

K12 Keele University

Cycle years: 2010 - 2015

Cycle Reference Point: End of Cycle

Applicant coverage: UK domiciled

Reporting groups: Sex, POLAR3, ethnic group

Applicant statistics: June deadline applicants, placed June deadline applicants, all placed applicants, June deadline applicants per 10,000 population, placed June deadline applicants per 10,000 population, all placed applicants per 10,000 population

Application statistics: June deadline applications, offers, offer rate, average offer rate, percentage point difference between offer rate and average offer rate, contribution of group to the average offer rate

Non-disclosure controls: To avoid the disclosure of information about any individual the following measures are taken

- Applicants, placed applicants, applications and offers are rounded to the nearest 5.
- Applicants/placed applicants per 10,000 population figures are reported as 0 if the applicant/placed applicant figures are rounded to 0.
- All statistics related to the offer rate are not reported when the number of applications for a group is less than 10. The percentage point difference between the offer rate and the average offer rate is not reported when the number of applications for a group is less than 50.
- Offer rates are reported as 0% if there are fewer than 5 offers, and 100% if the number of offers is within 5 of the number of applications. When the offer rate is reported as 0% or 100%, it is reported in italics.

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P.1 18 year old applicants

Statistic	2010	2011	2012	2013	2014	2015
June deadline applicants	7,545	9,650	9,610	9,650	9,625	8,995
Placed June deadline applicants	1,025	1,110	1,025	990	1,135	1,110
All placed applicants	1,165	1,145	1,145	1,150	1,230	1,475
June deadline applicants per 10,000 population	95.5	125.3	124.2	126.8	127.8	117.4
Placed June deadline applicants per 10,000	13.0	14.4	13.3	13.0	15.1	14.5
All placed applicants per 10,000 population	14.8	14.9	14.8	15.1	16.3	19.2

P.2 18 year old applications

Statistic	2010	2011	2012	2013	2014	2015
June deadline applications	7,940	10,140	10,055	10,080	10,030	9,335
Offers	5,860	6,625	6,420	6,980	7,495	7,005
Offer rate	73.8%	65.4%	63.9%	69.2%	74.7%	75.1%

P.3 18 year old applicants by sex

Statistic	Sex	2010	2011	2012	2013	2014	2015
June deadline applicants	Men	3,380	4,355	4,005	4,025	4,105	3,680
	Women	4,160	5,295	5,605	5,625	5,525	5,315
Placed June deadline applicants	Men	445	500	430	420	495	465
	Women	575	610	595	570	640	645
All placed applicants	Men	520	520	485	505	535	635
	Women	650	625	660	645	695	835
June deadline applicants per 10,000 population	Men	84.2	110.7	100.9	103.0	106.0	93.8
	Women	107.3	140.6	148.7	151.8	150.9	142.2
Placed June deadline applicants per 10,000 population	Men	11.1	12.7	10.8	10.8	12.8	11.9
	Women	14.9	16.2	15.8	15.4	17.5	17.3
All placed applicants per 10,000 population	Men	12.9	13.2	12.2	12.9	13.8	16.2
	Women	16.7	16.6	17.5	17.4	19.0	22.4

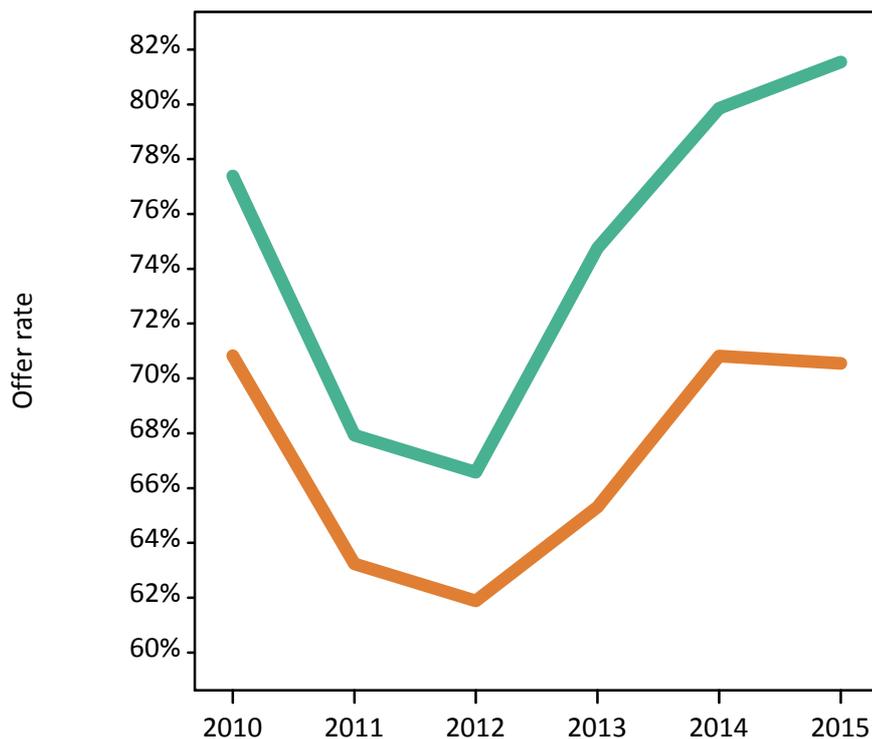
P.4 18 year old applications by sex

Statistic	Sex	2010	2011	2012	2013	2014	2015
June deadline applications	Men	3,575	4,605	4,230	4,195	4,300	3,820
	Women	4,365	5,530	5,825	5,885	5,730	5,515
Offers	Men	2,770	3,130	2,815	3,135	3,435	3,115
	Women	3,090	3,500	3,605	3,840	4,060	3,890
Offer rate	Men	77.4%	67.9%	66.6%	74.8%	79.9%	81.5%
	Women	70.8%	63.2%	61.9%	65.3%	70.8%	70.5%
Average offer rate	Men	78.2%	68.6%	67.7%	76.1%	80.5%	82.1%
	Women	70.2%	62.7%	61.0%	64.4%	70.4%	70.1%
Percentage point difference between offer rate and average offer rate	Men	-0.8	-0.7	-1.2	-1.3	-0.6	-0.6
	Women	0.6	0.6	0.8	0.9	0.5	0.4
Contribution of group to the average offer rate	Men	0.572	0.567	0.563	0.566	0.566	0.560
	Women	0.649	0.640	0.682	0.690	0.674	0.695

P.5 18 year old offer rate by sex

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2010-2015.

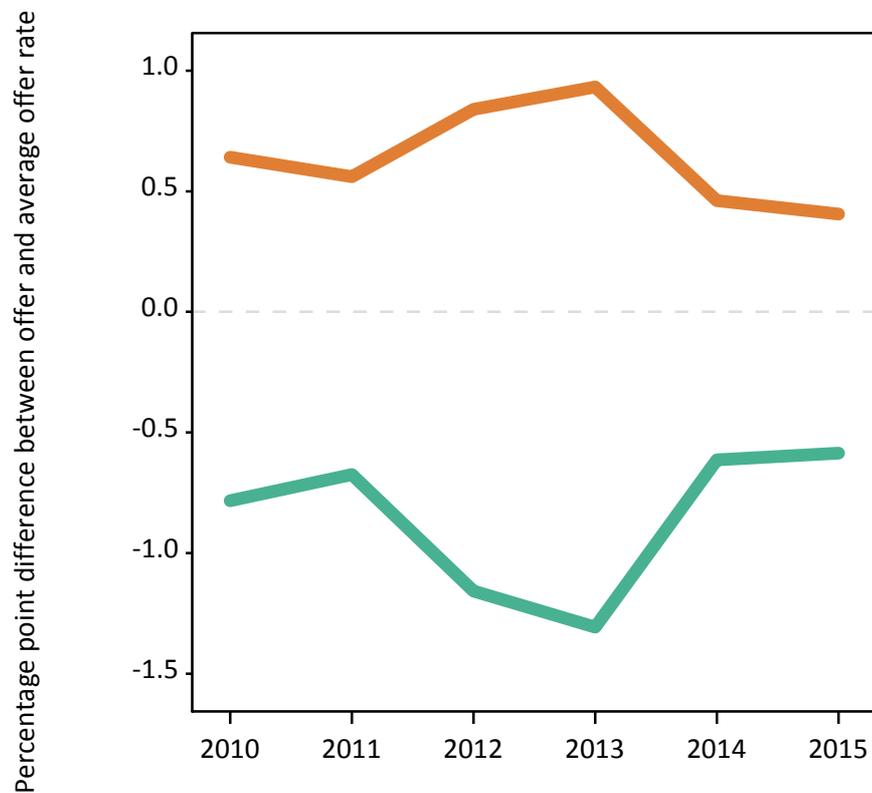
Men
Women



P.6 Percentage point difference between 18 year old offer rate and average offer rate by sex

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2010-2015.

Men
Women



P.7 18 year old applicants by POLAR3 quintile

Statistic	POLAR3 quintile	2010	2011	2012	2013	2014	2015
June deadline applicants	Quintile 1	875	1,100	1,140	1,080	1,115	1,190
	Quintile 2	1,230	1,625	1,650	1,620	1,710	1,625
	Quintile 3	1,560	1,885	1,870	1,990	1,945	1,845
	Quintile 4	1,715	2,145	2,110	2,210	2,125	1,930
	Quintile 5	2,145	2,885	2,815	2,740	2,715	2,390
Placed June deadline applicants	Quintile 1	120	115	140	115	150	200
	Quintile 2	185	180	180	165	200	205
	Quintile 3	190	200	200	230	195	215
	Quintile 4	265	260	235	210	255	225
	Quintile 5	255	350	265	270	330	265
All placed applicants	Quintile 1	130	120	155	130	160	245
	Quintile 2	210	190	195	180	220	265
	Quintile 3	215	205	225	260	210	285
	Quintile 4	305	265	260	250	275	305
	Quintile 5	295	365	305	320	370	375
June deadline applicants per 10,000 population	Quintile 1	59.1	76.5	80.0	77.4	80.2	85.1
	Quintile 2	80.1	108.0	110.0	109.9	116.9	109.3
	Quintile 3	98.0	122.6	121.2	130.4	129.4	120.1
	Quintile 4	107.8	136.8	132.9	141.4	137.8	123.4
	Quintile 5	126.5	174.3	167.6	165.8	166.6	142.9
Placed June deadline applicants per 10,000 population	Quintile 1	8.1	8.1	10.0	8.4	10.8	14.2
	Quintile 2	12.0	12.1	11.9	11.3	13.8	13.9
	Quintile 3	12.1	12.9	13.0	15.0	13.0	13.9
	Quintile 4	16.8	16.5	14.8	13.3	16.6	14.4
	Quintile 5	15.0	21.3	15.8	16.3	20.3	15.8
All placed applicants per 10,000 population	Quintile 1	8.9	8.3	11.0	9.5	11.6	17.5
	Quintile 2	13.7	12.6	13.0	12.3	15.0	17.7
	Quintile 3	13.6	13.2	14.4	17.1	13.8	18.4
	Quintile 4	19.2	17.0	16.3	16.0	17.7	19.4
	Quintile 5	17.3	22.0	18.3	19.5	22.6	22.5

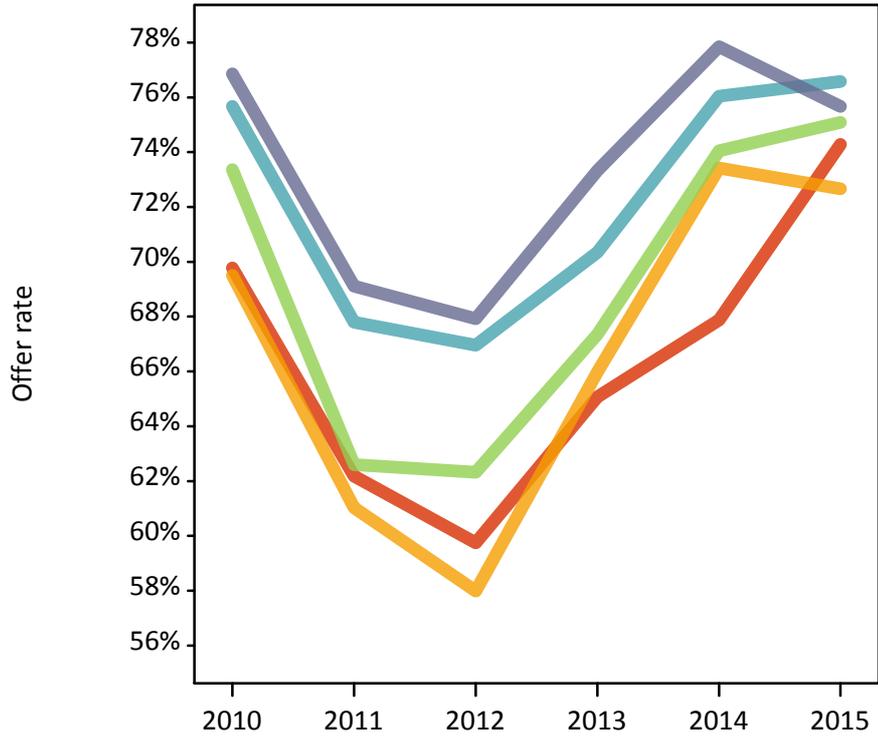
P.8 18 year old applications by POLAR3 quintile

Statistic	POLAR3 quintile	2010	2011	2012	2013	2014	2015
June deadline applications	Quintile 1	955	1,195	1,235	1,150	1,190	1,260
	Quintile 2	1,325	1,725	1,735	1,695	1,800	1,695
	Quintile 3	1,635	1,960	1,960	2,075	2,015	1,905
	Quintile 4	1,790	2,250	2,195	2,315	2,210	2,010
	Quintile 5	2,210	2,995	2,900	2,835	2,805	2,450
Offers	Quintile 1	665	745	740	750	805	935
	Quintile 2	920	1,055	1,005	1,120	1,325	1,230
	Quintile 3	1,200	1,225	1,220	1,395	1,490	1,430
	Quintile 4	1,355	1,525	1,470	1,625	1,680	1,540
	Quintile 5	1,700	2,070	1,970	2,080	2,185	1,855
Offer rate	Quintile 1	69.8%	62.2%	59.7%	65.1%	67.9%	74.3%
	Quintile 2	69.5%	61.0%	58.0%	66.0%	73.4%	72.7%
	Quintile 3	73.4%	62.6%	62.3%	67.4%	74.0%	75.1%
	Quintile 4	75.7%	67.8%	67.0%	70.3%	76.0%	76.6%
	Quintile 5	76.9%	69.1%	67.9%	73.3%	77.9%	75.7%
Average offer rate	Quintile 1	71.0%	63.4%	60.4%	65.2%	69.3%	74.3%
	Quintile 2	69.8%	61.6%	59.5%	66.8%	72.9%	73.0%
	Quintile 3	73.8%	63.8%	63.3%	68.0%	74.8%	75.0%
	Quintile 4	75.4%	67.3%	66.7%	70.3%	76.4%	76.7%
	Quintile 5	76.1%	67.9%	66.2%	72.4%	76.8%	75.5%
Percentage point difference between offer rate and average offer rate	Quintile 1	-1.2	-1.3	-0.6	-0.1	-1.5	0.0
	Quintile 2	-0.3	-0.5	-1.5	-0.8	0.6	-0.3
	Quintile 3	-0.4	-1.2	-1.0	-0.6	-0.7	0.1
	Quintile 4	0.3	0.5	0.2	0.0	-0.4	-0.1
	Quintile 5	0.7	1.2	1.7	0.9	1.1	0.2
Contribution of group to the average offer rate	Quintile 1	0.228	0.214	0.212	0.209	0.213	0.222
	Quintile 2	0.253	0.245	0.244	0.237	0.249	0.261
	Quintile 3	0.274	0.262	0.257	0.263	0.262	0.268
	Quintile 4	0.291	0.286	0.284	0.289	0.282	0.282
	Quintile 5	0.351	0.360	0.364	0.348	0.347	0.338

P.9 18 year old offer rate by POLAR3 quintile

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2010-2015.

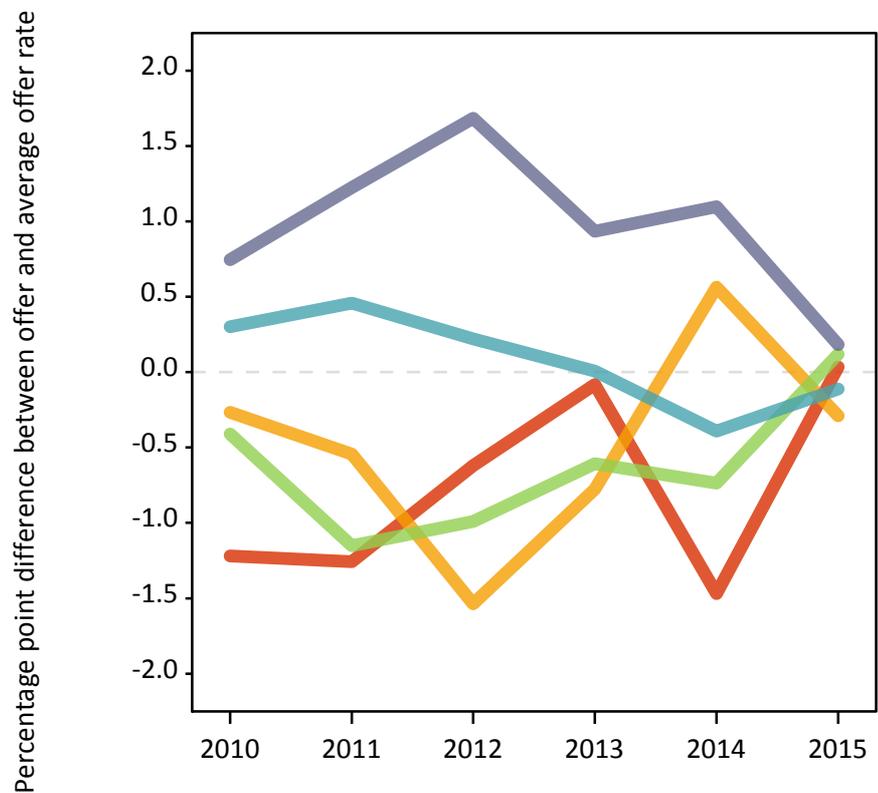
- Quintile 1
- Quintile 2
- Quintile 3
- Quintile 4
- Quintile 5



P.10 Percentage point difference between 18 year old offer rate and average offer rate by POLAR3 quintile

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2010-2015.

- Quintile 1
- Quintile 2
- Quintile 3
- Quintile 4
- Quintile 5



P.11 18 year old applicants by ethnic group

Statistic	Ethnic group	2010	2011	2012	2013	2014	2015
June deadline applicants	Asian	1,170	1,685	1,495	1,450	1,435	1,430
	Black	325	525	410	570	590	555
	Mixed	220	310	315	320	310	345
	White	5,710	6,975	7,260	7,165	7,140	6,495
	Other	60	90	90	105	100	110
Placed June deadline applicants	Asian	90	105	75	95	125	105
	Black	25	35	30	45	40	60
	Mixed	45	30	30	30	30	35
	White	855	920	875	815	925	895
	Other	5	5	5	5	10	10
All placed applicants	Asian	125	110	100	120	145	185
	Black	35	40	40	55	50	90
	Mixed	50	35	40	35	30	55
	White	945	950	950	925	990	1,120
	Other	10	5	10	10	10	15
June deadline applicants per 10,000 population	Asian	189.1	267.7	231.2	219.5	211.9	201.8
	Black	124.2	192.4	145.6	191.3	194.6	174.7
	Mixed	94.5	128.4	120.2	119.1	108.1	112.6
	White	85.2	107.8	112.4	113.9	115.7	104.2
	Other	80.5	113.6	102.8	116.9	109.6	116.3
Placed June deadline applicants per 10,000 population	Asian	14.9	17.0	11.6	14.1	18.3	14.7
	Black	9.2	13.5	11.0	14.8	13.5	18.5
	Mixed	18.6	12.8	12.3	10.7	10.4	11.7
	White	12.7	14.2	13.6	12.9	15.0	14.4
	Other	9.1	8.6	6.8	7.7	9.7	9.3
All placed applicants per 10,000 population	Asian	20.1	17.3	15.1	18.2	21.2	26.0
	Black	13.0	13.9	14.6	18.5	16.8	28.0
	Mixed	20.7	14.0	14.6	12.2	10.8	18.2
	White	14.1	14.7	14.7	14.7	16.0	18.0
	Other	11.7	8.6	11.3	11.0	10.7	13.5

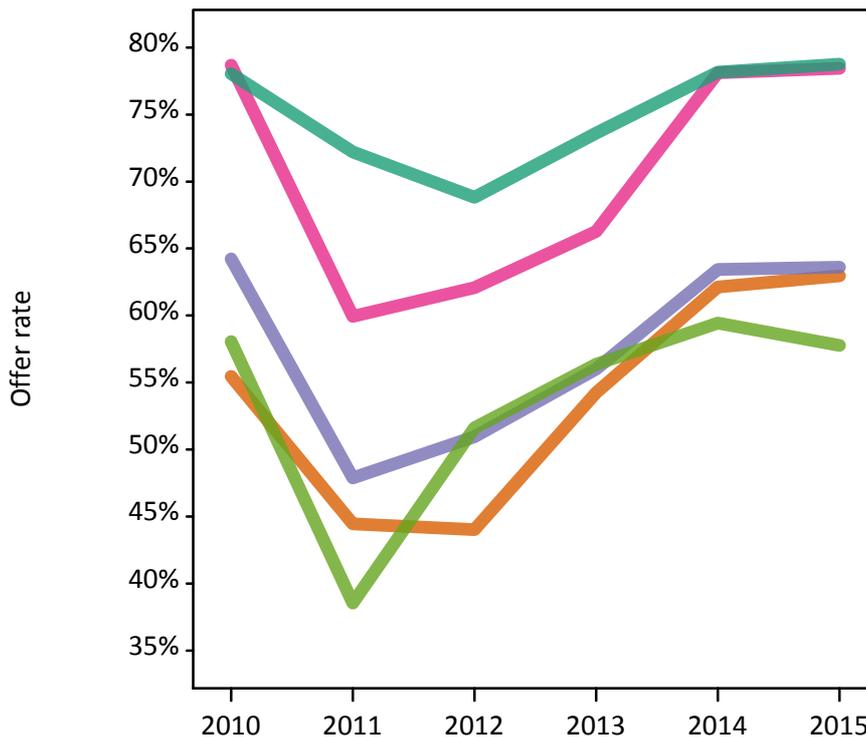
P.12 18 year old applications by ethnic group

Statistic	Ethnic group	2010	2011	2012	2013	2014	2015
June deadline applications	Asian	1,220	1,745	1,535	1,490	1,480	1,465
	Black	325	540	425	580	600	565
	Mixed	230	320	335	335	320	360
	White	6,040	7,375	7,630	7,520	7,480	6,760
	Other	60	95	95	110	105	115
Offers	Asian	675	775	675	805	920	925
	Black	210	260	215	325	380	360
	Mixed	180	195	210	220	250	285
	White	4,715	5,325	5,250	5,535	5,845	5,325
	Other	35	35	50	60	65	65
Offer rate	Asian	55.4%	44.4%	44.0%	54.2%	62.1%	63.0%
	Black	64.2%	47.9%	50.9%	56.0%	63.4%	63.6%
	Mixed	78.7%	59.9%	62.1%	66.3%	78.1%	78.5%
	White	78.0%	72.2%	68.8%	73.6%	78.2%	78.7%
	Other	58.1%	38.5%	51.6%	56.4%	59.4%	57.8%
Average offer rate	Asian	59.9%	48.7%	48.3%	56.8%	64.8%	64.5%
	Black	66.7%	52.0%	52.5%	59.6%	66.0%	65.1%
	Mixed	75.4%	61.2%	61.0%	69.3%	78.7%	77.6%
	White	77.0%	70.8%	67.9%	72.6%	77.3%	78.3%
	Other	63.7%	44.7%	52.7%	60.7%	62.8%	58.4%
Percentage point difference between offer rate and average offer rate	Asian	-4.5	-4.3	-4.3	-2.5	-2.7	-1.5
	Black	-2.5	-4.2	-1.6	-3.6	-2.6	-1.4
	Mixed	3.3	-1.2	1.1	-3.0	-0.6	0.8
	White	1.0	1.4	1.0	1.0	0.8	0.4
	Other	-5.7	-6.2	-1.1	-4.4	-3.4	-0.7
Contribution of group to the average offer rate	Asian	0.345	0.347	0.342	0.312	0.272	0.301
	Black	0.160	0.164	0.154	0.159	0.151	0.160
	Mixed	0.102	0.109	0.126	0.122	0.119	0.122
	White	0.814	0.790	0.815	0.799	0.792	0.779
	Other	0.112	0.073	0.060	0.076	0.119	0.126

P.13 18 year old offer rate by ethnic group

Note: The line for a group is not plotted when that group made fewer than 10 applications in any of the years from 2010-2015.

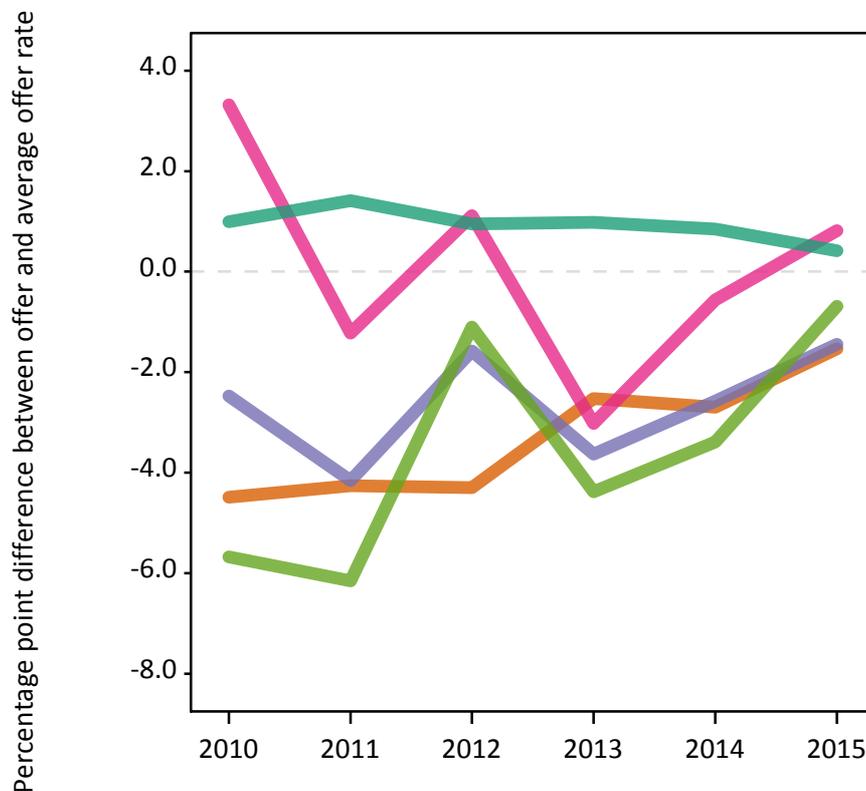
- Asian
- Black
- Mixed
- White
- Other



P.14 Percentage point difference between 18 year old offer rate and average offer rate by ethnic group

Note: The line for a group is not plotted when that group made fewer than 50 applications in any of the years from 2010-2015.

- Asian
- Black
- Mixed
- White
- Other



P.15 Applicants (all ages)

Statistic	2010	2011	2012	2013	2014	2015
June deadline applicants	12,645	16,195	15,265	15,580	15,695	15,220
Placed June deadline applicants	1,675	1,805	1,555	1,580	1,845	1,870
All placed applicants	1,900	1,885	1,805	1,855	2,035	2,445

P.16 Applications (all ages)

Statistic	2010	2011	2012	2013	2014	2015
June deadline applications	13,495	17,140	16,125	16,360	16,465	15,895
Offers	8,100	9,280	8,350	9,390	10,435	10,000
Offer rate	60.0%	54.2%	51.8%	57.4%	63.4%	62.9%

P.17 Applicants (all ages) by sex

Statistic	Sex	2010	2011	2012	2013	2014	2015
June deadline applicants	Men	5,605	7,205	6,325	6,310	6,545	6,185
	Women	7,040	8,990	8,940	9,270	9,150	9,035
Placed June deadline applicants	Men	695	795	645	655	785	805
	Women	980	1,010	905	925	1,060	1,065
All placed applicants	Men	810	820	755	790	870	1,090
	Women	1,090	1,065	1,050	1,065	1,170	1,355

P.18 Applications (all ages) by sex

Statistic	Sex	2010	2011	2012	2013	2014	2015
June deadline applications	Men	5,960	7,650	6,715	6,615	6,880	6,485
	Women	7,530	9,485	9,410	9,745	9,580	9,410
Offers	Men	3,870	4,435	3,755	4,290	4,855	4,610
	Women	4,230	4,845	4,590	5,095	5,580	5,390
Offer rate	Men	64.9%	57.9%	55.9%	64.9%	70.6%	71.1%
	Women	56.2%	51.1%	48.8%	52.3%	58.2%	57.3%

P.19 Applicants (all ages) by POLAR3 quintile

Statistic	POLAR3 quintile	2010	2011	2012	2013	2014	2015
June deadline applicants	Quintile 1	1,670	2,145	2,125	2,050	2,145	2,225
	Quintile 2	2,225	2,850	2,785	2,765	2,890	2,785
	Quintile 3	2,595	3,170	2,980	3,215	3,170	3,150
	Quintile 4	2,845	3,510	3,255	3,445	3,335	3,175
	Quintile 5	3,275	4,490	4,085	4,085	4,130	3,855
Placed June deadline applicants	Quintile 1	230	225	240	215	270	320
	Quintile 2	310	305	275	265	335	335
	Quintile 3	310	320	295	345	335	350
	Quintile 4	415	425	345	340	405	400
	Quintile 5	400	520	395	415	500	465
All placed applicants	Quintile 1	255	235	270	240	295	395
	Quintile 2	355	325	320	305	370	430
	Quintile 3	355	340	355	395	365	455
	Quintile 4	470	440	395	405	445	520
	Quintile 5	455	540	460	505	560	640

P.20 Applications (all ages) by POLAR3 quintile

Statistic	POLAR3 quintile	2010	2011	2012	2013	2014	2015
June deadline applications	Quintile 1	1,865	2,330	2,350	2,220	2,315	2,350
	Quintile 2	2,405	3,035	2,945	2,915	3,050	2,925
	Quintile 3	2,750	3,340	3,150	3,365	3,310	3,275
	Quintile 4	3,030	3,725	3,415	3,605	3,490	3,335
	Quintile 5	3,400	4,675	4,225	4,235	4,275	3,980
Offers	Quintile 1	970	1,115	1,035	1,080	1,220	1,370
	Quintile 2	1,340	1,525	1,370	1,530	1,850	1,760
	Quintile 3	1,650	1,740	1,585	1,890	2,085	2,045
	Quintile 4	1,880	2,140	1,900	2,175	2,300	2,170
	Quintile 5	2,235	2,750	2,435	2,705	2,970	2,635
Offer rate	Quintile 1	52.0%	47.8%	44.1%	48.7%	52.6%	58.2%
	Quintile 2	55.8%	50.2%	46.6%	52.5%	60.7%	60.1%
	Quintile 3	60.0%	52.1%	50.3%	56.1%	63.0%	62.5%
	Quintile 4	62.0%	57.4%	55.6%	60.3%	65.9%	65.1%
	Quintile 5	65.7%	58.8%	57.7%	63.8%	69.5%	66.3%

P.21 Applicants (all ages) by ethnic group

Statistic	Ethnic group	2010	2011	2012	2013	2014	2015
June deadline applicants	Asian	2,155	3,075	2,635	2,590	2,590	2,695
	Black	860	1,255	1,105	1,175	1,210	1,255
	Mixed	370	515	490	545	550	575
	White	9,025	11,025	10,730	10,945	11,020	10,310
	Other	135	185	220	205	225	245
Placed June deadline applicants	Asian	160	190	130	160	225	230
	Black	60	75	70	70	85	100
	Mixed	65	50	55	50	50	60
	White	1,365	1,465	1,285	1,280	1,455	1,445
	Other	15	10	10	10	20	20
All placed applicants	Asian	220	195	180	225	270	370
	Black	75	80	95	90	105	150
	Mixed	75	55	65	55	55	85
	White	1,500	1,530	1,435	1,450	1,575	1,785
	Other	15	15	15	15	20	30

P.22 Applications (all ages) by ethnic group

Statistic	Ethnic group	2010	2011	2012	2013	2014	2015
June deadline applications	Asian	2,240	3,210	2,735	2,680	2,675	2,785
	Black	875	1,295	1,155	1,200	1,240	1,280
	Mixed	395	540	520	565	565	600
	White	9,735	11,755	11,400	11,580	11,650	10,830
	Other	135	190	225	215	230	255
Offers	Asian	1,040	1,220	995	1,195	1,425	1,515
	Black	365	475	370	475	595	585
	Mixed	265	270	285	330	375	410
	White	6,325	7,195	6,590	7,240	7,885	7,285
	Other	55	55	70	95	110	120
Offer rate	Asian	46.3%	38.0%	36.4%	44.6%	53.3%	54.4%
	Black	41.6%	36.8%	32.0%	39.7%	48.0%	45.9%
	Mixed	66.9%	50.2%	55.1%	58.0%	66.0%	68.3%
	White	65.0%	61.2%	57.8%	62.5%	67.7%	67.3%
	Other	39.7%	30.2%	32.1%	43.5%	46.8%	46.5%

Technical Notes and Definitions

UCAS undergraduate scheme

Adjustment

Adjustment allows applicants who have met and exceeded the terms of their conditional firm offer to seek and find a place at another provider whilst keeping their place at their original firm choice provider.

Clearing

Clearing is a route for applicants that are not placed and holding no offers to find a place on courses with vacancies.

Cycle year

The UCAS application cycle which runs from September to October the following year. For example the 2015 cycle runs from September 2014 through to October 2015.

End of cycle

The point in the cycle to which the numbers in this report refer, and the point at which the cycle is closed such that no more applications or offers can be made, and no more applicants can be placed. Numbers reported at the end of cycle exclude information on a small number of applicants who cancelled during the cycle.

Extra

Applicants who are unsuccessful in obtaining an offer or decline all offers may be eligible to apply through Extra, where they can apply to one further course at a time. Extra operates from 25 February until early July. It provides applicants who are eligible the possibility of obtaining an offer before exam results are published and Clearing starts.

June 30 deadline

The deadline for main scheme applications. Applicants who apply after this date will go directly into Clearing.

Record of Prior Acceptance (RPA)

RPA is an acceptance route used when a provider informs UCAS of applicants it has accepted outside of the normal application process (e.g. individuals who have applied directly to the provider).

Reporting groups

Ethnic group

High level grouping of ethnic origin as declared by the applicant: 'White', 'Black', 'Asian', 'Mixed', 'Other', 'Unknown'. Applicants who declare themselves as 'Unknown' ethnic origin are not reported in these tables, but are included in the associated csv data file.

POLAR3 quintile

Developed by HEFCE, POLAR3 classifies small areas across the UK into five groups according to their level of young participation in Higher Education. Each of these groups represents around 20 per cent of young people and is ranked from Quintile 1 (areas with the lowest young participation rates, considered as the most disadvantaged) to Quintile 5 (highest young participation rates, considered most advantaged). POLAR3 is based on the participation rates of young people between 2005 and 2009 who entered Higher Education between 2005-06 and 2010-11, therefore is most suitable for applicants aged 19 and under. These groups are assigned using the postcode declared by the applicant at the time of their application. If a UK postcode is invalid, considered unsafe for measurement or there is no link to Census geography possible then the applicant is not assigned to a quintile. Applicants with no POLAR3 quintile are not reported.

Sex

Sex as declared by the applicant.

SIMD quintile

Scottish index of multiple deprivation (SIMD) for 2012 identifies small area concentrations of multiple deprivation across all of Scotland, providing a relative measure of deprivation amongst 6505 small areas (data zones) based on 7 socio-economic domains. These small areas are classified into five groups ranked from Quintile 1 (considered the most deprived) to Quintile 5 (considered least deprived), with equal populations in each quintile. Quintiles are assigned using the postcode declared by the applicant, applicants declaring invalid postcodes are classified as 'Not assigned' and are not reported.

SIMD is only defined for applicants domiciled in Scotland, therefore any applicants domiciled outside of Scotland cannot be assigned to an SIMD quintile and so are not reported for this measure.

SIMD is only reported for providers in Scotland. Application and entry rates by SIMD are reported in the 2015 End of Cycle Report and the 2016 cycle January deadline application rate report.

Statistics reported in the tables

All placed applicants

The number of applicants placed for entry into higher education at the provider through one of their choices, including any choices made through Extra, or via Adjustment, Clearing or RPA.

All placed applicants per 10,000 population

The number of total UK domiciled 18 year old placed applicants for entry into higher education at the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, that were placed at the provider through one of their choices, including any choices made through Extra, or via Adjustment, Clearing or RPA. It is an alternative way of expressing the entry rate to a provider. By referencing the underlying population this statistic shows how the number of placed applicants is changing in relation to the available pool of potential applicants and so gives the chance that somebody from the group will be placed at a provider.

This statistic is only reported for 18 year olds.

Average offer rate

The offer rate that you might expect if the predicted grades and subject choice of applicants were the only factors that influenced whether an applicant was made an offer by the provider. The average offer rate is calculated by dividing applicants according to their specific combination of grades (for A levels the best three predicted grades are used, for BTECs, International Baccalaureate and Scottish Highers and Advanced Highers, predicted grades along with any grades already achieved upon applying are used) and subject choice. For each combination the number of main scheme offers is divided by the number of main scheme applications, to give an overall offer rate. This is then multiplied by the number of applications made by the group for which the average offer rate is being calculated (for example POLAR3 quintile 1), to give an average number of offers for that group. These average number of offers are then added together across all combinations of predicted grade and subject and divided by the number of main scheme applications from the group to give the average offer rate.

The average offer rate does not attempt to control for any other factors that may play a part in the decision to make an offer, such as the subject of the qualifications studied, their relevance to a course, or the grade in each subject; higher numbers of A levels being studied; the exact profile of grades predicted; personal statements; teacher references; interviews; or any other criteria (such as work experience or portfolios) that may be part of the admissions decision.

This statistic is only reported for 18 year olds.

Contribution of group to the average offer rate

The way in which the average offer rate is defined means that the pattern of application and offers of a group (for example POLAR3 quintile 1) will always contribute, in part, to the average offer rate for that group. When this contribution is large, the average offer rate will mainly reflect the patterns for the group, meaning that the value of the average offer rate will be similar to the offer rate, the percentage point difference statistic will be small, and any real difference between the offer rate and what might be expected given the predicted grades and subject choices of the applicants will be difficult to detect.

Values of the contribution of group to the average offer rate range between 0 and 1. The closer the value is to 1 the greater the contribution a group makes to its own average offer rate.

This statistic is only reported for 18 year olds.

Placed June deadline applicants

An applicant who has been placed for entry into higher education at the provider through a June deadline application.

Placed June deadline applicants per 10,000 population

The number of UK domiciled 18 year old placed June deadline applicants at the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, that were placed at the provider through one of their June deadline applications. It is an alternative way of expressing the entry rate to a provider, but for placed June deadline applicants only. By referencing the underlying population this statistic shows how the number of placed June deadline applicants is changing in relation to the available pool of potential 18 year old applicants and so gives the chance that somebody from the group will be placed at a provider through a June deadline application.

This statistic is only reported for 18 year olds.

June deadline applications

An application (or choice) to a course in higher education to the provider that is made by the June 30 deadline. Each applicant can make up to five choices this way. The number of June deadline applications does not include choices made through the following routes: Clearing, Extra, Adjustment and RPAs. Applications made to October deadline courses received after the October deadline are not included in these statistics.

June deadline applicants

The number of applicants that made at least one application to the provider by the June 30 deadline.

June deadline applicants per 10,000 population

The number of UK domiciled 18 year old June deadline applicants to the provider divided by the number of UK 18 year olds in the population, multiplied by 10,000. This gives the number of 18 year olds, for every 10,000 in the population, who applied by the June 30 deadline. It is equivalent to the application rate. By referencing the underlying population this statistic shows how the number of June deadline applicants is changing in relation to the available pool of potential 18 year old applicants and so gives the chance that somebody from the group will apply to a provider by the June 30 deadline.

This statistic is only reported for 18 year olds.

Offers

An offer is defined as a provider's decision in response to an application to offer a place to an applicant, often subject to the applicant satisfying academic and/or other criteria, via a June deadline application (i.e. does not cover choices made through the following routes: Clearing, Extra, Adjustment and RPAs).

Offer rate

The number of offers made divided by the number of June deadline applications. This gives the proportion of all June deadline applications to the provider that received an offer.

Percentage point difference between offer rate and average offer rate

The offer rate minus the average offer rate.

The percentage point difference can be compared to the expected range of statistical variation resulting from the calculation of the average offer rate using the Average Offer Rate Lookup Table. Where the value of the percentage point difference lies outside of this range, the percentage point difference may be considered to represent a real difference between the offer rate and the average offer rate.

Other definitions

Age

This analysis uses country-specific age definitions that align with the cut off points for school and college cohorts within the different administrations of the UK. For England and Wales, ages are defined on the 31 August, for Northern Ireland on the 1 July and for Scotland on the 28 February the following year. Defining ages in this way matches the assignment of children to school cohorts. For applicants outside of the UK a cohort cut off of 31 August has been used.

Provider

A higher education provider - a university or college.

UK domiciled

Declared area of permanent residence within England, Northern Ireland, Scotland and Wales. Applicants from the Channel Islands and Isle of Man are not included.