



The University of Manchester

Offer-Holder Survey

A survey of applicants holding an offer from
The University of Manchester

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Background

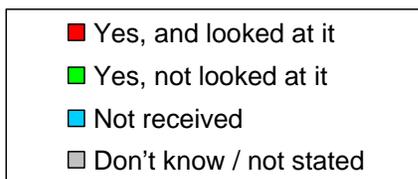
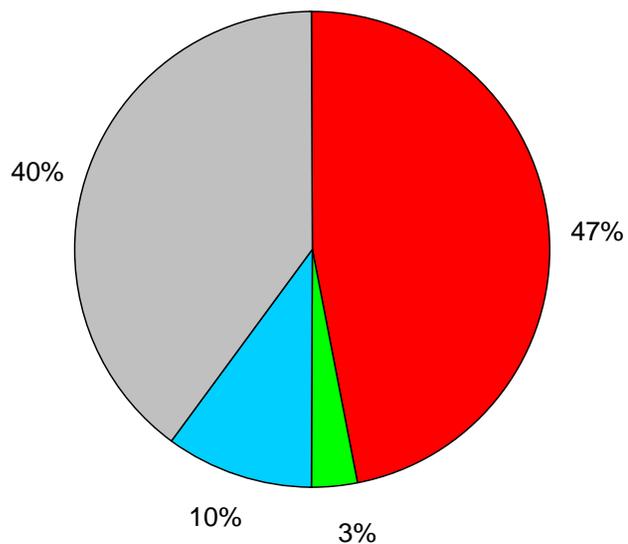
- The Offer-Holder survey has been commissioned by Student Communications and Marketing to obtain feedback from prospective students (who are holding an offer from the University) on the post-offer communications and information provided at this time.
- The primary objective of the survey is to ensure that the University is meeting the information needs of offer-holders, providing the right information at the right time. Specifically, the survey aims to:
 - Assess user perceptions of three key publications sent to offer-holders:
 - the leaflet enclosed with the offer letter
 - *The Manchester Advantage* brochures (separate versions for UK/EU and International applicants)
 - *Living in Manchester* brochure.
 - Identify the topics or themes offer-holders are most interested in (for inclusion in E-advantage).
 - Explore attitudes to receiving post-offer information and messages from universities while they are still making their final decision.
- The survey was available online from 22 April until 9 May 2016.
- Excluding ineligible respondents, 2970 offer-holders completed the survey:
 - 81 respondents holding offers for foundation programmes (3%)
 - 2153 UG respondents (73%)
 - 632 PGT respondents (21%)
 - 104 PGR respondents (3%)
 - 1717 respondents applying from UK (58%)
 - 396 EU respondents (13%)
 - 857 international respondents (29%).

Summary of Results

- Half (50%) of all respondents remember receiving the leaflet included with the offer letter, and 47% actually looked at it. Approaching three quarters (71%) of those who looked at the leaflet would describe it as welcoming and friendly.
- Similarly, 52% of UK/EU and 60% of international respondents remember receiving the Manchester Advantage brochure. Feedback for both brochures was very positive:
 - 90% of both UK/EU and international respondents rated the brochures good/very good for clarity of information
 - 93% of international and 87% of UK/EU respondents rated content good/very good.
- Three quarters of respondents (76%) remember receiving the Living In Manchester brochure. This also received high scores for content and clarity of information (89% and 90% respectively rating it good/very good).
- When asked to give a combined overall rating for the brochures they received, 94% of respondents rated the brochures good or very good. High ratings were received across all respondent groups (i.e. by origin and by level of study).
- Almost three quarters (73%) of respondents think the frequency of the E-advantage emails is about right. Again, this is consistent across all respondent groups. The themes of accommodation and teaching and learning are most likely to be of interest to respondents.
- The majority of respondents have received post-offer information from other institutions (80% received information by email and 50% received information by post).
- Most respondents (90%) welcome post-offer information from universities, and 70% agree they are more likely to accept an offer from a university that provides further (post-offer) information, even though 79% realise that universities send information in order to encourage students to accept the offer.

Did you receive a copy of this leaflet with your offer letter?

(Base: all respondents = 2970)

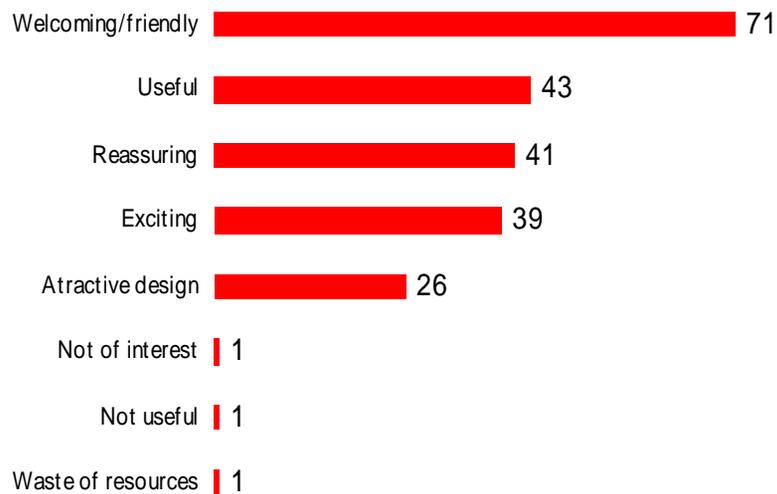


50% of respondents remember receiving the leaflet

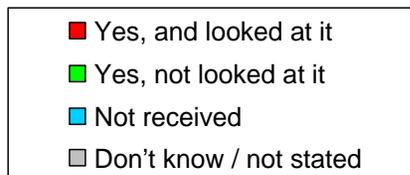
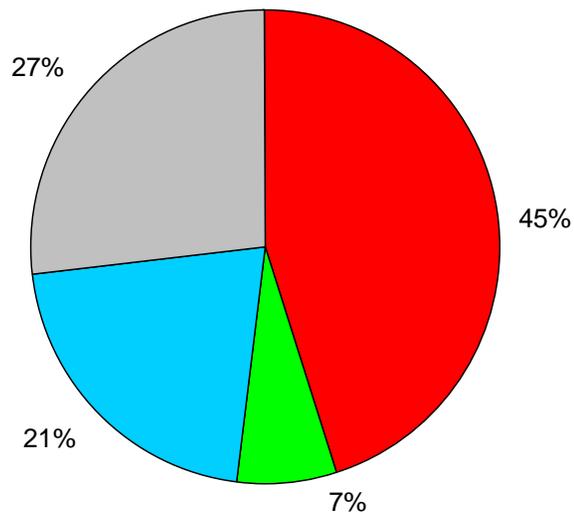


Which words describe your thoughts about the leaflet?

(Base: those who received and looked at the leaflet = 1392)



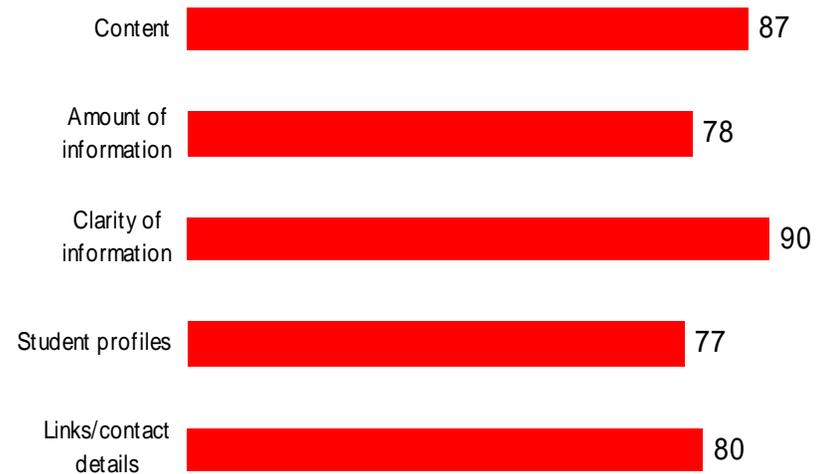
Did you receive a copy of The Manchester Advantage? (Base: all UK/EU respondents = 2113)



52% of respondents remember receiving the brochure

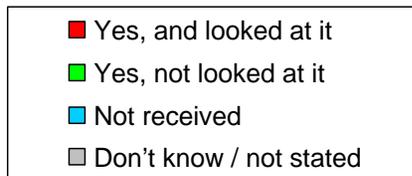
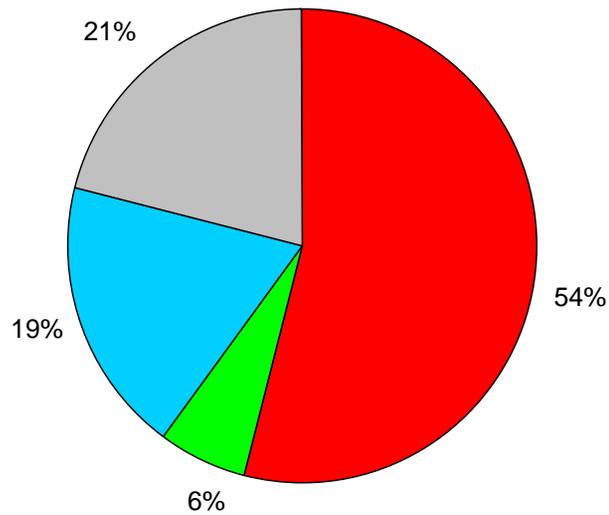


% respondents who would rate each aspect good or very good (Base: those who received and looked at the leaflet = 955)



Did you receive a copy of The Manchester Advantage?

(Base: all international respondents = 857)

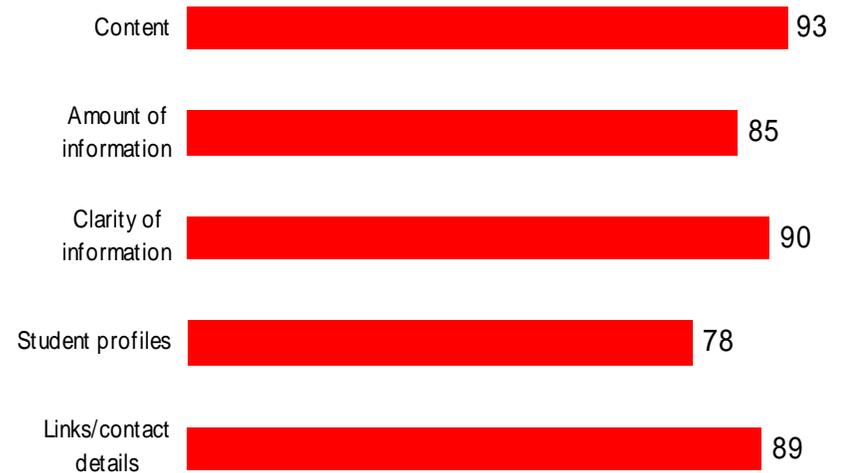


60% of respondents remember receiving the brochure

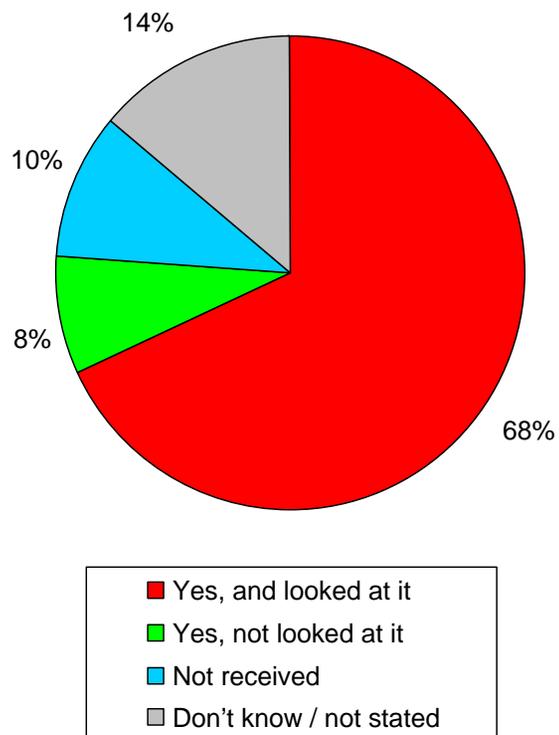


% respondents who would rate each aspect good or very good

(Base: those who received and looked at the leaflet = 955)



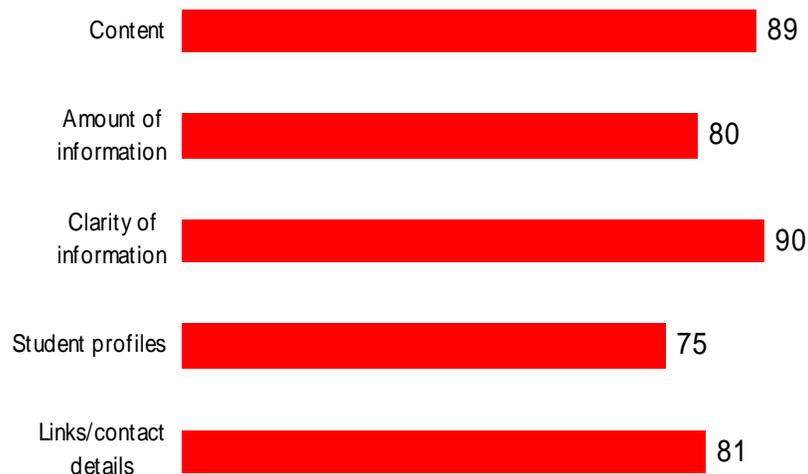
Did you receive a copy of Living in Manchester? (Base: all respondents = 2970)



76% of respondents remember receiving the brochure

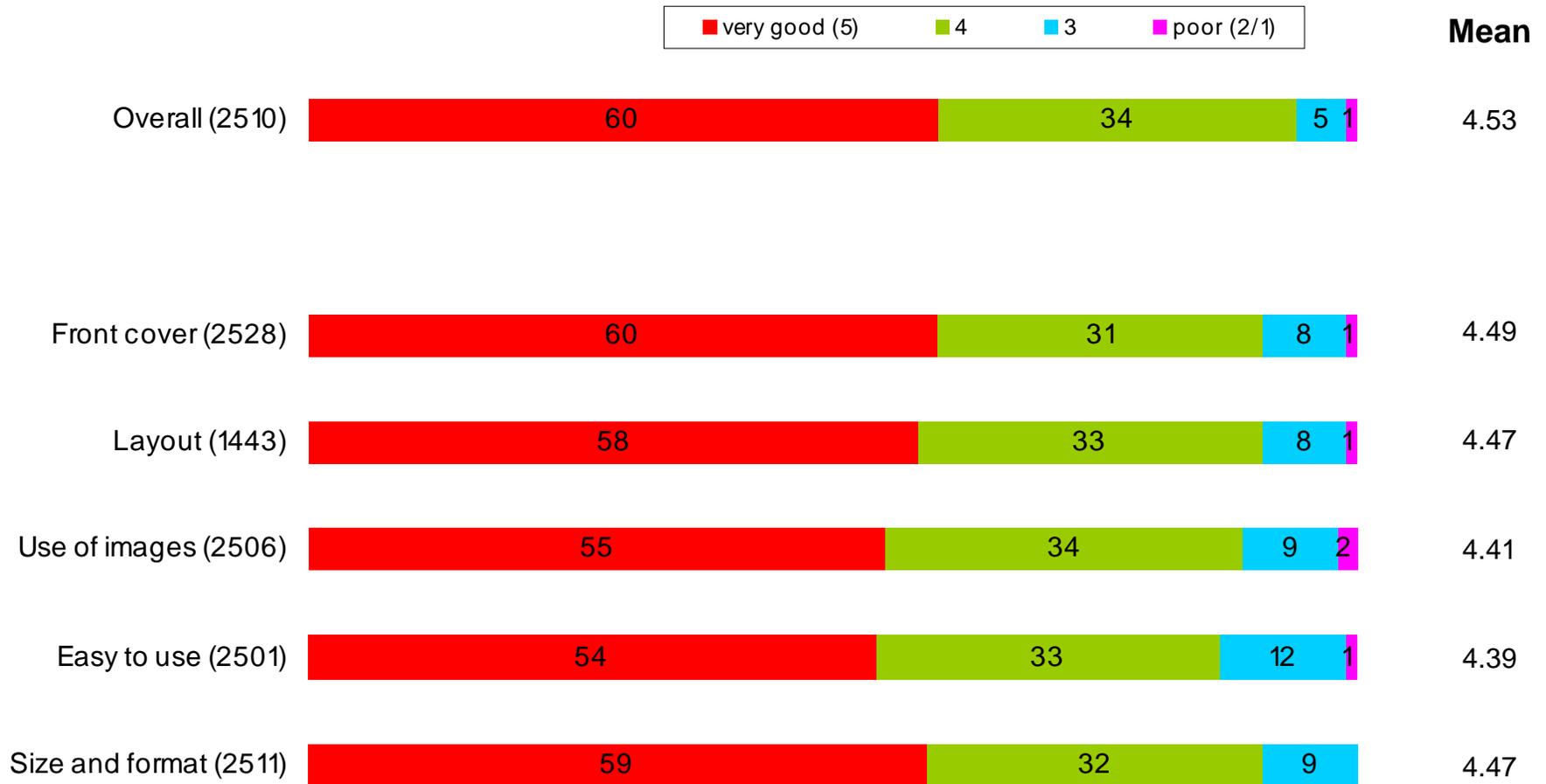


% respondents who would rate each aspect good or very good (Base: those who received and looked at the leaflet = 2025)



How would you rate the design aspects of the brochures you received?

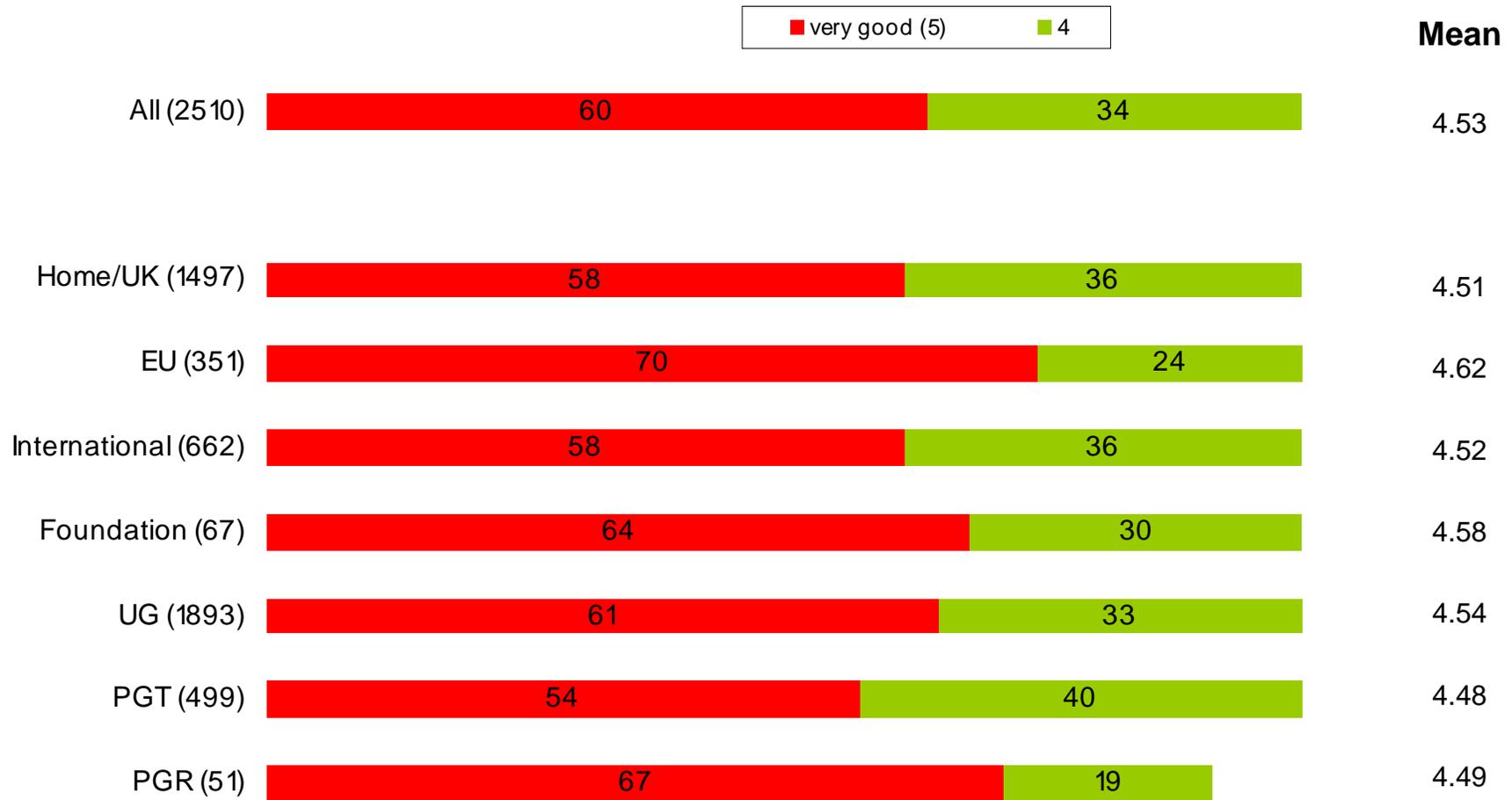
(Base: respondents who rated each factor, as indicated in brackets)



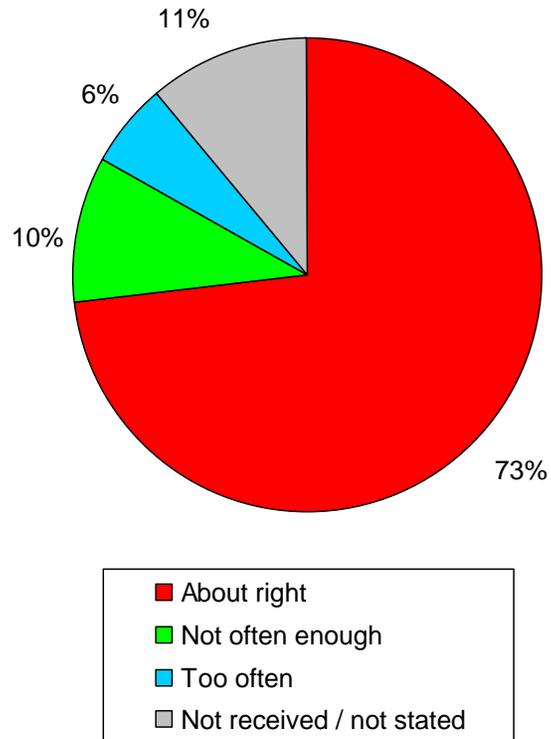
How would you rate the brochures you received: overall?

- by origin and level of study -

(Base: respondents who rated the brochures, as indicated in brackets)

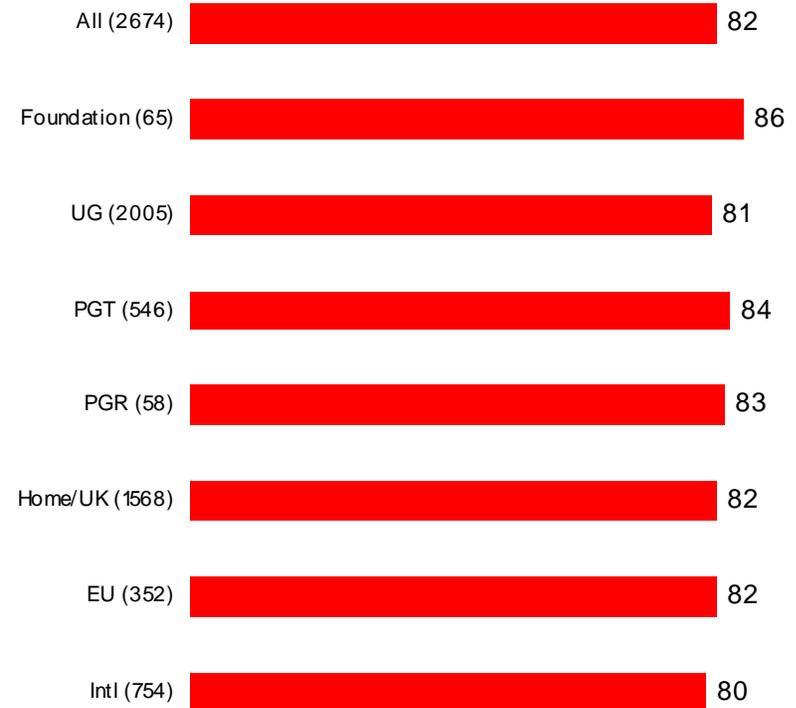


Do you think the frequency of the E-advantage emails is...?
 (Base: all respondents = 2970)



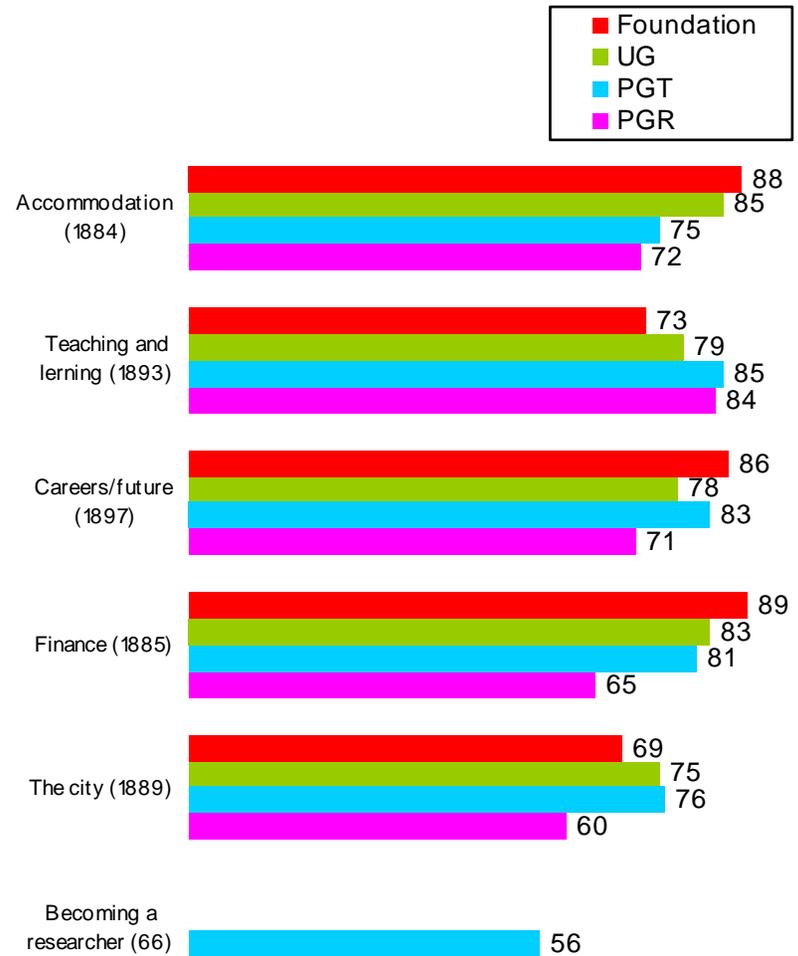
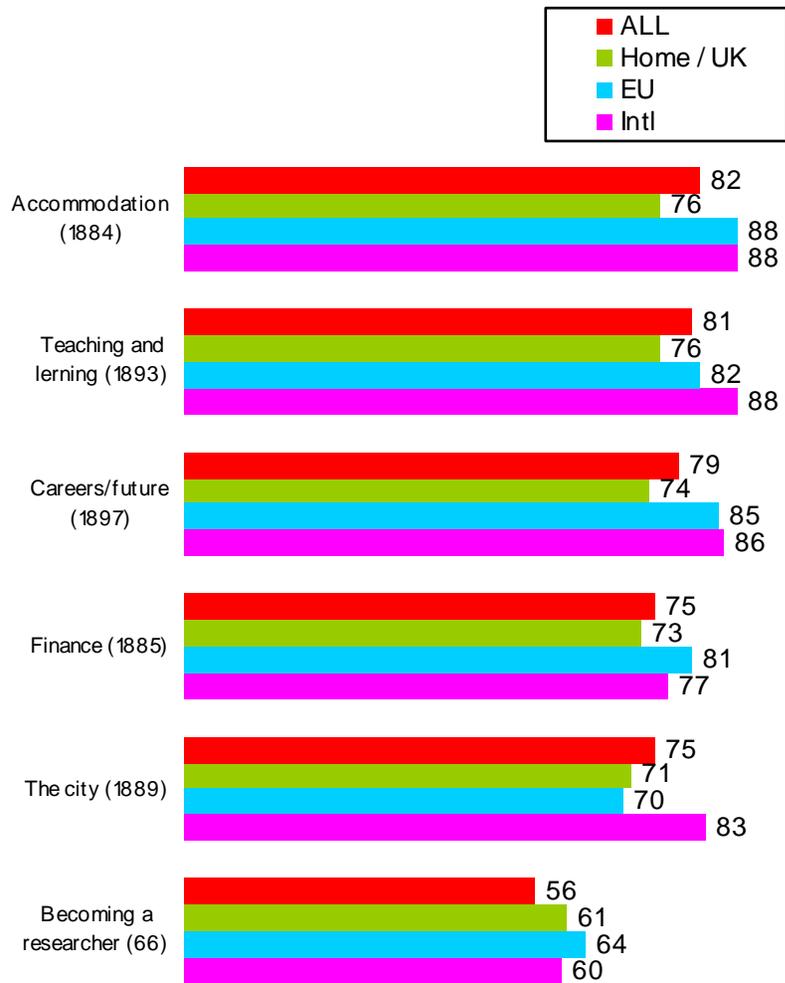
- 73% of respondents think the frequency of emails is about right
- 45% of PGR respondents did not receive emails / did not answer the question

% saying the frequency of the E-advantage emails is about right
 (Base: those who received emails)



% respondents who rate each E-advantage theme as interesting/very interesting

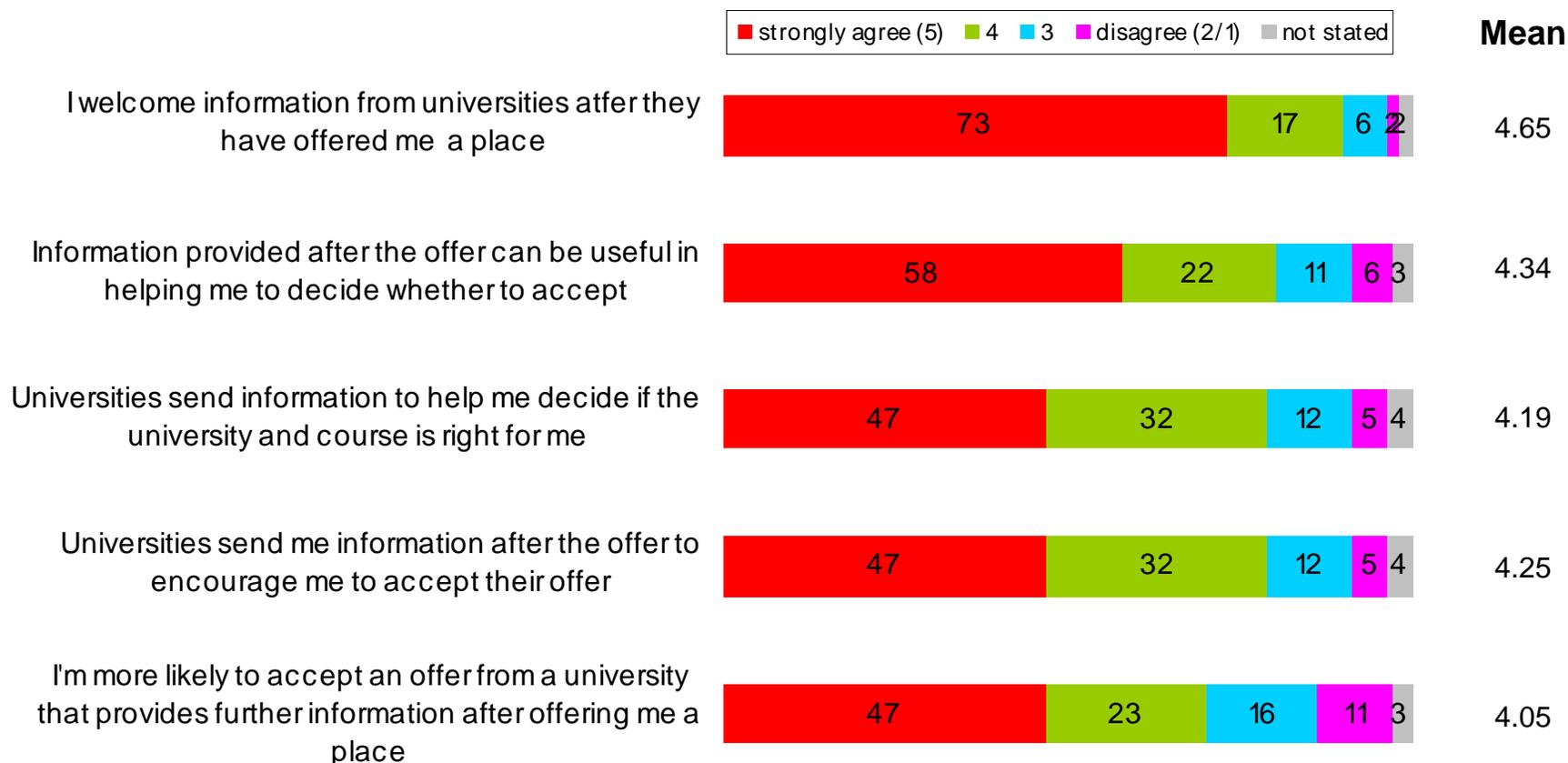
(Base: those who rated each theme)



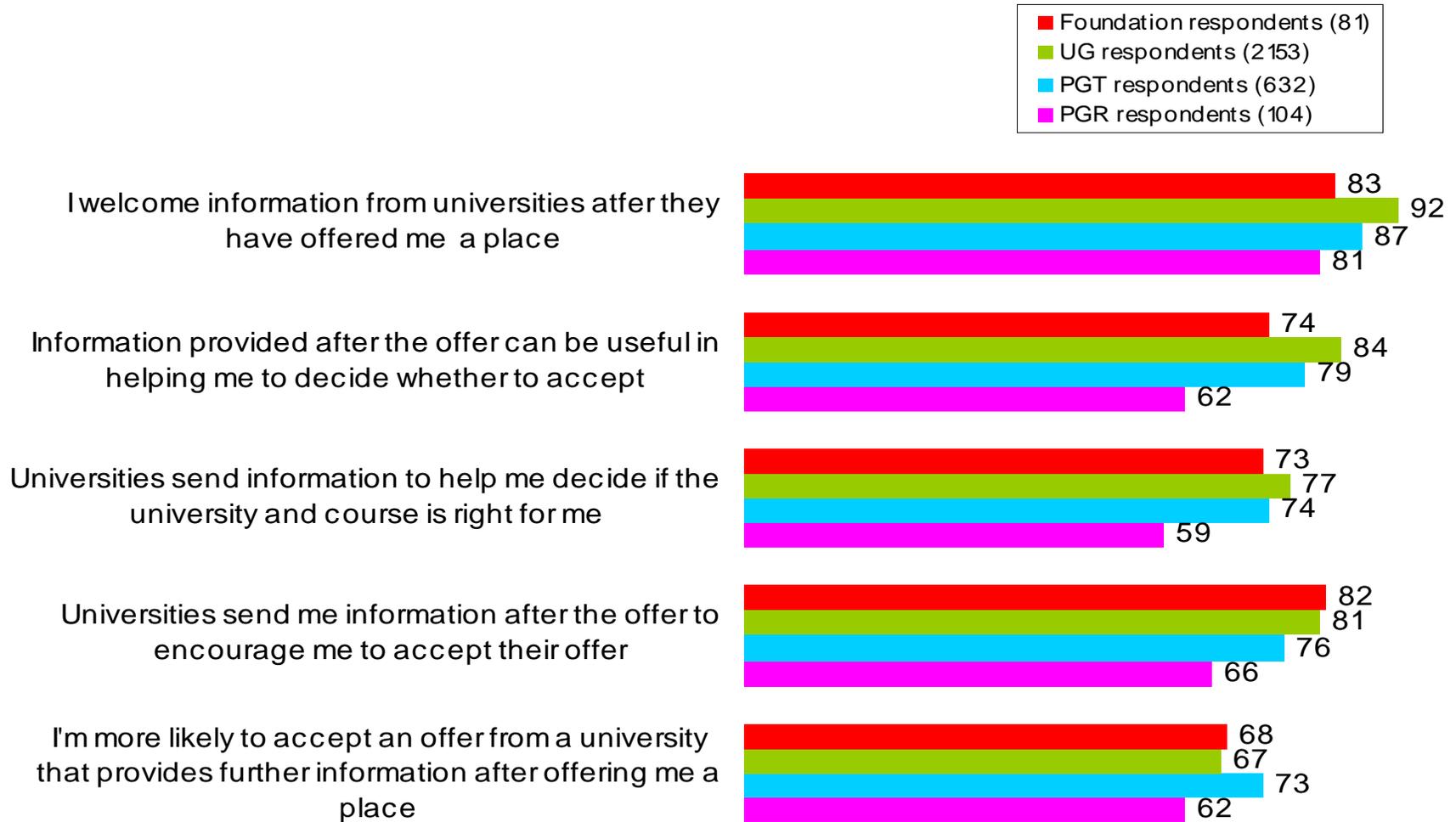
Attitudes towards receiving post-offer information from universities

(Base: all respondents = 2970)

- 80% of respondents received post-offer information from other universities by email
- 50% of respondents received post-offer information from other universities by post



Attitudes towards receiving post-offer information from universities - by level of study -



Attitudes towards receiving post-offer information from universities - by origin -

