

**An applicant's
view:**

**Getting a university
place during the
Corona pandemic**

April 6th 2020 webinar

YouthSight

UCAS
Media



A partnership approach between YouthSight and UCAS

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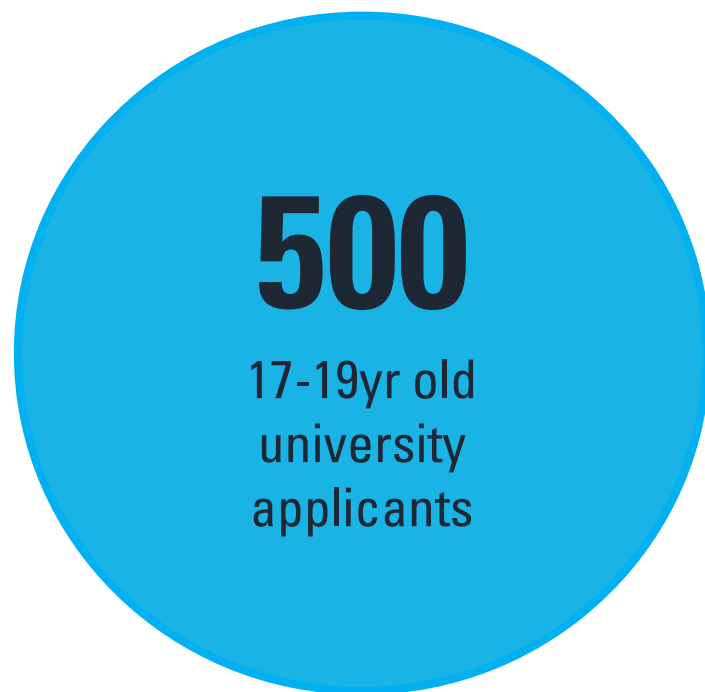
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First look at our applicant mood tracking data



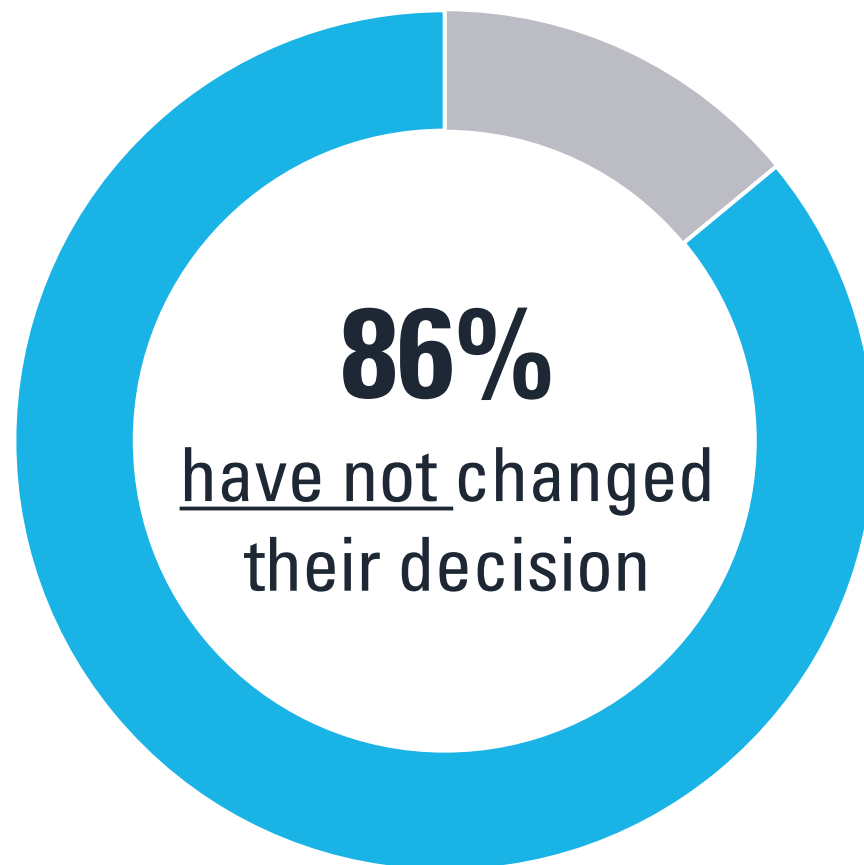
Online survey

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



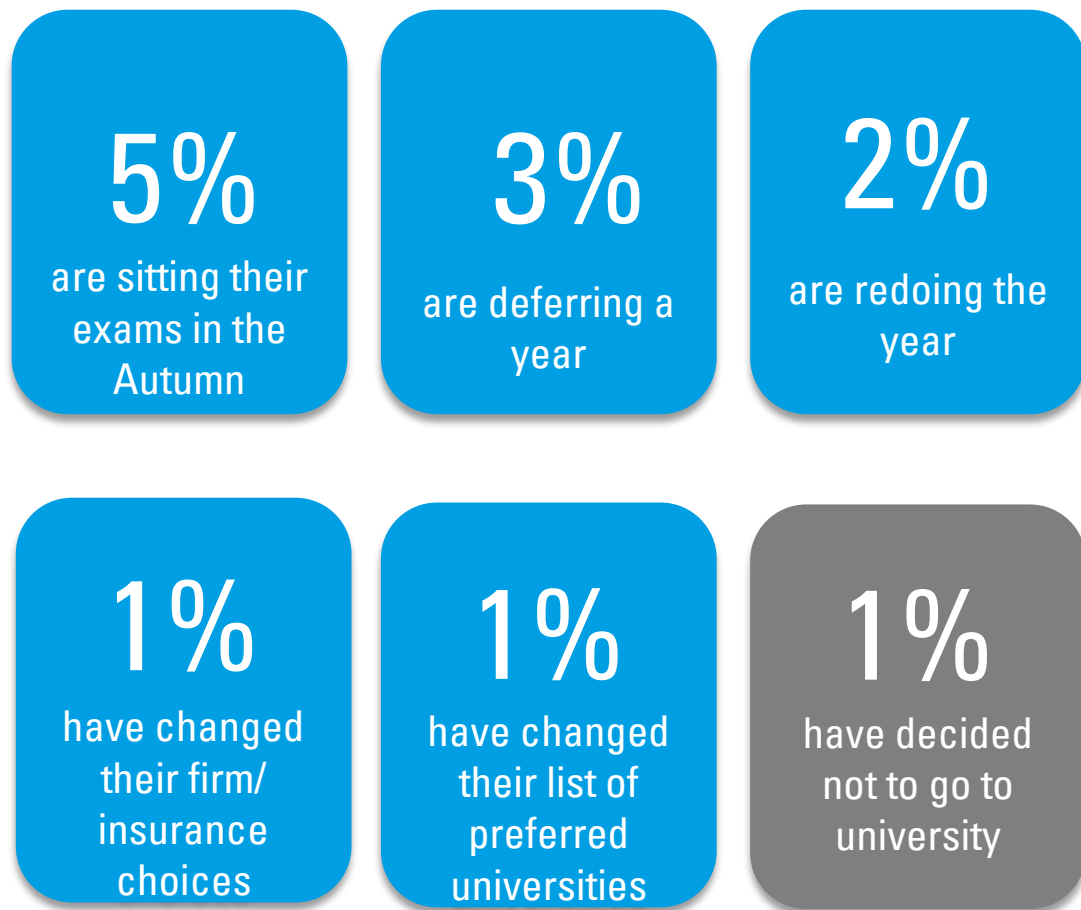
Those that **have** changed their decisions are more likely to be:

BAME

First in family

Attending state schools

Of those who have changed their mind...



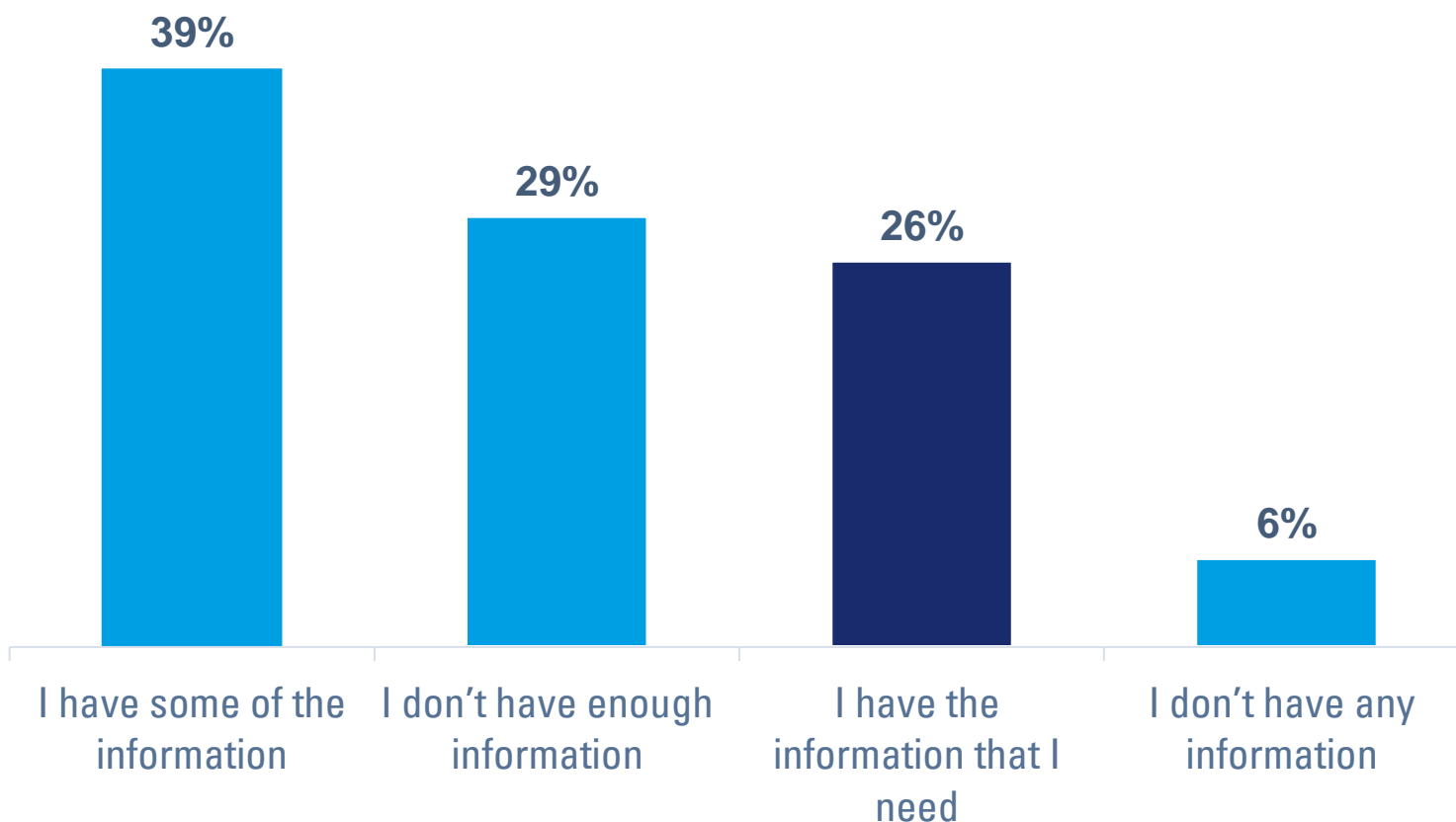
*"Different universities have courses that are more suited for **distance learning** than others."*
Female applicant

*"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

*"I want to stay more **local**."*
Male applicant

*"**Unable to go to open days**, so I have no idea what it's like there."*
Female applicant

Only a quarter feel they have the information they need



Applicants from **FEE –PAYING** schools and **ABC1** background are more likely to want more information

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62%

Have looked at university websites in the past week

54%

Have looked at the UCAS website in the past week

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'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

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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

Focus on what you do know about your applicants – rather than the absence of exam results. This is uncharted 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.