

STUDENT DECISIONS REPORT

Use our unique insight to **optimise your recruitment** by acting on the applicants' voice.

Discover your strengths –

100K

typical survey responses*

Full sector view

34

demographic views available

In their own words –

'FREE TEXT'

entry answers included

*Based upon the last three cycles

Overview

Understanding exactly why an applicant chooses a competitor is gold dust for any marketing professional. To attract students in today's demanding market, knowing what they want from a provider – and what they think of you – is priceless.

UCAS Media is in the unique position to provide you with that information. Over 100,000 applicants responded to our survey this year, straight after they had hit accept or reject on their offers. That means our data captures their thoughts and feelings at the exact moment they made their decision.

With our insight, you'll receive personalised reports showing why applicants chose you as their firm choice, or why they accepted an offer from another provider. We ask the same questions each year through our Track survey so that changes in perception over time can be measured and tracked.

Use this data to create maximum impact from your marketing to really showcase those areas where applicants are rating you highly, and pinpoint areas for improvement.

We have asked applicants about their decision making across a range of different measures, such as a university's module choices; its social life and student reviews. We asked these applicants to tell us how important these things are to their decisions, and crucially how their final universities compared. This report will therefore help you understand how you are perceived for the most important reasons that determine the final selection of university.

What do you get?

This valuable insight, uniquely available through UCAS Media, is delivered as five separate reports.

- > The provider report assesses the responses of your offer holders' ratings about you, and contains an additional report for offer holders who attended your open day.
- > The sector report compares responses about your provider to all responses in the survey.
- > The free text report gives insight into what your offer holders think about you – in their own words.
- > The competitor report compares responses about you to those about your competitor group.

All providers with over 500 survey responses will receive the five core reports. For some, there will also be the option to receive reports at subject group level and for specific named competitors, depending on your individual response rate.

Reference reports:

Additional reports are available which include sector-wide responses filtered to a particular demographic or subject area. Explore age group, ethnicity and country of residence comparisons. POLAR focused reports are also available to support WP research. A full list of supplementary reports is available on request.

Why UCAS Media

If you need a partner that can support your recruitment strategy with data-driven insight, speak to UCAS Media. We're in the perfect position to support universities and colleges that want to understand more about what they can do to improve or refocus their recruitment.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students, and higher education providers alike.

PRICING

49 responses and below	POA
50 – 499 responses	£205
500 – 1499 responses	£1,050
1,500 – 2499 responses	£1,845
2,500 and above	£2,665

All prices are excluding VAT

Interested in finding out more?

Call 01242 544 856 or email
mediainsightteam@ucas.ac.uk.

We have a solution for any challenge. Take a look at our **insight-driven** products on ucasmedia.com.