



Survey of Applicants in the 2022 Competition

1. This paper reports to the Selection Panel on the results of the survey of applicants in the 2022 competition.
2. We used Survey Monkey to survey all 280 applicants in the 2022 competition. Different versions of the survey went to successful applicants; those who were unsuccessful after interview; and those who were filtered out.
3. We received responses from 166 applicants. The response rate was 59% down from 63% last year and 71% in 2020. This is a disappointing downward trend but it is still a reasonable response rate for surveys of this sort, as it would appear most surveys of this kind would generate a response rate of 30-40%.
4. The survey took an average of 4 minutes to complete. Perhaps not surprisingly, successful applicants were more likely to respond. We heard from 84 (88%) of them, compared with 22 (45%) of those who were unsuccessful after interview and 60 (44%) of those filtered out.

Survey Results

5. The results of the survey are set out in the following tables. Questions were not compulsory so not all of those who responded to the survey answered all of the questions.

1 How did the COVID-19 pandemic affect your decision to apply in the 2022 competition?

Response	Total	Successful	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
It caused me to apply earlier than might otherwise have been the case	10	6	1	3	1	8	1	3	6	1
It made no difference	91	54	13	24	58	23	10	16	67	8
It made me consider delaying my application	62	23	8	31	32	22	8	11	43	8
Did not answer	3	1	0	2	2	0	1	0	2	1

2 Did you find the Guidance to Applicants?

Response	Total	Successful	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Very helpful	73	53	6	14	45	25	3	15	55	3
Acceptable	86	31	14	41	46	26	14	14	60	12
Too long / unhelpful	5	0	1	4	0	2	3	1	1	3
Did not answer	2	0	1	1	2	0	0	0	2	0

3 Approximately how long did it take you to complete the application form?

Response	Total	Successful	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Less than 16 hours	5	3	0	2	3	1	1	1	3	1
16-24 hours	16	9	3	4	12	4	0	2	14	0
24-32 hours	50	24	4	22	27	16	7	6	38	6
More than 32 hours	94	48	15	31	50	32	12	21	62	11
Did not answer	1	0	0	1	1	0	0	0	1	0

4 Did you consider that the application form sought?

Response	Total	Successful	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Too much information	43	13	7	23	20	14	9	8	27	8
About the right amount	111	70	14	27	65	36	10	21	81	9
Too little information	8	1	0	7	5	2	1	0	7	1
Did not answer	4	0	1	3	3	1	0	1	3	0

5 Allowing for the amount of information required, did you find the form?

Response	Total	Successful	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Reasonably easy to complete	18	15	1	2	9	8	1	3	14	1
Acceptable	109	57	16	36	67	31	11	17	82	10
Unnecessarily difficult to complete	35	11	5	19	15	13	7	9	20	6
Did not answer	4	1	0	3	2	1	1	1	2	1

6 Did you find the guide “Preparing for the KC Interview”?

Response	Total	Successful	Unsuccessful	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Helpful	68	60	8	34	30	4	13	52	3
Acceptable	32	19	13	23	8	1	9	22	1
Unhelpful or valueless	1	0	1	0	0	1	0	0	1
Did not answer	5	5	0	0	0	5	0	0	5

7 Did you consider the interview tested competencies relevant to KC appointment?

Response	Total	Successful	Unsuccessful	Men	Women	No gender specified	BAME	White	No Ethnicity specified
To a considerable extent	46	45	1	32	14	0	14	32	0
To a reasonable extent	45	33	12	20	22	3	6	37	2
To a small extent at most	10	1	9	5	2	3	2	5	3
Did not answer	5	5	0	0	0	5	0	0	5

8 Did you find the interview?

Response	Total	Successful	Unsuccessful	Men	Women	No gender specified	BAME	White	No Ethnicity specified
More testing than expected	17	12	5	8	9	0	4	13	0
As expected	77	62	15	44	27	6	18	54	5
More straightforward than expected	6	4	2	5	1	0	0	6	0
Did not answer	6	6	0	0	1	5	0	1	5

9 How did you find the interview questions?

Response	Total	Successful	Unsuccessful	Men	Women	No gender specified	BAME	White	No Ethnicity specified
It was generally clear what information the interviewers wanted	71	66	5	41	27	3	16	53	2
I found some questions unclear or ambiguous	27	12	15	16	8	3	4	20	3
It was rarely clear what information the interviewers wanted	3	1	2	0	3	0	2	1	0
Did not answer	5	5	0	0	0	5	0	0	5

10 Did you find your feedback letter?

Response	Total	Unsuccessful	Filtered Out	Men	Women	No gender specified	BAME	White	No Ethnicity specified
Reasonably helpful in the circumstances	26	8	18	16	9	1	5	20	1
Acceptable	26	10	16	19	6	1	5	20	1
Unhelpful of valueless	25	4	21	13	5	7	2	17	6
Did not answer	5	0	5	1	0	4	0	1	4

Commentary on the Survey Results

6. The main points to note from the responses to the questions in the survey are:

- As usual successful applicants were much more positive about the process than those who were unsuccessful.
- The guidance is reasonably well regarded, with only 5 applicants saying it was too long/unhelpful.
- Completing the application form took almost all applicants two full working days or more, and it took 57% of respondents at least four days, this is a slight increase on 2021 (56%).
- The application form was considered unnecessarily difficult to complete by 21% of respondents, a little higher than in 2021 (20%).
- The guide “Preparing for the KC Interview” was well regarded by 2022 applicants with 64% finding it helpful, up from 44% in 2021.
- 43% thought the interview tested the competencies “to a considerable extent” in 2022, slightly lower than in 2021 (44%). 9% of respondents thought the competencies were tested “to a small extent at most”, a decrease from 11% in 2021. As usual, successful applicants were more positive than unsuccessful ones.
- 67% of respondents found the interview questions “generally clear” a small increase from 66% in 2021. Three respondents thought it rarely clear what information the interviewers wanted, the same as in 2021.
- Positive views on the feedback were slightly increased from 2021 – 32% found it “reasonably helpful in the circumstances” as opposed to 30% in 2021, although this is significantly reduced from 2020 when the figure stood at 41%. The number of applicants who found feedback “unhelpful or valueless” increased by 4% from 26% in 2021 to 30% in 2022.

KCA
May 2023