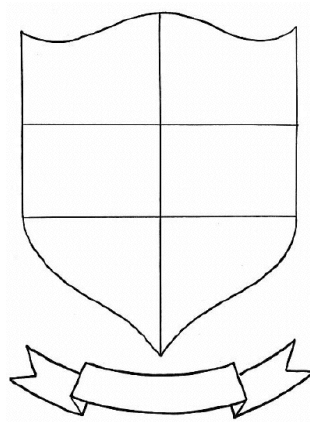


21<sup>st</sup> September 2009

# Decliners Survey

## Final Report

University of XXXXXX



## 1. Survey response and respondent demographics

A total of xxx valid responses were received from the decliners, xx from MPhil PhD applicants, xx from MRes, and xx from Masters applicants. There were x decliners for Postgraduate Diplomas. Of the decliners xx ( xx %) had done their undergraduate study at XXX University, xx (xx %) at other UK Universities and xx (xx %) at Universities overseas.

The ages of respondents ranged from xx to xx, with an average age of xx and modal class of xx.

As far as country of domicile is concerned see Table 1.

**Table 1. Number of decliners by country of Domicile**

| Decliners: Country of Domicile | Number |
|--------------------------------|--------|
|                                |        |
|                                |        |
|                                |        |

For UK domiciled students, Table 2 gives the first level postcode.

**Table 2. Number of decliners by UK first level postcode**

| Decliners: UK Post Code | Number |
|-------------------------|--------|
|                         |        |
|                         |        |
|                         |        |
|                         |        |
|                         |        |
|                         |        |
|                         |        |

**Table 3: Respondents' first language.**

| Language | Number |
|----------|--------|
|          |        |
|          |        |
|          |        |
|          |        |

**Table 4. Decliners' nationality**

| Nationality | Number |
|-------------|--------|
|             |        |
|             |        |
|             |        |
|             |        |
|             |        |
|             |        |
|             |        |

Commentary .....

**2. Courses applied for**

The vast majority, (xx %) of respondents had applied for masters courses.....

Table 5 shows the specific courses.

**Table 5. Masters Applicants: Courses Applied For**

| Courses | Number |
|---------|--------|
|         |        |
|         |        |
|         |        |
|         |        |
|         |        |
|         |        |

Only xx decliners applied for MPhil / PhD programmes. Table 6 indicates the departments or areas of study to which these respondents had applied.

**Table 6. MPhil/PhD applicants: Areas of interest.**

| Department/Area of Interest | Number |
|-----------------------------|--------|
|                             |        |
|                             |        |
|                             |        |
|                             |        |
|                             |        |

Commentary .....

Decliners applied on average to .....XXX University, (median x and modal class y). The maximum number of courses applied for was x the minimum 1. Overall the number of Universities to which decliners applied is surprisingly small and remarkably focused.

Table 7 provides details of the overall pattern of applications.

**Table 7 Decliners All: Other Universities Applied To**

| University | Number |
|------------|--------|
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |

Commentary .....

Table 8 shows the UK Universities at which the decliners accepted places.

**Table 8: Destination Universities**

| Decliners: Destination Universities | Number |
|-------------------------------------|--------|
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |
|                                     |        |

Commentary .....

Table 9 highlights how XXX University ranks among those universities applied to.

**Table 9: Ranking of XXX University among those applied to**

| Rank | number | % |
|------|--------|---|
| 1    |        |   |
| 2    |        |   |
| 3    |        |   |
| 4    |        |   |
| 5    |        |   |

Commentary .....

The other Universities applied to by those who selected XXX University as their first choice are listed in Table 10 below.

**Table 10: XXX University 1st Choice: Other Universities Applied To**

| University | Number |
|------------|--------|
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |

Commentary .....

Table 11 and Table 12 show the final destination university for those who ranked XXX University first.

**Table 11: 1<sup>st</sup> choice: UK final destinations**

| University | number |
|------------|--------|
|            |        |
|            |        |
|            |        |
|            |        |
|            |        |

Commentary .....

**Table 12: XXX University 1<sup>st</sup> choice: NON UK final destinations**

| <b>Decliners XXX University 1<sup>st</sup> choice: final NON UK destination</b> |  |
|---|--|
|   |  |
|   |  |
|   |  |

Commentary .....

### 3. Why apply to XXX University

Table 13 shows the decliners responses to the factors which influenced their initial decision to apply to XXX University.

**Table 13: Factors influencing the decision to apply to XXX University.**

|                           | <b>Not a factor</b> | <b>Minor factor</b> | <b>Major factor</b> |
|---------------------------|---------------------|---------------------|---------------------|
| Right programme or course |                     |                     |                     |
| Reputation                |                     |                     |                     |
| Reputation of staff       |                     |                     |                     |
|                           |                     |                     |                     |
|                           |                     |                     |                     |
|                           |                     |                     |                     |
|                           |                     |                     |                     |
|                           |                     |                     |                     |

Commentary .....

Table 14 shows how respondents first heard of XXX University.

**Table 14: Channels by which respondents first heard of XXX University**

| <b>Channel</b> | <b>number</b> |
|----------------|---------------|
|                |               |
|                |               |
|                |               |

Commentary .....

#### 4. What did they do after declining – and why?

It is important to understand what action students take subsequent to declining a place at XXX University. Table 15 provides the responses.

**Table 15: Courses of action taken by decliners**

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Commentary .....

As far as decliners taking up places at other UK Universities are concerned, Table 16 highlights the importance of some key competitor Universities.

**Table 16: Universities at which respondents accepted places**

| Universities | Number |
|--------------|--------|
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |
|              |        |

Commentary .....

Table 17 looks at the influence of various factors on the decision to decline the offer from XXX University.

**Table 17: Reasons for declining from XXX University**

| FACTOR | Not a factor | % | Minor factor | % | Major factor | % |
|--------|--------------|---|--------------|---|--------------|---|
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |
|        |              |   |              |   |              |   |

Commentary .....

The way in which a University responds to its client groups is of particular importance in a competitive market. Table 18 highlights the decliners' views about the way in which this process is managed.

**Table 18: Student satisfaction with aspects of the recruitment process**

|   | Good | Satisfactory | Poor | Don't know |
|---|------|--------------|------|------------|
| Quality of written information          |      |              |      |            |
| Quality of the website                  |      |              |      |            |
| Speed of written communication          |      |              |      |            |
| Speed of electronic communication       |      |              |      |            |
| Responsiveness to queries               |      |              |      |            |
| Availability of funding                 |      |              |      |            |
| Availability of accommodation           |      |              |      |            |
| Approachability of academic staff       |      |              |      |            |
| Approachability of administrative staff |      |              |      |            |

Commentary .....

## **5. Conclusion.**

**Key issues to emerge**

**Action points for consideration**

**ANNEXES**