

University of Cape Town  
No Show Survey Report 2013



Institutional Planning Department

August 2013

## 2013 UCT No Show Survey

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## **1 Introduction**

The Institutional Planning Department No Show survey was conducted amongst the 2013 group of successful new undergraduate applicants who failed to take up their academic offers at UCT.

The purpose of this survey is to investigate the following: current activities of these applicants, their main reasons for not registering at UCT, what UCT could have done to secure their ultimate registration as well as their intentions to study in the future at UCT. This report will discuss the findings of the 2013 No Show Survey.

## **2 Context**

### **2.1 UCT Admissions**

UCT received 25134 new undergraduate applications for the 2013 academic year and made academic offers to 8453 applicants. Forty-six per cent (3915) of the 2013 admissions chose not to register at UCT. International applicants received 11% (888) of the academic offers made by UCT for the 2013 academic year, 449 (50%) of these international admissions chose not to enrol at UCT (please note that the survey population in this report includes international applicants).

### **2.2 No Shows**

The demographic profile of the 894 “no show” admissions from the 2013 cycle is as follows: 28% black, 12% coloured, 15% Indian, 29% white, 11% international and 3% unknown; 59% of the 2013 “no shows” were female and 41% were male. Of the 3915 “no shows” 20% were financial aid eligible and 42% were offered residence accommodation by UCT.

For the 2013 academic year, 80% of the 894 “no show” respondents and 67% of all the admissions achieved A and B aggregates. The First Choice faculties to which the majority of the “no shows” with A and B aggregates applied to were Health Sciences (31%), Commerce (29%), with Engineering and Humanities at 18% and 11% respectively.

### **2.3 Representivity**

A survey on the 2013 UCT “no shows” was conducted in May 2013 using a web survey tool.

Using email addresses, the questionnaire was sent to 3914 “no shows”, 428 of whom were from Cape Town, with 3246 not from Cape Town.

There were 894 (23%) responses, 100 from Cape Town and 794 not from Cape Town.

Table 1. Population Group Profile of total Survey Population versus Respondent Population

Survey Population	Black	Chinese	Coloured	Indian	Int	White	NA/Unknown	Grand Total
CT Home	1%	0%	5%	1%	0%	3%	1%	11%
Non CT Home	27%	1%	7%	14%	5%	26%	3%	83%
Unknown	0%	0%	0%	0%	6%	0%	0%	6%
<b>Grand Total</b>	<b>28%</b>	<b>1%</b>	<b>12%</b>	<b>15%</b>	<b>11%</b>	<b>29%</b>	<b>3%</b>	<b>100%</b>

Respondent Population	Black	Chinese	Coloured	Indian	White	Int	NA/Unknown	Grand Total
Cape Town Home	0%	0%	4%	1%	4%	0%	1%	11%
Non CT Home	31%	1%	6%	10%	29%	12%	1%	89%
<b>Grand Total</b>	<b>31%</b>	<b>1%</b>	<b>9%</b>	<b>11%</b>	<b>33%</b>	<b>12%</b>	<b>3%</b>	<b>100%</b>

The comparison above shows that the survey respondents are reasonably representative of the “no show” survey population: there is a slight over representation of both white and black respondents, overall, and an under representation of coloured and Indian respondents.

Table 2. Gender Profile of total Survey Population versus Respondent Population

Gender of Survey Population	Female		Male		Unknown		Total Count	Total %tage row
	Count	%tage row	Count	%tage row	Count	%tage row		
CT Home	276	64%	151	35%	1	0%	428	100%
Non CT Home	1886	58%	1359	42%	1	0%	3246	100%
Unknown	151	63%	89	37%		0%	240	100%
<b>Grand Total</b>	<b>2313</b>	<b>59%</b>	<b>1599</b>	<b>41%</b>	<b>2</b>	<b>0%</b>	<b>3914</b>	<b>100%</b>

Gender of respondents	Female		Male		Unknown		Total Count	Total %tage row
	Count	%tage row	Count	%tage row	Count	%tage row		
CT Home	66	66%	33	33%	1	1%	100	100%
Non CT Home	458	58%	336	42%		0%	794	100%
<b>Grand Total</b>	<b>524</b>	<b>59%</b>	<b>369</b>	<b>41%</b>	<b>1</b>	<b>0%</b>	<b>894</b>	<b>100%</b>

Comparison of the two gender tables indicates an almost equal ratio of representation of the genders within the pool of respondents.

## 2.4 First and Second Choice Profile

The highlighted figures in Table 3 indicate where the first and second choice offers are in the same faculty.

Table 3. First and Second Choice Offers by Faculty

First Choice Faculty	Offer Faculty						TOTAL	
	COM	EBE	HUM	LAW	MED	SCI		
C	203 + 8		4	8	2	0	5	230
E	12	113 + 21		5	0	2	22	175
H	2		0	102 + 13	2	0	1	120
L	2		0	11	13	0	0	26
M	29		15	11	5	76+34	88	258
S	2		2	4	0	2	75	85
<b>Grand Total</b>	<b>347</b>	<b>142</b>	<b>143</b>	<b>22</b>	<b>122</b>	<b>191</b>	<b>894</b>	

This Table shows for example, 230 offers were made to Commerce applicants, 203 were offered their first choice programme, 8 were offered a place in Commerce but not in their first choice: 29 of the Commerce offers were to respondents who had chosen a programme in Health Sciences as their first choice. Alternatively, 230 respondents chose Commerce as their first choice faculty, 203 plus 8 received an offer from Commerce, 4 received an offer from EBE, 8 received an offer from Humanities etc.

With the exception of Health Sciences, the majority of respondents received offers for their first choice faculty.

## 2.5 Respondents Matric Aggregate Demographic Profile

Table 4. Respondents Matric Aggregate Demographic Profile

Matric Agg	Black		Coloured		Indian		White		Int		NA/Unknown		Total Count	Total % Col
	Count	% col	Count	% col	Count	%col	Count	%col	Count	%col	Count	%col		
A	89	32%	32	38%	60	61%	152	51%	16	15%	14	61%	363	41%
B	149	54%	32	38%	34	35%	112	38%	11	10%	9	39%	347	39%
C	26	9%	15	18%	2	2%	7	2%	1	1%		0%	51	6%
D	3	1%	3	4%		0%	1	0%	1	1%		0%	8	1%
Foreign	7	3%	2	2%	1	1%	24	8%	79	73%		0%	113	13%
UK	3	1%		0%	1	1%	1	0%		0%		0%	5	1%
<b>Grand Total</b>	<b>277</b>	<b>100%</b>	<b>84</b>	<b>100%</b>	<b>98</b>	<b>100%</b>	<b>297</b>	<b>100%</b>	<b>108</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>887</b>	<b>100%</b>

Table 4 shows the Matric aggregate of the 2013 “no show” survey respondents by population group. 41% of respondents received an A Matric aggregate whilst 39% achieved a B Matric aggregate. Although these percentages are higher than those of the total survey population (34% with an A Matric and 33% with a B Matric) compared to the 2012 survey, this represents a decrease in respondents with an A Matric aggregate (52% in 2012) and an increase in those with a B matric aggregate (25% in 2012). (Please note Chinese respondents are excluded).

## 3 Results

This section presents and discusses the survey responses by question. The responses are grouped according to four main categories of interest – Cape Town and non-Cape Town based, First Choice and Second Choice Offer, A and B Matric aggregate and non-Cape Town based African, Indian and white respondents. Due to the small number of Chinese respondents, they are excluded in analysis by demographics. It should also be noted that in certain questions which catered for multiple answer options, the total number of responses will exceed the total number of respondents.

### 3.1 What is your current main activity

#### 3.1.1 Current Main Activity, All Respondents

Table 5. Current Main Activity, All Respondents

What is your main current activity?	CT Home?		NonCTHome		Total Count	Total %tage col
	Count	%age column	Count	%age column		
Studying Elsewhere	63	63%	677	85%	740	83%
Working	4	4%	12	2%	16	2%
Seeking Employment	3	3%	4	1%	7	1%
Taking a gap year or travelling	24	24%	55	7%	79	9%
Other	6	6%	27	3%	33	4%
		0%	19	2%	19	2%
<b>Grand Total</b>	<b>100</b>	<b>100%</b>	<b>794</b>	<b>100%</b>	<b>894</b>	<b>100%</b>

The majority of respondents said they were studying elsewhere, (63% of the Cape Town respondents and 85% of Non-Cape Town respondents) with a further 24% of the Cape Town respondents taking a gap year. "Other" responses included doing religious courses, being involved with sport and investigating other sources of financing studies. It is interesting that the practice of taking a gap year is more of a Cape Town phenomenon.

### 3.1.2 Current Main Activity, Demographic Profile

Table 6. Current Main Activity, Demographic Profile

What is your main current activity?	Black		Coloured		Indian		White		Int		Unknown		Total Count	Total % col
	Count	% col	Count	% col	Count	% col	Count	% col	Count	% col	Count	% col		
Studying Elsewhere	247	89%	71	85%	90	92%	235	79%	76	70%	14	61%	733	83%
Working	2	1%	1	1%		0%	8	3%	5	5%		0%	16	2%
Seeking Employment	1	0%	2	2%	1	1%		0%	3	3%		0%	7	1%
Taking a gap year or travelling	12	4%	5	6%	2	2%	39	13%	12	11%	9	39%	79	9%
Other	6	2%	3	4%	3	3%	10	3%	11	10%		0%	33	4%
	9	3%	2	2%	2	2%	5	2%	1	1%		0%	19	2%
<b>Grand Total</b>	<b>277</b>	<b>100%</b>	<b>84</b>	<b>100%</b>	<b>98</b>	<b>100%</b>	<b>297</b>	<b>100%</b>	<b>108</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>887</b>	<b>100%</b>

A smaller percentage of white respondents elected to study elsewhere (79%) compared to the three other racial groups (89% for black students, 85% for coloured and 92% for Indian students). Conversely a greater proportion of white respondents (13%) and international respondents (11%) chose to take a gap year, compared to the other racial groups. (Please note due to small numbers, Chinese respondents have been excluded in all demographic tables).

### 3.1.3 Current Main Activity of Respondents who received a First Choice Offer

Table 7. Current Main Activity of respondents who received a First Choice Offer

What is your main current activity?	CT Home?		NonCTHome		Total Count	Total %tage col
	Count	%age col	Count	%age col		
Studying Elsewhere	38	58%	438	85%	476	82%
Working	4	6%	7	1%	11	2%
Seeking Employment	2	3%	3	1%	5	1%
Taking a gap year or travelling	19	29%	37	7%	56	10%
Other	2	3%	20	4%	22	4%
		0%	12	2%	12	2%
<b>Grand Total</b>	<b>65</b>	<b>100%</b>	<b>517</b>	<b>100%</b>	<b>582</b>	<b>100%</b>

Table 7 which indicates the main current activity for the 582 respondents, who received a first choice offer, shows a slight drop in "studying elsewhere" in the Cape Town group (58% compared to 63% in Table 5) but the percentage of non Cape Town based respondents "studying elsewhere" remains the same at 85% in both tables 5 and 7). A slightly higher percentage (29%) of Cape Town based First Choice Offer respondents indicated they were taking a gap year compared to 24% of all respondents as shown in table 5.

## 3.2 Studying Elsewhere Institution

### 3.2.1 Studying Elsewhere, Top 8 Institutions All Respondents

Table 8. Studying Elsewhere, Top 8 Institutions All Respondents

Institution	CT Home?		NonCTHome		Total Count	Total %tage col
	Count	%age col	Count	%age col		
University of Stellenbosch	37	59%	156	23%	193	26%
University of Witwatersrand	1	2%	164	24%	165	22%
University of Pretoria		0%	136	20%	136	18%
UKZN		0%	65	10%	65	9%
Foreign	2	3%	37	5%	39	5%
University of the Western Cape	11	17%	14	2%	25	3%
Rhodes University	3	5%	21	3%	24	3%
University of Johannesburg		0%	14	2%	14	2%
<b>Grand Total</b>	<b>63</b>	<b>100%</b>	<b>677</b>	<b>100%</b>	<b>740</b>	<b>100%</b>

Table 8 indicates that amongst the 740 “no show” respondents (83%) studying elsewhere for the 2013 academic year, the majority of those from Cape Town (59% or 37) enrolled at the University of Stellenbosch, with 17% choosing the University of the Western Cape. The three most popular institutions for the Non-Cape Town respondents were the University of the Witwatersrand, the University of Stellenbosch and the University of Pretoria (24%, 23% and 20% respectively.)

### 3.2.2 Studying Elsewhere Top 8 Institutions Demographic Profile

Table 9. Studying Elsewhere Top 8 Institutions Demographic Profile

Institution	Black		Coloured		Indian		White		Int		Unknown		Total Count	Total %tage col
	Count	%age col	Count	%age col	Count	%age col	Count	%age col	Count	%age col	Count	%age col		
University of Stellenbosch	26	11%	41	58%	12	13%	101	43%	6	8%	6	43%	192	26%
University of Witwatersrand	96	39%	5	7%	22	24%	24	10%	13	17%	5	36%	165	23%
University of Pretoria	49	20%	4	6%	8	9%	54	23%	16	21%	1	7%	132	18%
UKZN	18	7%	2	3%	34	38%	9	4%	2	3%		0%	65	9%
Foreign	2	1%		0%	5	6%	7	3%	22	29%	1	7%	37	5%
University of the Western Cape	8	3%	10	14%	2	2%	3	1%	2	3%		0%	25	3%
Rhodes University	4	2%		0%	3	3%	9	4%	7	9%	1	7%	24	3%
University of Johannesburg	7	3%		0%	2	2%	5	2%		0%		0%	14	2%
<b>Grand Total</b>	<b>247</b>	<b>100%</b>	<b>71</b>	<b>100%</b>	<b>90</b>	<b>100%</b>	<b>235</b>	<b>100%</b>	<b>76</b>	<b>100%</b>	<b>14</b>	<b>100%</b>	<b>733</b>	<b>100%</b>

The demographic profile for respondents studying elsewhere shows that African respondents predominantly enrolled at the University of the Witswatersrand or the University of Pretoria (39% and 20% respectively). It is interesting to note that of these student 46% were from Gauteng and 22% from Limpopo. The majority of Coloured respondents (58%) and White respondents (43%) chose the University of Stellenbosch with 24% of Indian respondents registering at the University of the Witwatersrand and 38% at the University of KwaZulu-Natal.

### 3.2.3 Studying Elsewhere Top 11 Institutions, A and B Matric Aggregates

Table 10. Studying Elsewhere Top 10 Institutions, A and B Matric Aggregates

Institution	CT Home?		NonCTHome		Total Count	Total %col
	Count	%col	Count	%col		
University of Stellenbosch	35	69%	145	26%	180	29%
University of Witwatersrand		0%	142	25%	142	23%
University of Pretoria		0%	110	20%	110	18%
UKZN		0%	61	11%	61	10%
University of the Western Cape	6	12%	9	2%	15	2%
Foreign	1	2%	14	3%	15	2%
Rhodes University	2	4%	13	2%	15	2%
University of Johannesburg		0%	13	2%	13	2%
University of the Free State		0%	11	2%	11	2%
University of Limpopo		0%	11	2%	11	2%
<b>Grand Total</b>	<b>51</b>	<b>100%</b>	<b>560</b>	<b>100%</b>	<b>611</b>	<b>100%</b>

Table 10 shows that the largest proportion (69% or 35) of Cape Town based no show respondents with A and B Matric aggregates studying elsewhere, indicated that they were studying at the University of Stellenbosch for the 2013 academic year, with 12%(6) registering at the University of the Western Cape. The four most popular institutions amongst the non-Cape Town group were the University of Stellenbosch (26%) the University of the Witwatersrand (25%), the University of Pretoria (20%) and the University of KwaZulu-Natal (11%). Compared to the 2012 survey, enrolment at the University of Stellenbosch in 2013 increased by ten percentage points to become the predominant choice amongst the Non Cape Town group.

## 3.3 Reasons for not coming to UCT

### 3.3.1 Reasons for not coming to UCT, All Respondents (multiple choice answers)

Table 11. Reasons for not coming to UCT, All Respondents (multiple choice answers)

Reasons for not coming to UCT	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Financial Reasons	24	24%	233	29%	257	29%
Not getting into preferred faculty or degree (programme)	25	25%	249	31%	274	31%
The offer of a place at UCT arrived too late	22	22%	238	30%	260	29%
Not being offered a residence place	5	5%	191	24%	196	22%
Wishing to study closer to home	2	2%	139	18%	141	16%
Due to personal reasons	18	18%	78	10%	96	11%
UCT was not your first choice institution	15	15%	148	19%	163	18%
Other	43	43%	142	18%	185	21%
<b>Grand Total</b>	<b>100</b>		<b>794</b>		<b>894</b>	

In table 11, the top three reasons given by both the Cape Town based and non Cape Town “no show” respondents for not registering at UCT in 2013 were “Not getting into preferred faculty or degree (programme)” (25% and 31% respectively), “Financial Reasons” (24% and 29% respectively), and the “The offer of a place at UCT arrived too late” (22% and 30% respectively). Of further significance is that 24% of the non-Cape Town based respondents cited not being offered a residence place as a reason for not coming to UCT and 18% wished to study closer to home. It is interesting to note that of the 31% (274) overall no show respondents who cited not getting into their preferred faculty or degree, 49% (135) had chosen the MBChB. The majority (125) were not

from Cape Town and of the 116 (non Cape Town MBChB first choice respondents) studying elsewhere, 60 had enrolled for MBChB at other universities, the two most popular being the University of Witwatersrand (16) and the University of Stellenbosch (13). A large number of respondents gave “other” reasons for not coming to UCT.

Fifty two of the 245 no show respondents who gave an “other” reason for not coming to UCT decided to take a gap year or gain work experience before studying, 32 claimed that their choice of course or programme was not offered at UCT and 30 cited inefficiency and/or a lack of communication from UCT. Smaller numbers of respondents gave reasons such as distance from home and personal motives.

### 3.3.2 Reasons for not coming to UCT, 2<sup>nd</sup> choice

Table 12. Reasons for not coming to UCT, 2nd choice only

Reasons for not coming to UCT	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Financial Reasons	8	23%	68	25%	76	24%
Not getting into preferred faculty or degree (programme)	18	51%	183	66%	201	64%
The offer of a place at UCT arrived too late	7	20%	70	25%	77	25%
Not being offered a residence place	2	6%	69	25%	71	23%
Wishing to study closer to home		0%	37	13%	37	12%
Due to personal reasons	4	11%	20	7%	24	8%
UCT was not your first choice institution	6	17%	36	13%	42	13%
Other	14	40%	30	11%	44	14%
<b>Grand Total</b>	<b>35</b>		<b>277</b>		<b>312</b>	

Of the 312 Second Choice offer respondents, 64% (51% Cape Town and 66% non-Cape Town based respondents) failed to register at UCT because they did not get into their First Choice Faculty/Degree/Programme. 23% of the Cape Town based respondents and 25% of non-Cape Town based respondents gave financial reasons for not registering at UCT, whereas 25% overall noted that the offer from UCT arrived too late. Closer examination of the non-Cape Town group reveals a greater percentage were influenced by the offer of a place at UCT arriving too late (25% versus 20% for Cape Town) not being offered a residence place (25% compared to 6% for Cape Town) and wishing to study closer to home (12% versus 0% for Cape Town)

### 3.3.3 Reasons for not coming to UCT, Non Cape Town Black, Indian and White Respondents

Table 13. Reasons for not coming to UCT, Non Cape Town Black, Indian and White Respondents

Reasons for not coming to UCT	Black		Indian		White		Total Nui	Total %tage
	Count	% of col	Count	% of col	Count	% of col		
Financial Reasons	121	44%	27	31%	39	15%	187	30%
Not getting into preferred faculty or degree (programme)	105	38%	33	38%	62	24%	200	32%
The offer of a place at UCT arrived too late	80	29%	11	13%	81	31%	172	28%
Not being offered a residence place	93	34%	10	11%	48	18%	151	24%
Wishing to study closer to home	42	15%	26	30%	47	18%	115	19%
Due to personal reasons	24	9%	11	13%	27	10%	62	10%
UCT was not your first choice institution	31	11%	11	13%	79	30%	121	19%
Other	33	12%	14	16%	60	23%	107	17%
<b>Grand Total</b>	<b>273</b>		<b>88</b>		<b>260</b>		<b>621</b>	

In table 13, the non-Cape Town based Black respondents indicated the following main reasons for not enrolling at UCT: Financial reasons (44%), not getting into preferred faculty or degree /programme (38%), not being offered a residence place (34%) and offer of a place at UCT arriving too late (29%).

The Indian respondents' main reasons for not registering at UCT, were not getting into their preferred faculty or degree/programme (38%) financial reasons (31%) and wishing to study closer to home (30%).

The non-Cape Town based White responses for not registering at UCT, included the offer of a place at UCT arriving too late (31%), UCT not being their first choice institution, (30%)( compared to 22% in 2012), and not getting into preferred faculty or degree/programme (24%)

### 3.4 Reason for not coming to UCT, Open Ended

In response to the open ended question "What was the most important of these reasons for not taking up your place at UCT?" 160 (18%) of all respondents reported not getting in to their preferred faculty, 151 (17%) reported financial reasons, 98 (11%) stated the offer of a place at UCT had arrived too late and the majority of this group had already accepted an offer from other institutions. 59 experienced residence related problems, 50 noted that UCT was not their first choice, and 47 were taking a gap year or gaining work experience. Other reasons given included UCT not offering a particular course or programme, funders dictating which institution students must attend, and wishing to study closer to home.

### 3.5 Reasons for not coming to UCT: Financial

#### 3.5.1 Financial Reasons for not coming to UCT, All Respondents

Table 14. Financial Reasons for not coming to UCT, All Respondents

If financial reasons did you?	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Apply for UCT Financial Aid?	10	42%	77	33%	87	34%
Receive an offer from UCT for a bursary or financial aid?	5	21%	19	8%	24	9%
Receive an offer from UCT for an Entrance Scholarship or Achievement Scholarship?	1	4%	30	13%	31	12%
Receive a more attractive financial offer from another institution?	12	50%	67	29%	79	31%
Find UCT's tuition fees too expensive for you?	12	50%	101	43%	113	44%
Find UCT's residence fee too expensive for you?	2	8%	83	36%	85	33%
Decide that it would prove too expensive for you to study away from home		0%	93	40%	93	36%
<b>Grand Total</b>	<b>24</b>		<b>233</b>		<b>257</b>	

In table 14, of the 257 respondents (24 local and 233 non Cape Town) who cited financial constraints as the reason for not enrolling at UCT, 87 had applied for Financial Aid, 10 from Cape Town and 77 from out of Cape Town. 12 local respondents and 101 non-local respondents considered UCT'S tuition fees as being too expensive, with 12 and 67 respectively reporting they had received a more attractive financial offer from another institution. Of the 85 respondents who noted that UCT'S residence fees were too expensive for them, 83 were non-Cape Town based.

### 3.5.2 Financial Reason for not coming to UCT, 1st Choice Offer

Table 15. Financial Reason for not coming to UCT, 1st Choice Offer

If financial reasons did you?	CT Home Count	NonCTHome Count	Total Count
Apply for UCT Financial Aid?	7	51	58
Receive an offer from UCT for a bursary or financial aid?	4	14	18
Receive an offer from UCT for an Entrance Scholarship or Achievement Scholarship?		24	24
Receive a more attractive financial offer from another institution?	10	56	66
Find UCT's tuition fees too expensive for you?	8	75	83
Find UCT's residence fee too expensive for you?	2	68	70
Decide that it would prove too expensive for you to study away from home		76	76
<b>Grand Total</b>	<b>16</b>	<b>165</b>	<b>181</b>

Of the 181 respondents who received a first choice offer but did not register due to financial constraints, 83 indicated that they found the tuition fees at UCT too expensive with 70 (68 not from Cape Town) considering the res fees too expensive. All 76 respondents who decided it would be too expensive to study away from home were non local. Of the 66 respondents who received a more attractive financial offer from another institution, 56 were non Capetonian as were 51 of the 58 who indicated that they had applied for UCT Financial Aid.

### 3.5.3 Financial Reason for not coming to UCT, 2<sup>nd</sup> Choice Offer

Table 16. Financial Reason for not coming to UCT, 2nd Choice Offer

If financial reasons did you?	CT Home? Count	NonCTHome Count	Total count
Apply for UCT Financial Aid?	3	26	29
Receive an offer from UCT for a bursary or financial aid?	1	5	6
Receive an offer from UCT for an Entrance Scholarship or Achievement Scholarship?	1	6	7
Receive a more attractive financial offer from another institution?	2	11	13
Find UCT's tuition fees too expensive for you?	4	26	30
Find UCT's residence fee too expensive for you?		15	15
Decide that it would prove too expensive for you to study away from home		17	17
<b>Grand Total</b>	<b>8</b>	<b>68</b>	<b>76</b>

Of the 76 Second Choice offer respondents, overall, who cited financial reasons for not enrolling at UCT, 30 found UCT tuition fees too expensive, 29 had applied for Financial Aid, and 17 decided it would be too expensive to study away from home. Fifteen respondents considered UCT residence fees to be too expensive, with 13 receiving a more attractive financial offer from another institution.

### Financial Reasons for not coming to UCT, Non-Cape Town Black, Indian and White Respondents

Table 17. Financial Reasons for not coming to UCT, Non-Cape Town Black, Indian and White Respondents

If financial reasons did you?	Black		Indian		White		Total Count	Total %tage
	Count	% of col	Count	% of col	Count	% of col		
Apply for UCT Financial Aid?	57	47%	3	11%	10	26%	70	37%
Receive an offer from UCT for a bursary or financial aid?	16	13%	1	4%	2	5%	19	10%
Receive an offer from UCT for an Entrance Scholarship or Achievement Scholarship?	13	11%	9	33%	4	10%	26	14%
Receive a more attractive financial offer from another institution?	34	28%	2	7%	14	36%	50	27%
Find UCT's tuition fees too expensive for you?	48	40%	13	48%	18	46%	79	42%
Find UCT's residence fee too expensive for you?	36	30%	11	41%	19	49%	66	35%
Decide that it would prove too expensive for you to study away from home	44	36%	17	63%	19	49%	80	43%
<b>Grand Total</b>	<b>121</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>39</b>	<b>100%</b>	<b>187</b>	<b>100%</b>

The above table examines in more detail the responses of the 187 non-Cape Town based black, Indian and white respondents who cited financial reasons as a basis for not enrolling at UCT. Seventy respondents applied for financial aid, the majority being black (57). Forty five respondents overall were made an offer of financial aid or an Entrance Scholarship or Achievement Scholarship 29 of whom were black. 42% of respondents considered UCT tuition fees too expensive and 43% decided

that it would be too expensive to study away from home: this was particularly evident among the Indian (63% or 17) and white (49% or 19) groups. 27% overall indicated that they received more attractive financial offers from other Higher Education Institutions.

### 3.6 What could UCT have done to secure your registration in 2013?

#### 3.6.1 What could UCT have done, All Respondents

This section will explore what the survey respondents felt that UCT could have done to secure their registration in 2013:

Table 18. What could UCT have done, All Respondents

What could UCT have done	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Offered you financial aid	14	14%	155	20%	169	19%
Offered you an Entrance Scholarship	29	29%	254	32%	283	32%
Offered you a more attractive financial package	12	12%	120	15%	132	15%
Offered you a place in your first choice degree	23	23%	230	29%	253	28%
Made you an earlier academic offer	35	35%	254	32%	289	32%
Offered you a place in residence	9	9%	213	27%	222	25%
Made you an earlier residence offer	1	1%	101	13%	102	11%
<b>Grand Total</b>	<b>100</b>	<b>100%</b>	<b>794</b>	<b>100%</b>	<b>894</b>	<b>100%</b>

A significant proportion of respondents (35% Cape Town based and 32% of Non-Cape Town based) regarded being given an earlier academic offer as the most important thing UCT could do to encourage enrolment. Another important consideration for both groups (29% of the Cape Town respondents and 32% of Non-Cape Town respondents) was being offered an Entrance Scholarship. Being offered a place in their first choice degree was considered the third most important contribution from UCT for both the Capetonian respondents (23%) and non-Capetonians (29%)

Of the respondents who chose "Other", there were requests for improved communication with and information from UCT, and availability of specific programmes not currently offered. A small number (27) stated that there was nothing UCT could have done to change their minds.

The principal overall responses to the question "What could UCT have done to secure your registration" in the 2012 No Show survey together with comparative results from the 2013 No Show survey are shown in the table below.

Table 19. What could UCT have done to secure your registration 2013 versus 2012

	2013	2012
Made an earlier academic offer	32%	30%
Offer an Entrance Scholarship	32%	21%
Offer a place in first choice degree	28%	29%
Offer a place in residence	25%	18%
Offer financial aid	19%	19%

An earlier academic offer was considered the most important issue by the 2012 respondents (30%) whereas the 2013 respondents indicated that an earlier academic offer as well as the offer of an Entrance Scholarship to be of equal importance (32%). The latter shows a marked increase in percentage points compared to the 2012 responses (21%). The offer of a place in first choice degree remained similar at 28% and 29% respectively with an increased percentage (25%) of the 2013

respondents indicating the importance of an offer of a place in residence compared to the 2012 results (18%).

### 3.6.2 What could UCT have done, First Choice Offers Respondents

Table 20. What could UCT have done, First Choice Offers Respondents

First choice respondents	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Offered you financial aid	4	6%	106	21%	110	19%
Offered you an Entrance Scholarship	15	23%	182	35%	197	34%
Offered you a more attractive financial package	8	12%	94	18%	102	18%
Offered you a place in your first choice degree	3	5%	57	11%	60	10%
Made you an earlier academic offer	26	35%	191	34%	217	34%
Offered you a place in residence	6	8%	144	26%	150	24%
Made you an earlier residence offer	1	1%	82	15%	83	13%
<b>Grand Total</b>	<b>65</b>	<b>100%</b>	<b>517</b>	<b>100%</b>	<b>582</b>	<b>100%</b>

In response to the question “What could UCT have done to secure your registration in 2013?”, the results from first choice offers respondents reflect the same two issues as in table 19 as most significant, namely being made an earlier academic offer and the offer of an Entrance Scholarship (34%). The percentages differs slightly between the Cape Town based and non Cape Town based groups with the majority of the former (35%) requesting an earlier academic offer compared to the majority of the latter (35%) requiring an Entrance Scholarship. The importance of Financial Aid is also more important to Non Cape Town respondents (21%) compared to those who are Cape Town based (6%).

### 3.6.3 What could UCT have done, Second Choice Offers Respondents

Table 21. What could UCT have done, Second Choice Only Offers Respondents

Second choice respondents	CT Home?		NonCTHome		Total Count	Total % of col
	Number	%tage	Number	%tage		
Offered you financial aid	10	29%	49	18%	59	19%
Offered you an Entrance Scholarship	14	40%	72	26%	86	28%
Offered you a more attractive financial package	4	11%	26	9%	30	10%
Offered you a place in your first choice degree	20	57%	173	62%	193	62%
Made you an earlier academic offer	11	31%	76	27%	87	28%
Offered you a place in residence	3	9%	75	27%	78	25%
Made you an earlier residence offer		0%	21	8%	21	7%
<b>Grand Total</b>	<b>35</b>	<b>100%</b>	<b>277</b>	<b>100%</b>	<b>312</b>	<b>100%</b>

Of the 312 Second Choice offer respondents 193 (62%) overall said that they would have registered at UCT if they were offered their First Choice degrees with 28% each indicating the importance of an earlier academic offer and an Entrance Scholarship on their decision to register. An offer of a place in residence was of greater concern to the Non Cape Town respondents 27% (Cape Town 9%) with 19% overall citing the offer of Financial Aid as a deciding factor regarding registration at UCT.

### 3.6.4 What could UCT have done, A and B Matric Aggregate Respondents

Table 22. What could UCT have done, A and B Matric Aggregate Respondents

Notional A and B Matric Aggregate Respondents	CT Home?		NonCTHome		Total Count	Total % of col
	Count	% of col	Count	% of col		
Offered you financial aid	8	10%	129	20%	137	19%
Offered you an Entrance Scholarship	22	28%	219	34%	241	34%
Offered you a more attractive financial package	9	12%	105	16%	114	16%
Offered you a place in your first choice degree	17	22%	182	28%	199	28%
Made you an earlier academic offer	26	33%	191	30%	217	30%
Offered you a place in residence	9	12%	177	28%	186	26%
Made you an earlier residence offer	1	1%	84	13%	85	12%
<b>Grand Total</b>	<b>78</b>		<b>639</b>		<b>717</b>	

According to the A and B Matric aggregate respondents in table 21, UCT could have undertaken the following measures to secure their ultimate registration: offered an Entrance Scholarship (34% overall) made an earlier academic offer (30% overall) and offered a place in first choice degree (28% overall). A further 26% and 19% overall indicated that an offer of a residence place and an offer of financial aid respectively would have been an incentive to register at UCT.

### 3.6.5 What could UCT have done, Non Cape Town Black, Indian and White Respondents

Table 23. What could UCT have done, Non Cape Town Black, Indian and White Respondents

	Black		Indian		White		Total Count	Total %age
	Count	% of col	Count	% of col	Count	% of col		
Offered you financial aid	86	32%	15	17%	22	8%	123	20%
Offered you an Entrance Scholarship	114	42%	33	38%	57	22%	204	33%
Offered you a more attractive financial package	48	18%	20	23%	28	11%	96	15%
Offered you a place in your first choice degree	86	32%	31	35%	63	24%	180	29%
Made you an earlier academic offer	74	27%	17	19%	96	37%	187	30%
Offered you a place in residence	98	36%	13	15%	57	22%	168	27%
Made you an earlier residence offer	38	14%	8	9%	33	13%	79	13%
<b>Grand Total</b>	<b>273</b>	<b>100%</b>	<b>88</b>	<b>100%</b>	<b>260</b>	<b>100%</b>	<b>621</b>	<b>100%</b>

In response to the question “What UCT could have done to secure your registration for the 2013 academic year?” the largest proportions of non-Cape Town based Black and Indian respondents (42% and 38% respectively) indicated that they would have registered if there had been an offer of an Entrance Scholarship. The largest proportion (37%) of non-local white respondents would have registered if given an earlier academic offer.

## 3.7 Did you receive more than one academic offer from UCT?

### 3.7.1 Did you receive more than one academic offer from UCT All Respondents

Table 24. Did you receive more than one academic offer from UCT All Respondents

Did you receive more than one academic offer from UCT?	CT Home?		NonCTHome		Total Count	Total %col
	Count	%col	Count	%col		
Yes	38	38%	336	42%	374	42%
No	60	60%	431	54%	491	55%
Unknown	2	2%	27	3%	29	3%
<b>Grand Total</b>	<b>100</b>	<b>100%</b>	<b>794</b>	<b>100%</b>	<b>894</b>	<b>100%</b>

Just over half of the total respondents (55%) received more than one academic offer from UCT.

### 3.7.2 If YES was the offering and acceptance process clear to you? All Respondents

Table 25. If YES was the offering and acceptance process clear to you? All Respondents

If YES was the offering and acceptance process clear to you?	CT Home?		NonCTHome		Total Count	Total %col
	Count	%col	Count	%col		
Yes	31	82%	308	92%	339	91%
No	6	16%	25	7%	31	8%
Unknown	1	3%	3	1%	4	1%
Grand Total	38	100%	336	100%	374	100%

The vast majority of respondents (91%) therefore found the UCT dual offer and acceptance process clear.

#### Discussion:

The 2013 No Show Survey was conducted in order to investigate the main reasons why large proportions of applicants who were made academic offers for the 2013 academic year, chose not to enrol at UCT. An analysis of the findings was done in order to identify whether any aspects of UCT's policy or its practices deterred or excluded applicants from coming to UCT. This section will thus provide a brief summary of the survey findings as well as a discussion on how UCT can improve its take-up and retention rate of new undergraduate admissions.

The majority of respondents said they were studying elsewhere, (63% of the Cape Town respondents and 85% of Non-Cape Town respondents) with a further 24% of the Cape Town respondents taking a gap year. Other responses included partaking full time in sport and investigating ways and means of securing financial aid. Within the group of Cape Town respondents studying elsewhere, the majority, (59%) enrolled at the University of Stellenbosch, with 17% choosing the University of the Western Cape. The three most popular institutions for the Non Cape Town respondents were the University of the Witwatersrand (24%) the University of Stellenbosch,(23%) and the University of Pretoria (20%). There is therefore a marked increase in the percentage of Non Cape Town respondents registering at the University of Stellenbosch in 2013 (23%) compared to the 2012 survey (14%)

The main reasons given by the Cape Town based no show respondents for not coming to UCT were not getting into preferred faculty or degree/programme (25%), Financial Reasons(24%), the offer of a place at UCT arriving too late (22%) and that UCT was not their first choice institution(15%). Amongst the Non Cape Town based respondents, the top three reasons for not registering were not getting into preferred faculty or degree/programme (31%),the offer of a place at UCT arrived too late(30%) and Financial Reasons (29%). As would be expected, a considerably larger percentage of Non Cape Town respondents cited the lack of a place in residence (24%) and wishing to study closer to home (18%) than their Cape Town counterparts (5% and 2% respectively). 19% of non-local students noted that UCT was not their first choice institution. A large number of respondents gave "other" reasons for not coming to UCT

52 of the 247 no show respondents who gave an "other" reason for not coming to UCT decided to take a gap year, 33 further discussed financial constraints,32 elaborated on not getting an offer for their first choice degree,30 cited inefficiency and/or a lack of communication from UCT, and 27 had issues relating to accommodation. Smaller numbers of respondents gave reasons such as distance from home and personal motives.

In response to the question “What was the most important of these reasons for not taking up your place at UCT?” amongst the 795 of respondents who completed this option, 163 (21%) did not receive offers for their first choice programme, 150 (19%) reported financial reasons, 98 (12%) stated the offer of a place at UCT had arrived too late and the majority of this group had already enrolled in other institutions. 59 experienced residence related problems and 53 wished to study closer to home: 48 noted that UCT was not their first choice institution and 47 were taking a gap year. Thirty nine respondents indicated that UCT did not offer a particular programme or course they were interested in, and a small number mentioned a variety of personal issues.

Of the 257 respondents who cited financial constraints as the reason for not enrolling at UCT, just over a third (34% or 87) had applied for financial aid, seventy seven of whom were Non Capetonians. A significant proportion (44% or 113) considered UCT’s tuition fees as being too expensive, the majority of these (101) being non local students. Seventy nine (31%) of respondents reported that they had received a more attractive financial offer from another institution, sixty seven of whom were Non Capetonians. Eighty three out of a total of eighty five respondents who considered UCT’s residence fees too expensive were from the Non Cape Town based group as were all ninety three who felt it would be too expensive to study away from home.

The three most important issues which UCT could address in order to encourage registration from both Cape Town and Non Cape Town respondents were to make an earlier academic offer (35 %, and 32% respectively), offer an Entrance Scholarship (29% and 32% respectively) and offer a place in first choice degree (23% and 29% respectively)

Of the respondents who chose “Other”, there were requests for improved communication with and information from UCT, and availability of specific programmes not currently offered whilst a small proportion (27) stated that there was nothing UCT could have done to change their minds.