

UCAS



WONKHE

ACCESS ALL AREAS

**Who are the future  
students and what is  
informing their choices  
about HE options?**

Clare Marchant, UCAS Chief Executive



# What do we know about how students make decisions?

**450%** increase in declarations of a mental health condition

**1 in 2**

UCAS applicants are also interested in apprenticeships

**2 in 5**

say better IAG would help them make better decisions

Advantaged students are

**1.4x**

more likely to consider HE in in primary school than disadvantaged peers

**91%**

of 2022 applicants are committed to their firm choice

# Journey to a million

**2026** 960,000 | +60,000

**2025** 890,000 | +50,000

**2024** 840,000 | +44,000

**2023** 800,000 | +35,000

**2022** 765,000 | +15,000

**2021 vs 2026**  
there could be:

**+27%** applicants

**+35%** 18 year olds

**+70%** international

# Journey to a million

**2026** Beyond Discover Your Future

**2025** Lifelong Loan Entitlement

**2024** Personal Statement/reference reform

**2023** Widening Participation data

**2022** Another Covid cohort

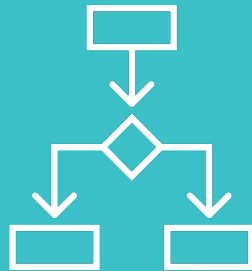
- Careers Quiz
- Employer profiles
- Widening Participation changes
- Enhanced safety net
- Actual entry grades for students
- Provider profiles
- UCAS Hub 2.0
- Clearing Plus enhancement
- Apprenticeships career and talent finder

# Discover Your Future

The go-to place for UK higher education, apprenticeships, and lifelong learning



**Discover**



**Decide**



**Apply**



**Shine**

# Demand for apprenticeships

UCAS Career Finder saw **record 2.3m searches in 2021**, up 41% from 2020

Of the 750,000 registered with UCAS for next year in the last 6 months **342,000** said they are **interested in an apprenticeship**

Despite this, the number of higher/degree apprenticeship starts for **under 19s** was **3,600 – just 4% of the total**

The screenshot displays the UCAS Career Finder interface. At the top, it says 'UCAS FOR YOU' and 'Further education'. Below this, there are two main sections:

- Because you favoured Biology:** This section features a card for 'Biology and Biotechnology' at the University of Kent. The card includes a photo of a building, a heart icon, and details such as 'BSc (Hons)', '4 years', 'Full time', and '2020'. It also shows three circular statistics: 'Average grad salary' at £30k, 'UCAS tariff points' at 112-159, and 'Average offer rate' at 75%. At the bottom, it indicates '4 course options available' and '7 related courses'.
- Apprenticeships based on Biological Science:** This section shows two apprenticeship cards from Atkins. The first is a 'Laboratory Assistant Apprenticeship' with a salary of £18,000.00 per month. The second is a 'Data Scientist Apprenticeship' also with a salary of £18,000.00 per month. Both cards include a brief description of duties and a 'Posted: 3 days ago - Closing: 31 Jan 2020' notice. Each card has a heart icon and a blue button at the bottom for 'Project Manager (Degree) Apprenticeship'.

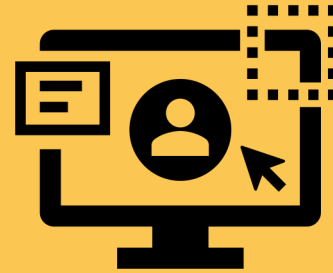
# Fair Access Programme



New questions and content for key cohorts, **enhancing knowledge and understanding of your applicants**



UCAS Outreach Connections Service, **linking hard to reach students to opportunities, at an earlier stage**



**Personalising the experience for specific groups**, tackling their challenges and providing support



Helping you **hit your widening participation targets** and narrowing the inequality gap across the sector

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