

# STUDENT DECISIONS REPORT

Use our unique insight to optimise your recruitment by listening to the applicants' voice.

Discover your strengths –

**105K**  
survey responses

Detailed insight –

**243K**  
choice-level responses

Multiple perspectives –

**5**  
insight reports available



## 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 105,000 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.

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.

Through this product you'll gain access to personalised reporting to help you understand how applicants rate you, and your competitors, against many key factors. We'll also show you the most important factors across the whole sector, and how you compare.

You will then be able to identify the differences between what your applicants say is important, and how they actually behaved when making a firm choice.

## 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.

### Interested in finding out more?

Call 01242 554 881 or email [mediainsightteam@ucas.ac.uk](mailto:mediainsightteam@ucas.ac.uk).

We have a solution for any challenge. Take a look at our other **insight-driven** products on [ucasmedia.com](http://ucasmedia.com).

## 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

Less than 500 responses	<b>free</b>
500 –1,499 responses	<b>£1,000</b>
1,500 –2,499 responses	<b>£1,750</b>
2,500 + responses	<b>£2,500</b>