

UCAS

UCAS' NEXT CHAPTER

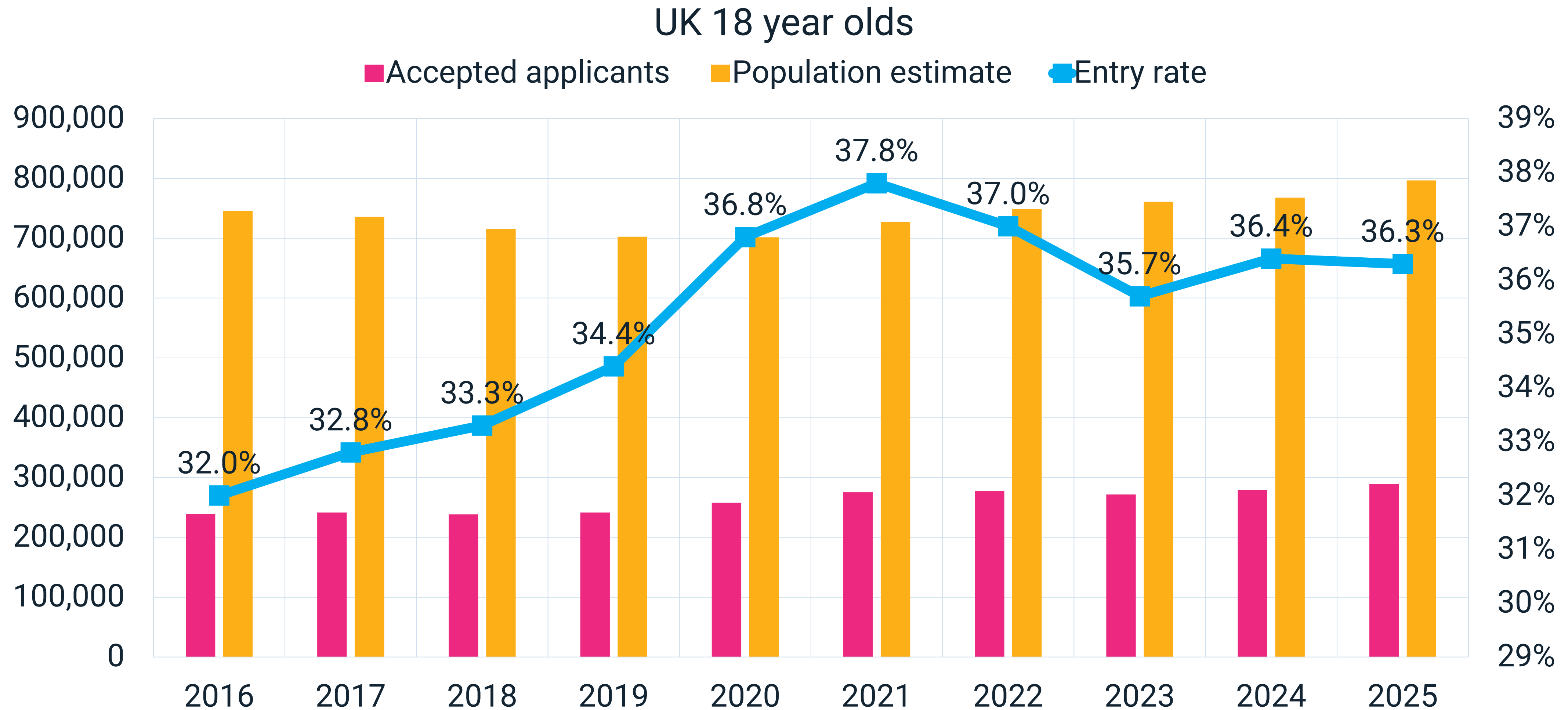
Genia Garrity, Director of IAG

Ben Jordan, Director of Strategy

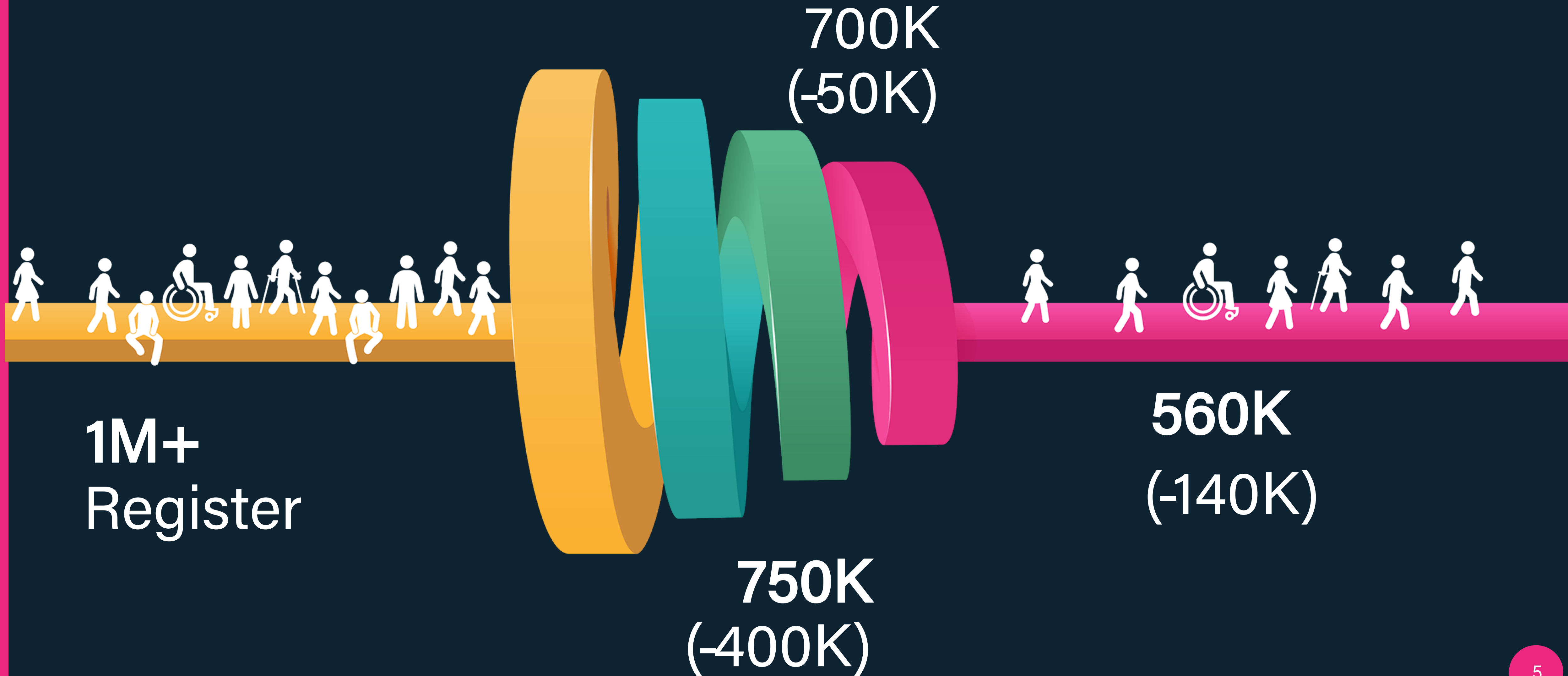


THE STORY OF 2025

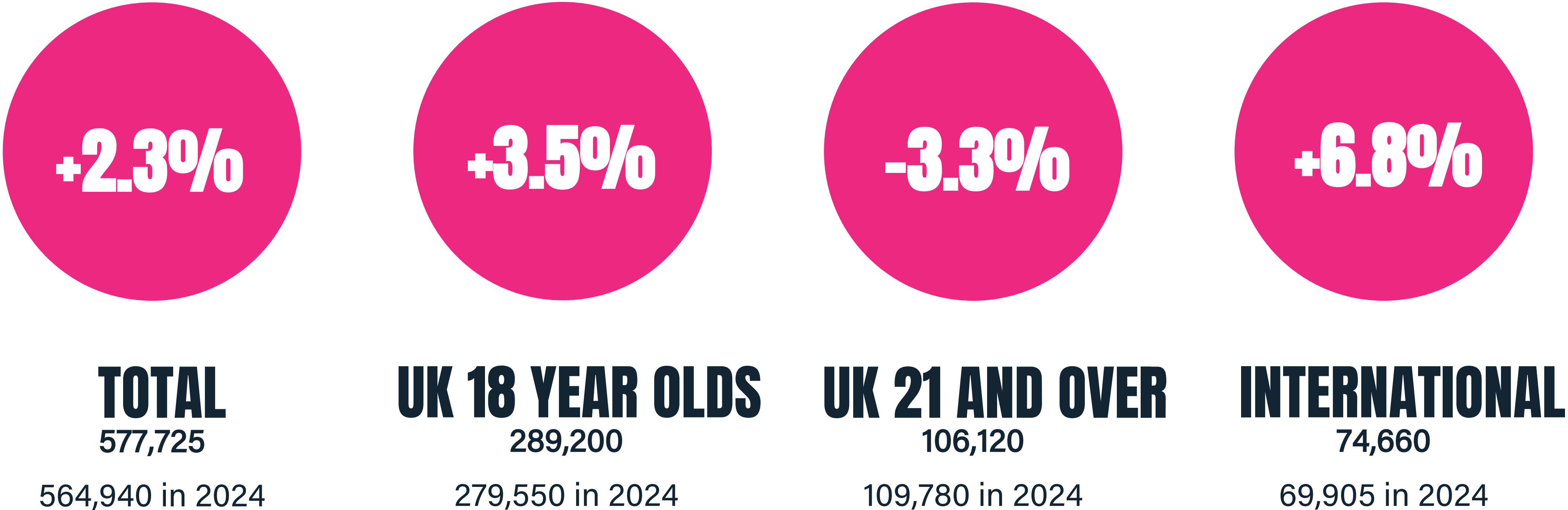
PROPORTION OF UK 18-YEAR-OLDS ACCEPTED TO HE



BREAKING DOWN BARRIERS TO HIGHER EDUCATION

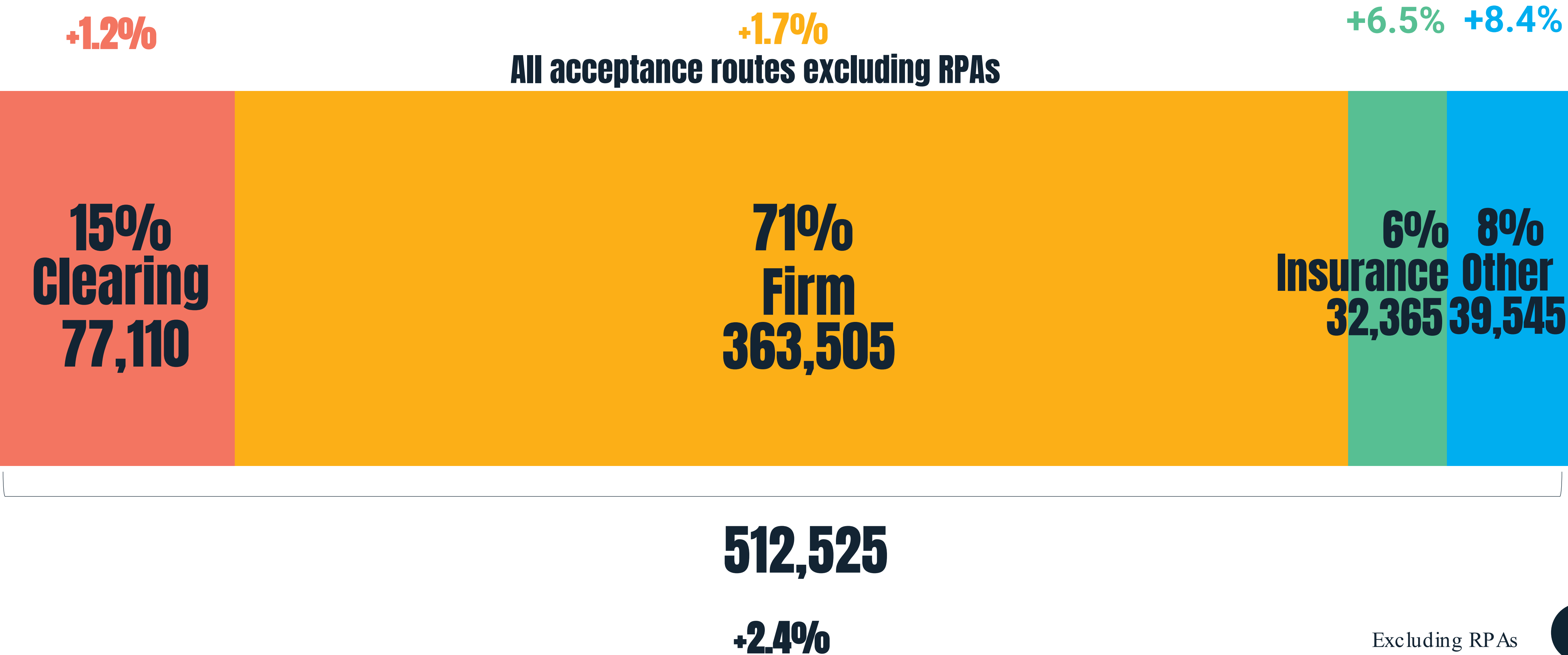


Acceptances at end of cycle 2025



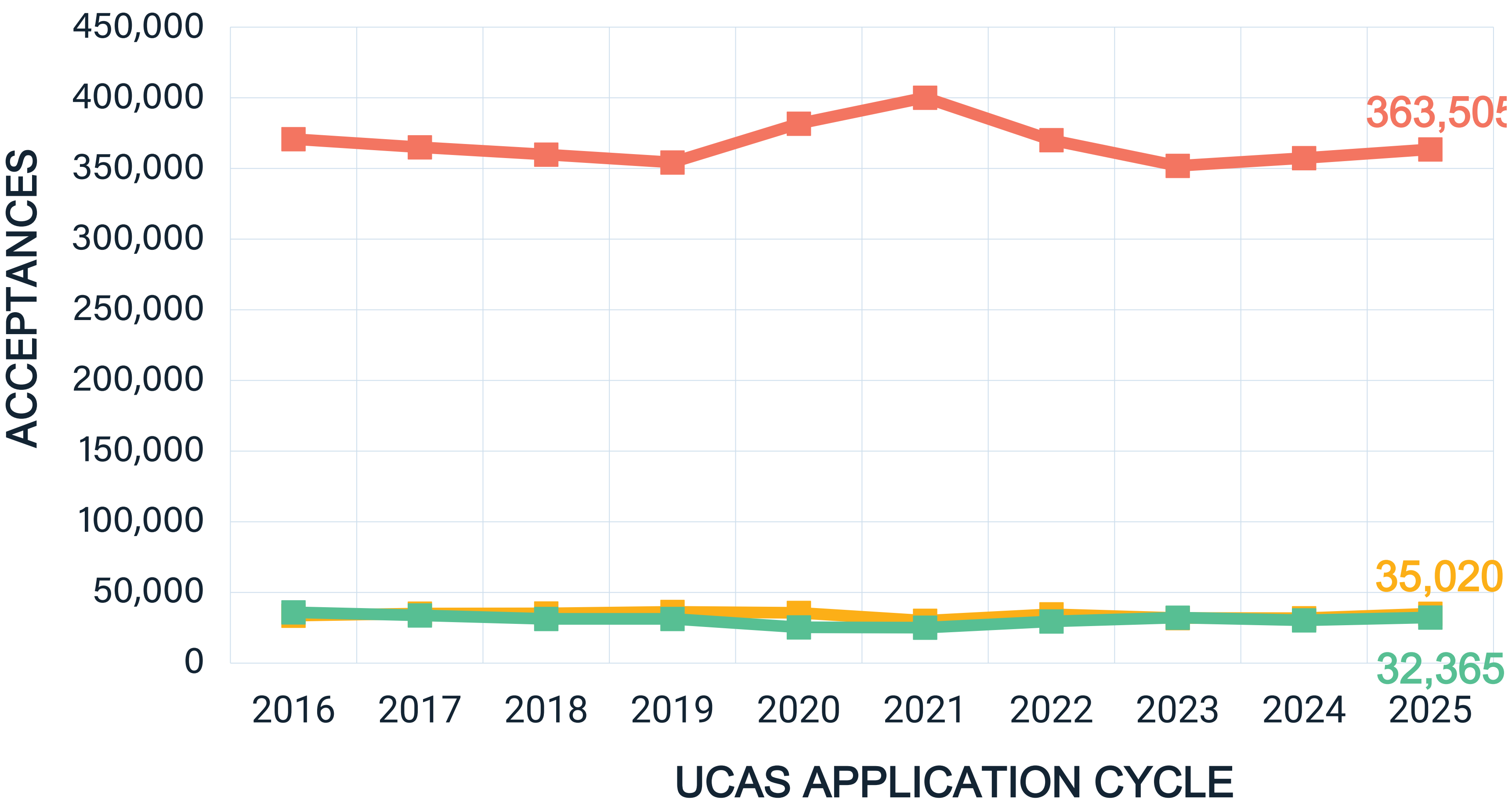
ACCEPTANCE ROUTES

ACCEPTANCE ROUTES



MAIN SCHEME ACCEPTANCE ROUTES

Accepted applicants by main scheme acceptance route



+1.7%

Main scheme firm choice
63% of acceptances
363,505 vs 357,330 in 2024 (+6,180)

+9.9%

Other main scheme choice
6% of acceptances
35,020 vs 31,865 in 2024 (+3,155)

+6.5%

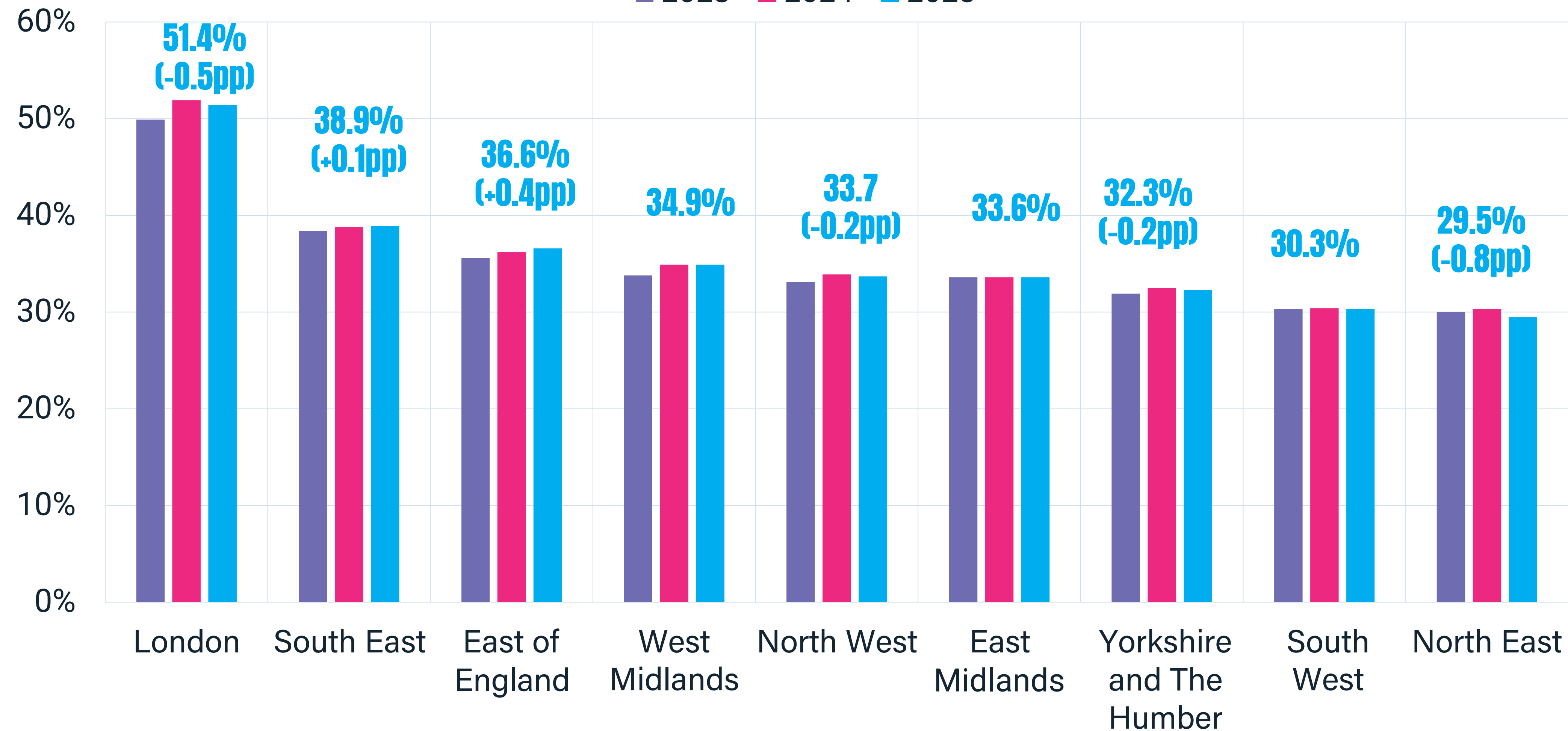
Main scheme insurance choice 6% of acceptances
32,365 vs 30,385 in 2024 (+1,980)

ENTRY RATES

REGIONAL ENTRY RATE GAPS PERSIST

18-year-old entry rate by English region

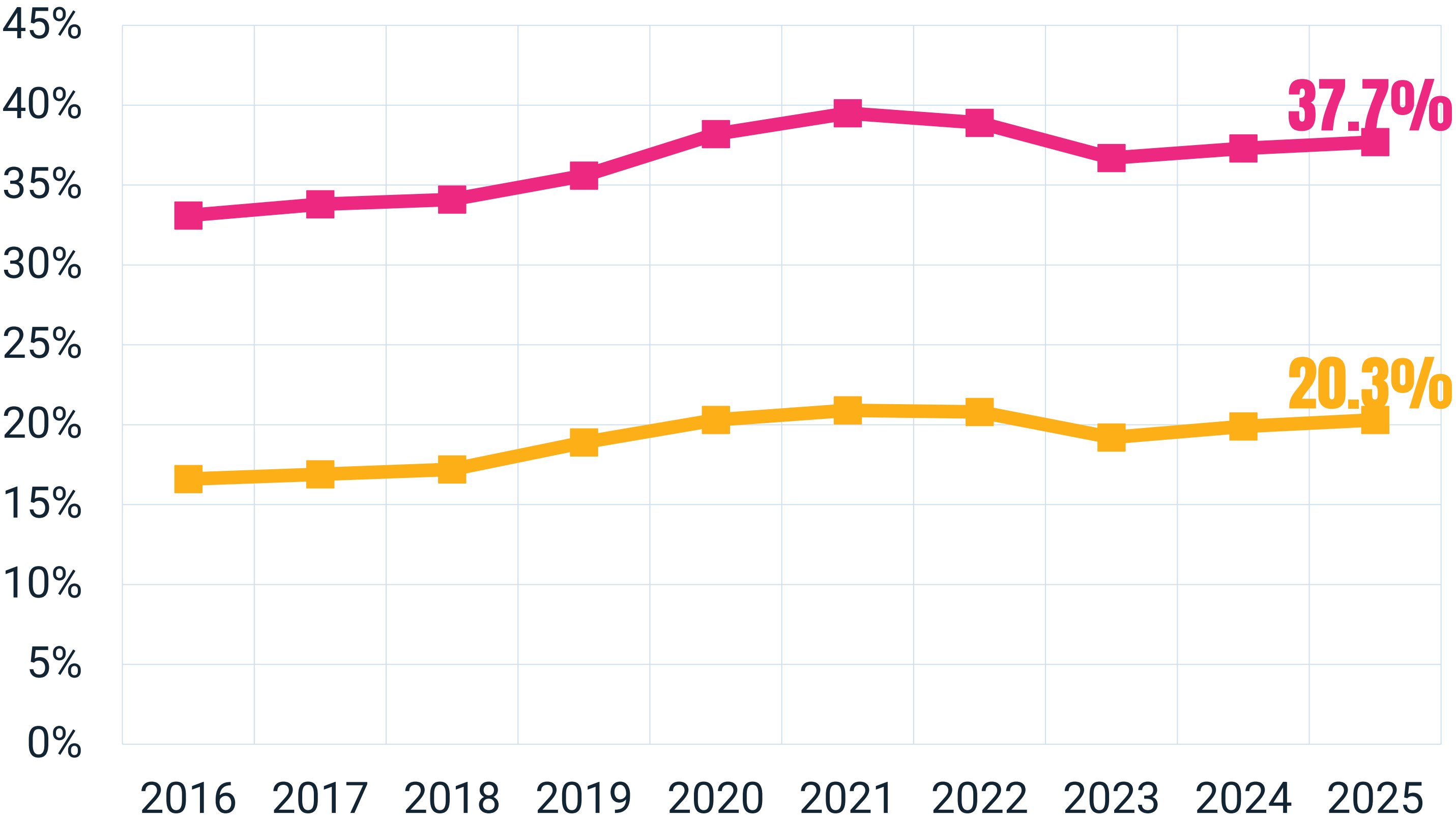
2023 2024 2025



NPD FREE SCHOOL MEALS

English 18-year-old entry rate by FSM status

Not receiving FSM Receiving FSM



2% increase in not receiving
FSM 182,575 from 178,430

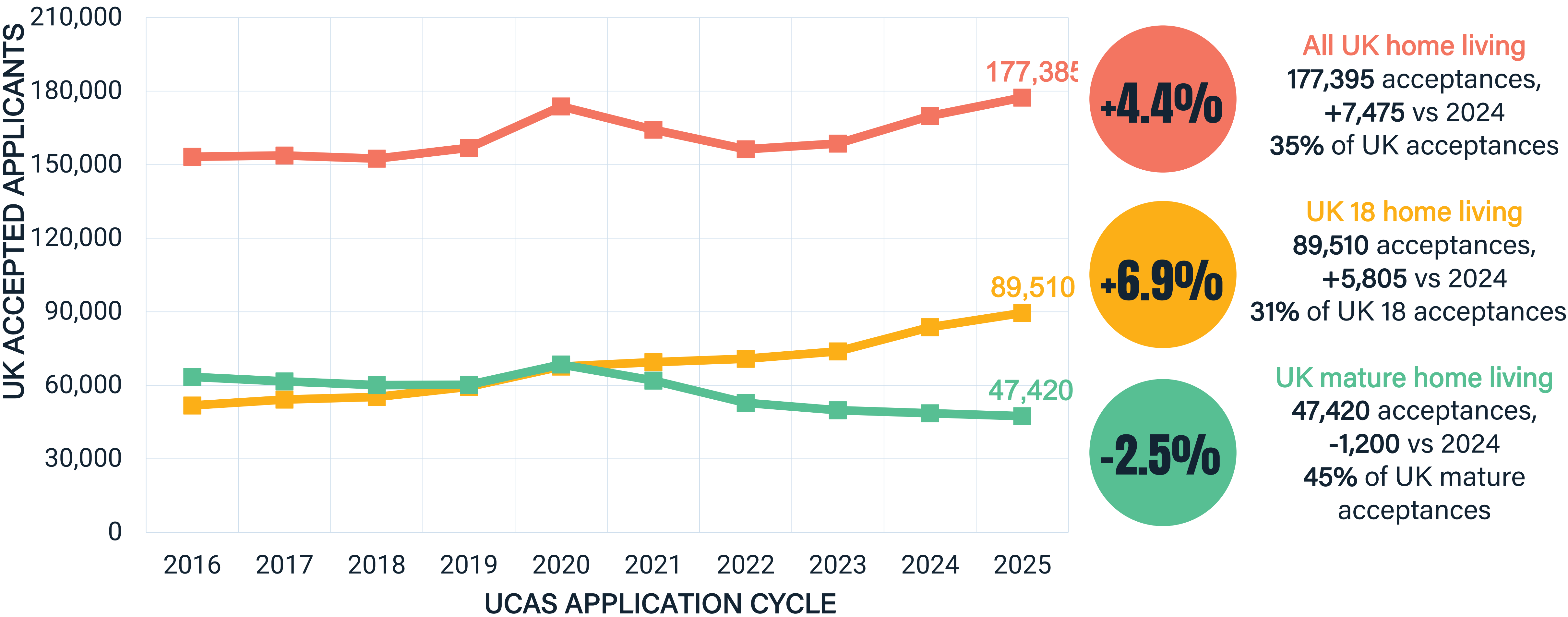
15% increase in FSM
acceptances to 28,490 from
24,830

Both entry rates have increased
by 0.4pp

LIVING AT HOME

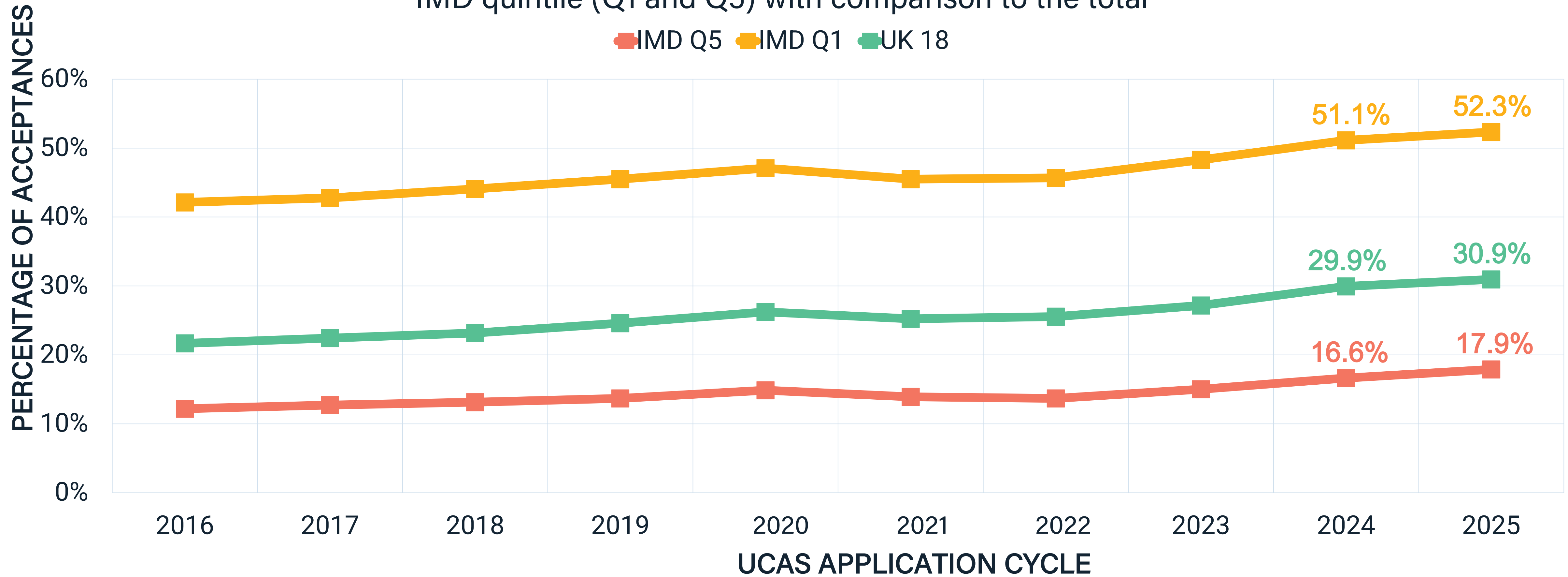
INTENTION TO LIVE AT HOME

UK acceptances declaring their intention to live at home



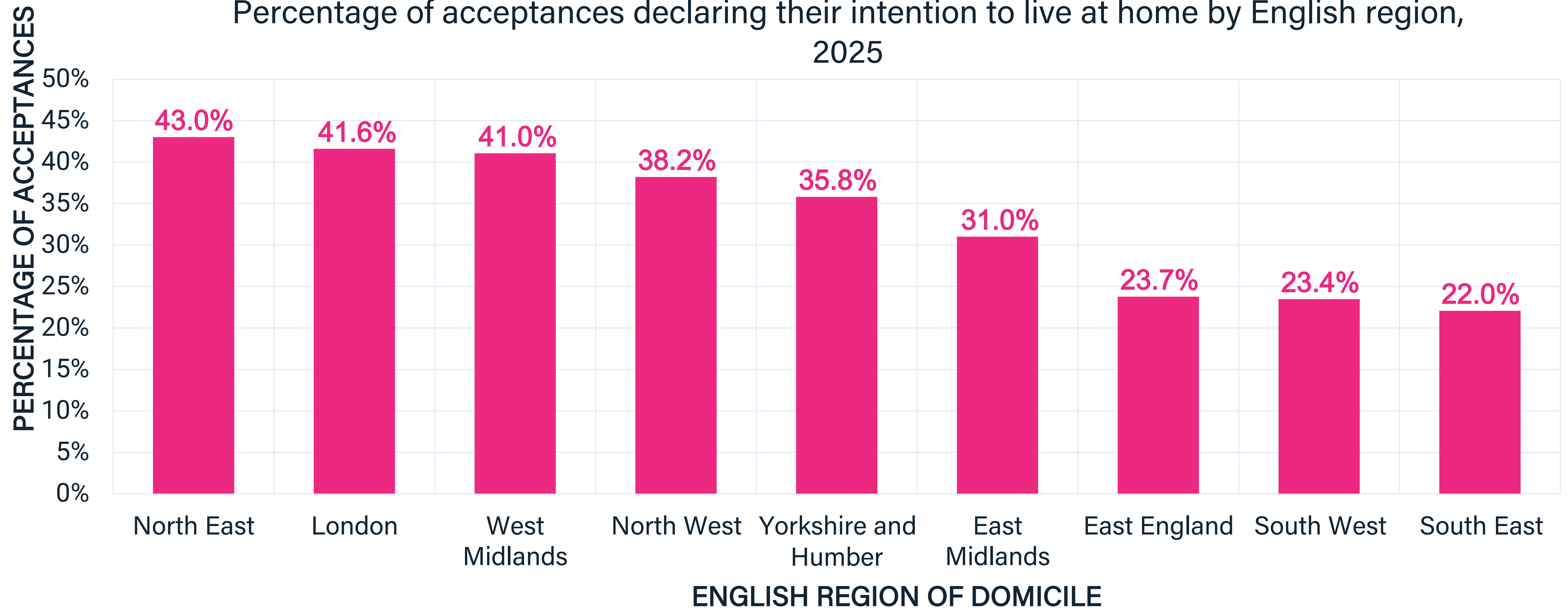
INTENTION TO LIVE AT HOME BY IMD QUINTILE

Percentage of UK 18-year-old acceptances declaring intention to live at home by combined IMD quintile (Q1 and Q5) with comparison to the total



INTENTION TO LIVE AT HOME BY ENGLISH REGION

Percentage of acceptances declaring their intention to live at home by English region, 2025



DETAILED SUBJECT GROUPS

SUBJECTS WITH THE BIGGEST CHANGES SINCE 2024

Detailed subject categories (CAH3 grouping) with the biggest increases and decreases in acceptances since 2024



LAW

CAH 16-01-01
Law
+2,610
accepts



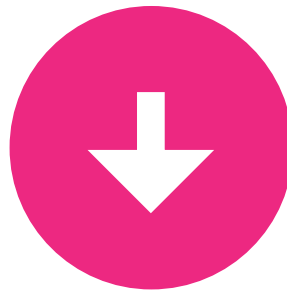
ECONOMICS

CAH 15-02-01
Economics
+1,320
accepts



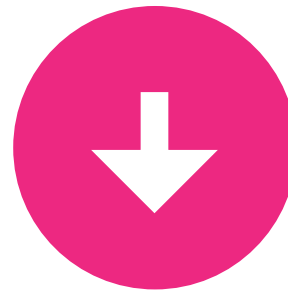
MECHANICAL ENGINEERING

CAH 10-01-02
Mechanical
Engineering
+1,315
accepts



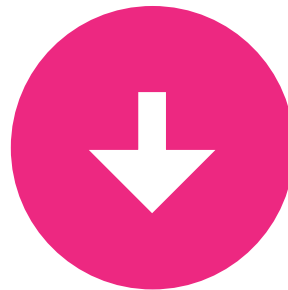
SOCIOLOGY

CAH 15-01-02
Sociology
-515 accepts



COMPUTER SCIENCES

CAH 11-01-01
Computer
Sciences
-2080
accepts



BUSINESS STUDIES

CAH 17-01-02
Business
Studies
-2640 accepts

INTERNATIONAL

INTERNATIONAL MARKET REVIEW

Top 5 biggest International markets

- 🌐 CHINA (19,480 accepts)
- 🌐 INDIA (5,295)
- 🌐 HONG KONG (2,870)
- 🌐 USA (2,775)
- 🌐 IRELAND (2,455)

Biggest GROWTH markets

- ↑ CHINA (+2,415 an increase of 14%)
- ↑ NEPAL (+1,210 an increase of 133%)
- ↑ PAKISTAN (+940 an increase of 70%)
- ↑ BANGLADESH (+410 an increase of 103%)
- ↑ TURKEY (+375 an increase of 26%)

DECLINING markets

- ↓ INDIA (-510 a decrease of 9%)
- ↓ MALAYSIA (-305 a decrease of 11%)
- ↓ HONG KONG (-225 a decrease of 7%)
- ↓ THAILAND (-110 a decrease of -16%)
- ↓ KUWAIT (-100 a decrease of -9%)

DECLINE MY PLACE

DECLINE MY PLACE



USED DMP

5.8% of all
applicants used
Decline My Place

43,810

+1.4% since 2024

DMP USERS PLACED

59.5% of those who
used Decline My
Place were placed
at the end of the
cycle

26,085

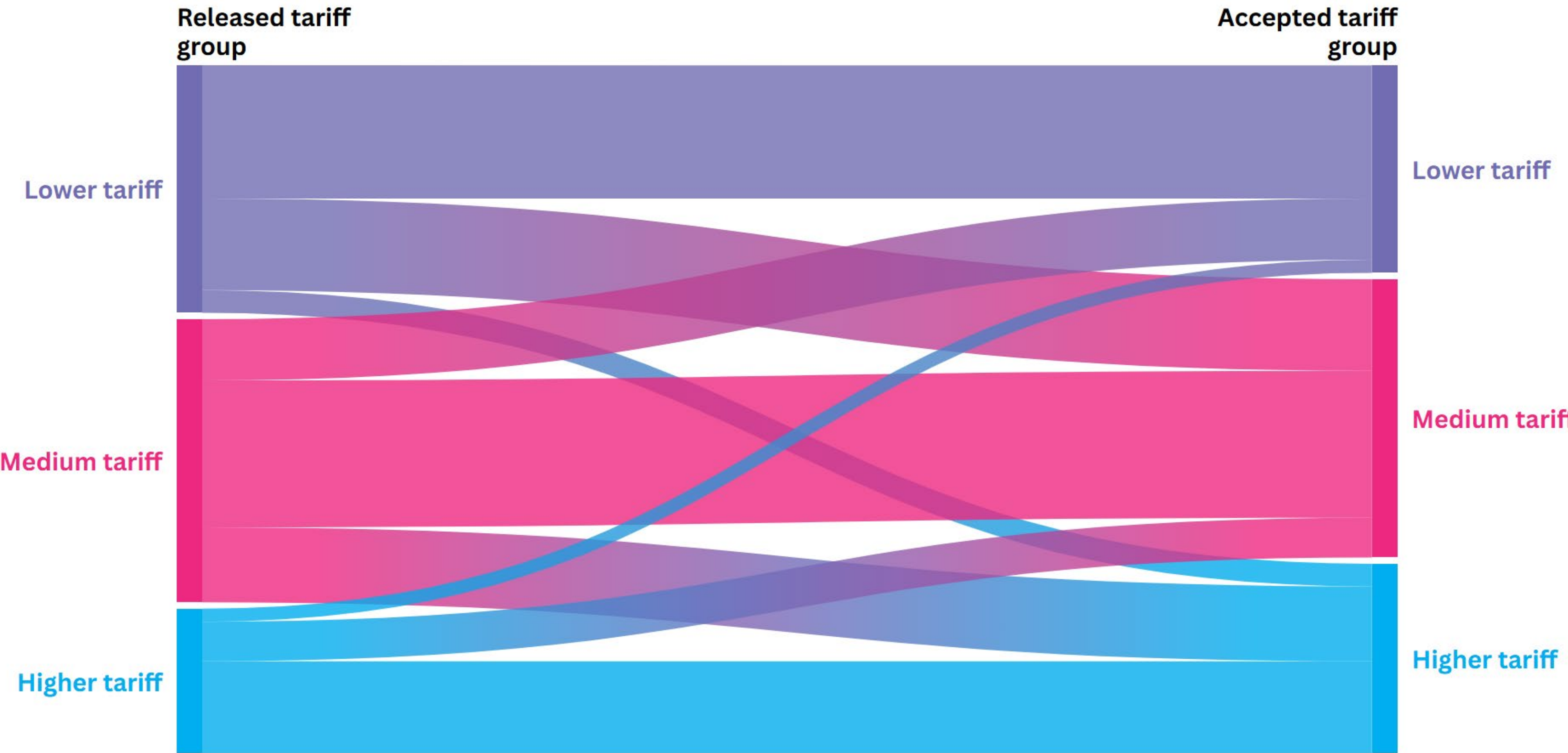
+2.9% since 2024

CLEARING USED DMP

33.8% of people
placed in
Clearing were
Decline My Place
users

33.3% in 2024

MOVEMENT BETWEEN PROVIDER TARIFF THROUGH DECLINE MY PLACE



MOVEMENT BETWEEN PROVIDER TARIFF THROUGH DECLINE MY PLACE

Accepted applicants who used DMP		Accepted tariff group		
		Lower tariff	Medium tariff	Higher tariff
Declined tariff group	Lower tariff	5,145	3,540	875
	Medium tariff	2,365	5,675	2,895
	Higher tariff	505	1,530	3,560

Our IAG Response

- 1 **Connecting**
- 2 **Widening horizons**
- 3 **Empowerment for all**

Connecting: The Challenge

1 million prospective students sign up on UCAS

A quarter of young people are worried about not knowing what they want to do in the future

Over 1 in 5 of unplaced students wanted more information from UCAS to help them feel supported

The volume of choices feels overwhelming

Action: Personalisation

Widening Horizons: The Challenge

1 in 5 students miss out on courses due to earlier choices —more likely among disadvantaged students

Limited awareness of financial IAG, driven by perceptions of student debt:

- 48% of young people believe their post-18 choices are restricted by a lack of money
- 47% of non-applicants are saving up before going to university

COURSE CONTENT LEADS, BUT COST MATTERS MORE THAN BEFORE

Factors important when researching/shortlisting universities

- A course with content that is perfectly suited to me
- Financial support available while studying**
- The cost of living support offered by universities**
- Universities that are close to home e.g. in my closest city**
- Universities/ courses with high graduate employment rates
- Positive reviews from students
- Universities with low cost accommodation**
- Mental health support while studying
- Universities with a great social scene
- Universities with good quality accommodation

Year-on-year rank importance

2022 rank	2023 rank	2024 rank
1	1	1
4	4	2
12	10	3
9	5	4
3	2	5
2	3	6
13	12	7
8	11	8
7	7	9
5	8	10

Source: UCAS Cost of Living survey 2024 with UK 2025 entry prospective applicants
Respondents: 2024 (940), 2023 (2,182), 2022 (3,102)

Action: Tools and resources to overcome barriers and challenge misconceptions

1

Scholarship, bursary and grants tool

2

Budget calculator

3

Improved course search

4

Revised information & advice

5

In-event engagements

6

Exploring AI for student support

Empowerment for all: The Challenge

Spending on school pupils' career development falling from £159 per pupil in 2009 to £68 in 2023.

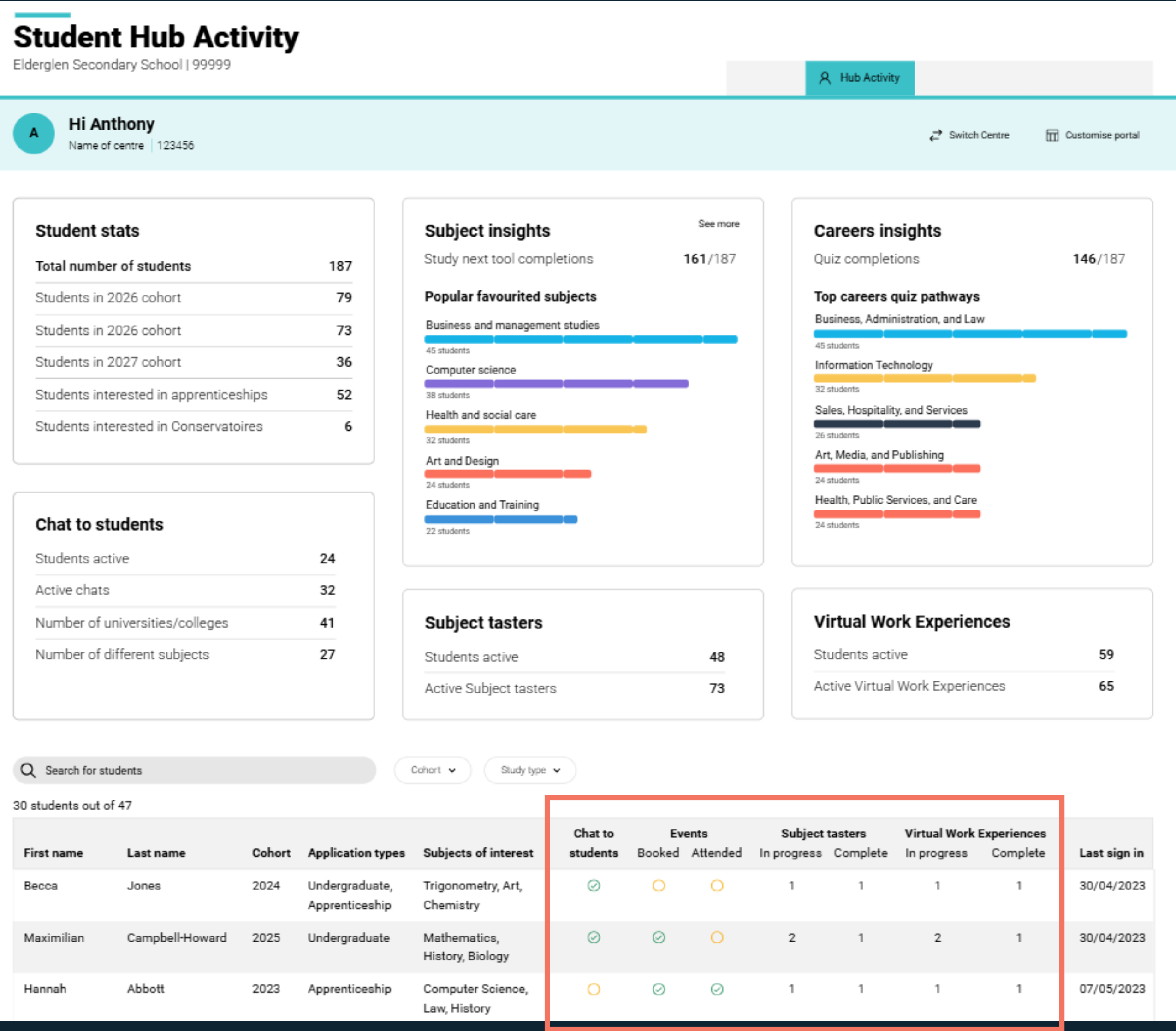
Teachers reporting that administrative tasks, marking, and planning consume significant time, limiting their ability to offer personalised guidance to students

Action

Adviser Portal for Discovery

All-in-one solution for delivering expert advice, tracking progress, applications and helping students make informed decisions across all pathways.

- Displays registration data
- View activities and achievements
- Events integration
- Access to IAG resources



Action

Adviser clicks on a students name

...to see a details of their discovery interactions to guide careers conversations

Search for students

Cohort

Study type

30 students out of 47

First name	Last name	Cohort	Application types	Subjects of interest	Chat to students	Events		Subject tasters		Virtual Work Experiences		Last sign in
						Booked	Attended	In progress	Complete	In progress	Complete	
Becca	Jones	2024	Undergraduate, Apprenticeship	Trigonometry, Art, Chemistry				1	1	1	1	30/04/2023
Maximilian	Campbell-Howard	2025	Undergraduate	Mathematics, History, Biology				2	1	2	1	30/04/2023
Hannah	Abbott	2023	Apprenticeship	Computer Science, Law, History				1	1	1	1	07/05/2023

Becca Jones

Last signed in: 4th July 2025 1 day ago

Year of application: 2026

Application type: Undergraduate

2

Subject tasters

2 In progress

3

Virtual work experiences

2 In progress, 1 complete

Overview

Email student

< Back to student activity

Additional information

Email addresses

student.name@school.ac.uk

We recommend <name> adds a personal email address to their account.

Student is considering:

Studying outside the UK

A gap year

Student would like further information on:

Apprenticeships

Key tasks

What to study next tool

Student has used this tool

Careers quiz

Student has completed the careers quiz

Subject tasters

Student has 2 in progress

Virtual Work Experiences

Student has completed 1

Student has 2 in progress

Events

Attended an event

Booked on an event

Contact us

FAQs

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Providers

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Data

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Ad opportunities

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Terms and conditions

Privacy and coolies

Modern slavery statement

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Working together

Admissions Consultation 2026

This will act as the vehicle for revisiting
and resolving some of the perennial
topics related to the mechanics of the
admissions cycle

UCAS

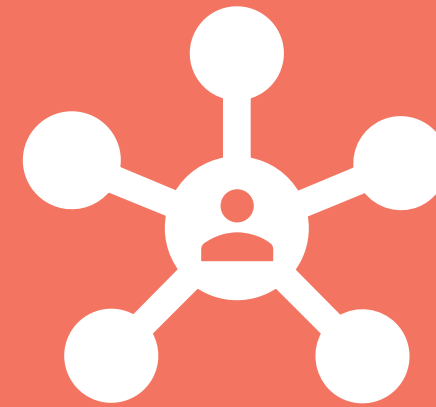
In scope



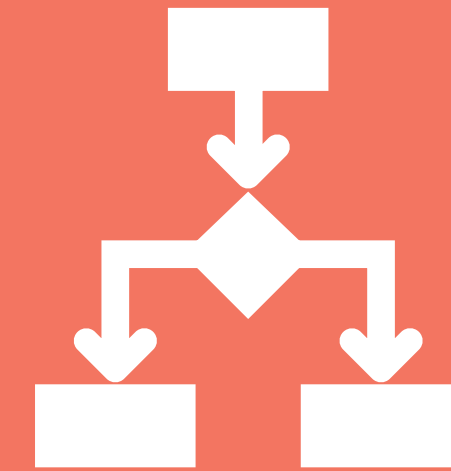
The rules of engagement for the October deadline



The timing of the Equal Consideration Date (ECD) and associated dates

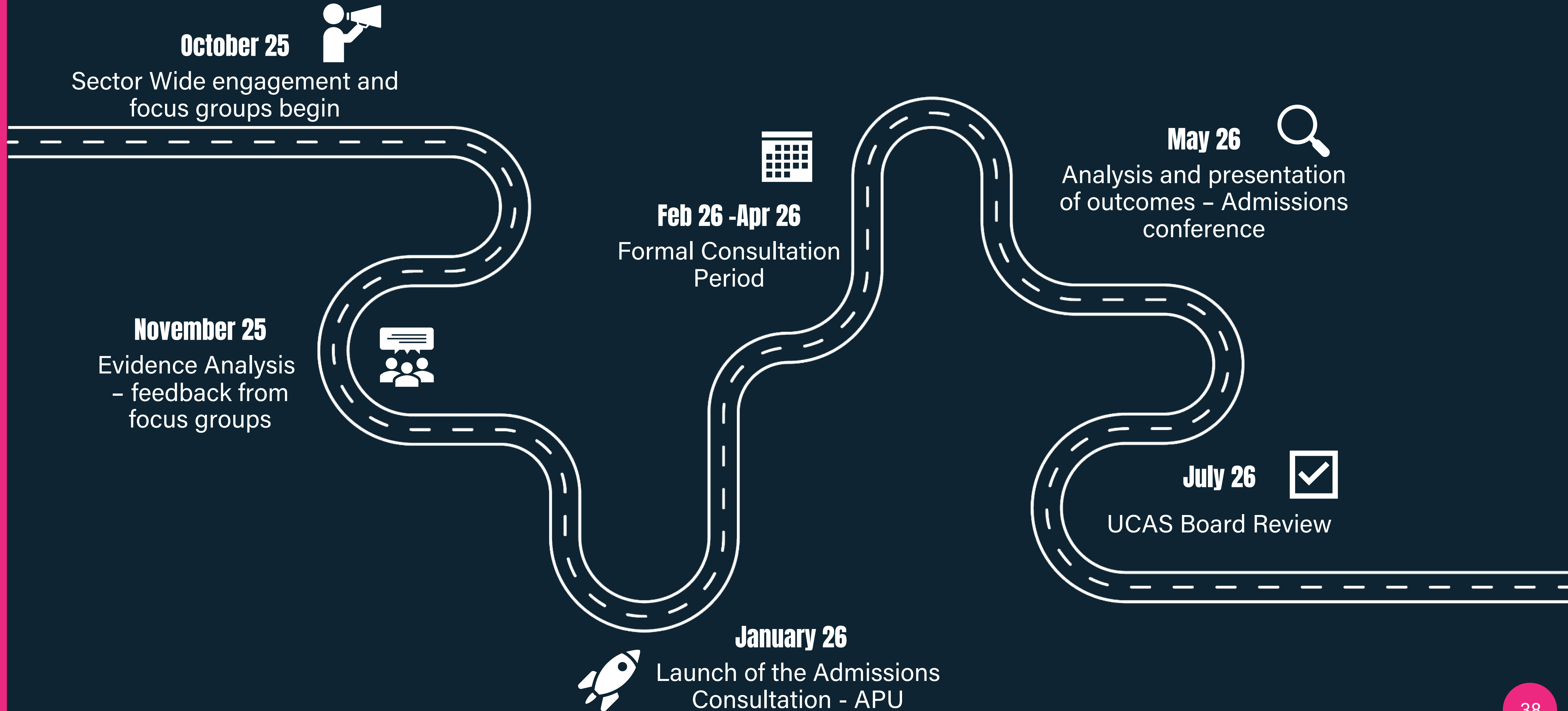


The number of choices an applicant can initially make



How students manage their choices, including the use of firm and insurance choices

Admissions Consultation 2025-26



Questions?

