narrowly missed their offers for these courses, perhaps just by one grade, and won't have secured their first-choice course if places are limited. It's conceivable that many of these (still very high achieving) students are prepared to apply again next year, perhaps retaking a single subject, rather than explore another option in Clearing.

DAY 28 DATA 2021

RESULTS BY DOMICILE

448,080

accepted
students from
the UK

+1% from 2020

46,610

accepted
students from
outside the EU

+5% from 2020

12,920

accepted
students from
the EU

-56% from 2020

Accepts by top 5 non-EU countries

13,630	China
4,090	India
3,950	Hong Kong
2,690	Malaysia
2,460	USA

Accepts by top 5 EU countries

2,200	Ireland
1,440	France
1,420	Spain
1,030	Italy
870	Cyprus (European Union)

DAY 28 DATA 2021

RESULTS BY SUBJECT

Top five JACS3 subject groups with highest number of accepts

67,020	+4%	Group B Subjects allied to Medicine
58,090	-4%	Group N Business & Admin studies
56,230	-0%	Group C Biological Sciences
44,780	-2%	Group L Social Studies
43,340	-7%	Group W Creative Arts & Design

▲
Percentage
change since
2020

Top five HECoS subject groups with highest number of accepts

70,510	+4%	CAH02 subjects allied to medicine
62,190	-3%	CAH17 business and management
57,770	-1%	CAH15 social sciences
46,620	-7%	CAH21 creative arts and design
32,480	+1%	CAH03 biological and sport sciences

▲
Percentage
change since
2020

DAY 28 DATA 2021

EXPLORE THE DATA FURTHER

All of the Day 28 statistics can be found in our **interactive dashboard**, allowing you to visualise and tailor the reporting to your own specification.



DAY 28 DATA 2021

CONTACT THOSE STILL ELIGIBLE TO BE PLACED

There are **145k** students that are eligible for Clearing in 2021 who are still unplaced and may be looking to reapply for **2022**.

Last year, emails to the unplaced audience achieved open rates of **30%** on average during September.

Please reach out to your account manager to find out more about contacting this audience.



PAD22

Our opt-ins are higher than ever

PAD22

OUR OPT-INS CONTINUE TO GROW

Our potential applicant database, consisting of potential applicants interested in studying HE in 2022, is now up **185%** (for email opt-ins) from this point last year, and stands at:



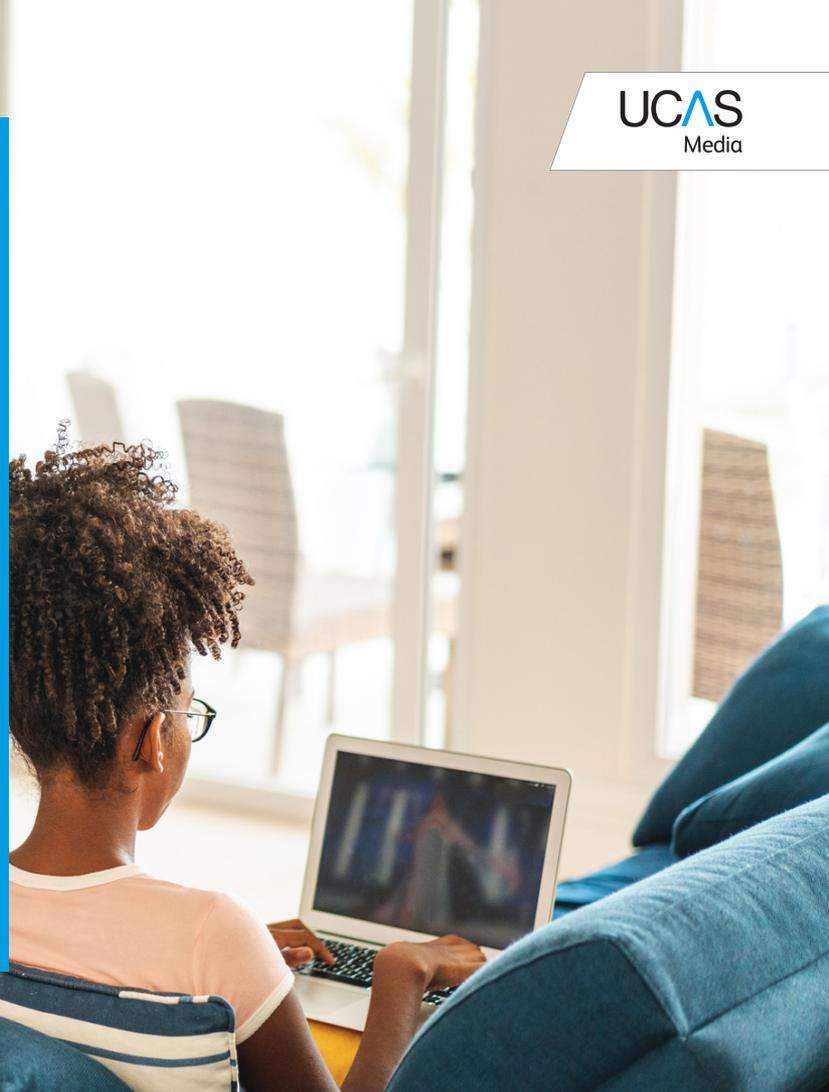
407,270 opt-ins for Education emails



119,310 opt-ins for Education SMS



73,410 opt-ins for Education direct mail



PAD22

WHY ARE OUR OPT-INS SO HIGH?

We're now also capturing student details as they sign into UCAS to create their account (My Application is new for 2022 cycle) so our database covers a wider audience.

We can target this audience not only by **subject** and **region** but also by **polar quintile**, **study region of interest** and **school**.

Please reach out to your account manager if you'd like to contact this audience.



A CHANCE TO FEED BACK

What else would you like to see in these newsletters? Let your account manager know if you have any suggestions and we'll look to include it in future updates.



So there's some work to do for all of us.

Whether that's coping with record-breaking entries for your institution, engaging with the unprecedented numbers of unplaced applicants, or tapping into a bigger-than-ever-before database of next year's potential applicants – there's a to-do list for everybody.

If you want to hear more about how we can help you tackle it, [get in touch](#).

We'll be back next month, with more insight, from September 2021.

Get in touch

For further information and insights contact your UCAS Media account manager or email us at ucasmediaeducationteam@ucas.ac.uk.