

DIVERSITY SNAPSHOT

PROJECT NEXT GENERATION FOCUS ON ETHNIC DIVERSITY

UCAS



INTRODUCTION

Students are mapping out their future pathways earlier than ever. But younger audiences often lack the guidance they need to make informed choices.

Welcome back to [Project Next Generation](#).

This follow up to our [Early Careers and Apprenticeships](#) report dives deeper into the data through the lens of distinct diverse groups.

We uncover what young people aged 13 – 17 are thinking and feeling about the here and now and their future. In this snapshot, we look at how students from **diverse ethnic backgrounds** make decisions and what influences them.



THE HEADLINES

DO YOU FEEL PRESSURE FROM YOUR PARENTS TO MAKE GOOD CAREER AND EDUCATION CHOICES?

Students from diverse ethnic backgrounds feel greater parental pressure when making education and career choices compared to their white peers. Parents and siblings play a more influential role in decision-making, shaping perceptions of what constitutes a 'successful' pathway.

While students from a range of ethnic backgrounds are considering multiple routes, family expectations can impact their confidence in exploring alternatives. Employers and providers must recognise the role of family in these decisions, ensuring outreach is inclusive, accessible, and builds trust—not just with students, but also with their wider support networks.



63%

OF THOSE FROM
DIVERSE ETHNIC
BACKGROUNDS

45%

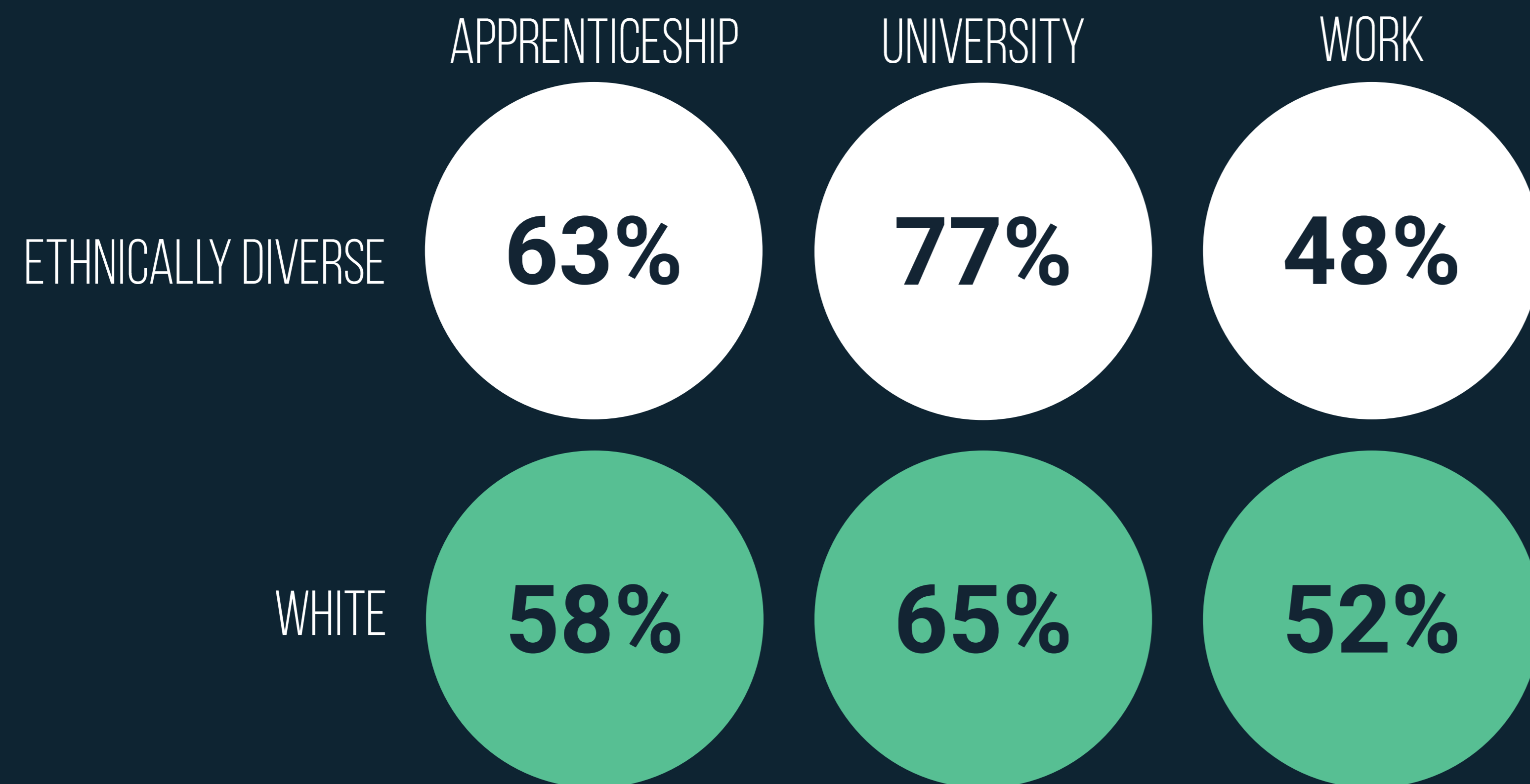
OF THOSE FROM
WHITE
BACKGROUNDS

The research has told us that individuals from diverse ethnic backgrounds are more likely to consider university as a route and are further along in their planning for their post 18 future than those from white backgrounds.

They are aware of the benefits of apprenticeships, although they need more convincing on salaries, and want more information about the realities of apprenticeships.

They see family playing a key role in discussing their future, with siblings a significant influence. However, parents need information to help them inform without pressure.

STUDENTS FROM ETHNICALLY DIVERSE BACKGROUNDS ARE MORE LIKELY TO CONSIDER UNIVERSITY THAN OTHER ROUTES

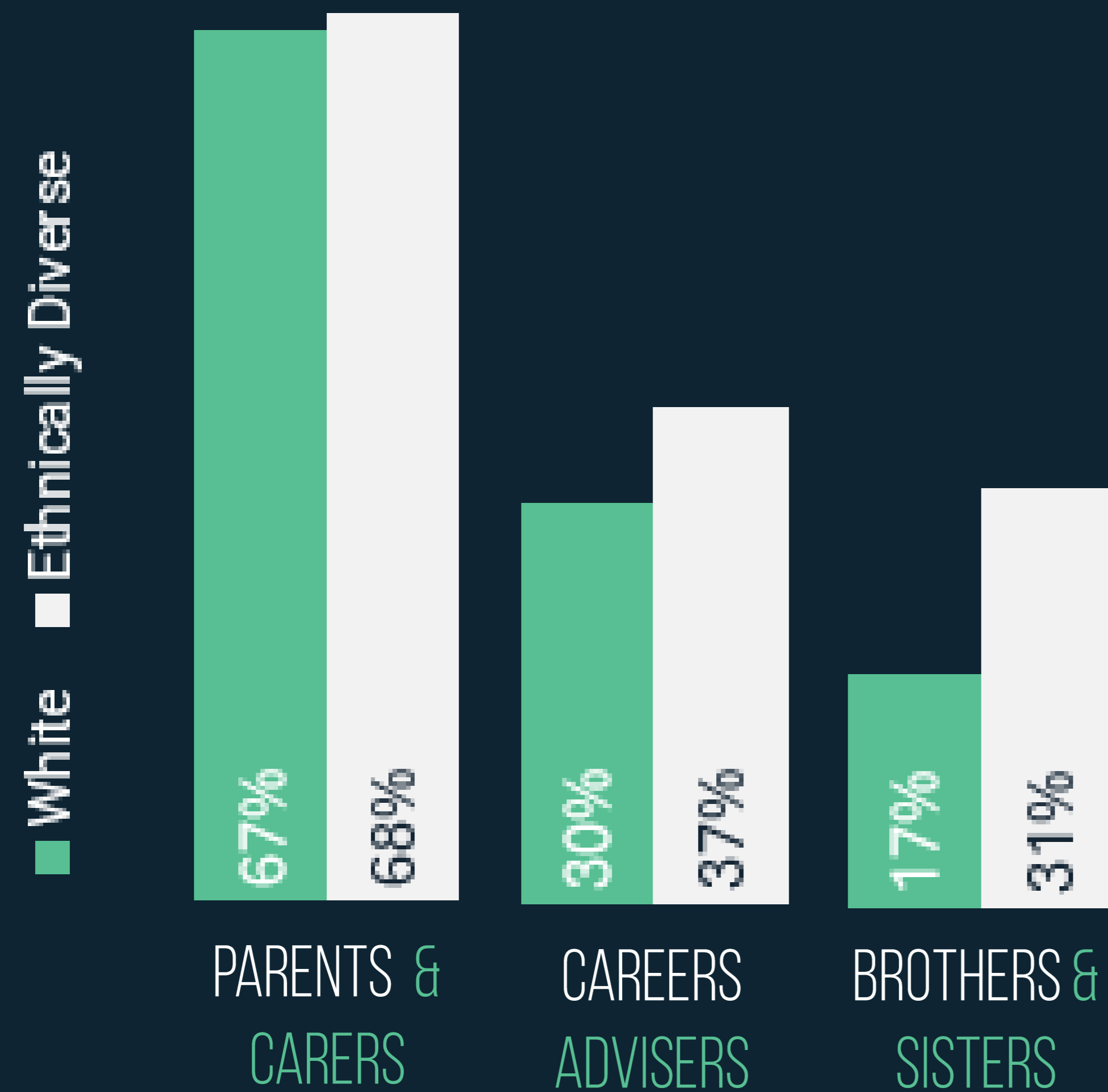


Students from ethnically diverse backgrounds are more likely to be considering university, or apprenticeship routes, and less likely to be considering going directly into work, compared to those that identified as being from white ethnicities.

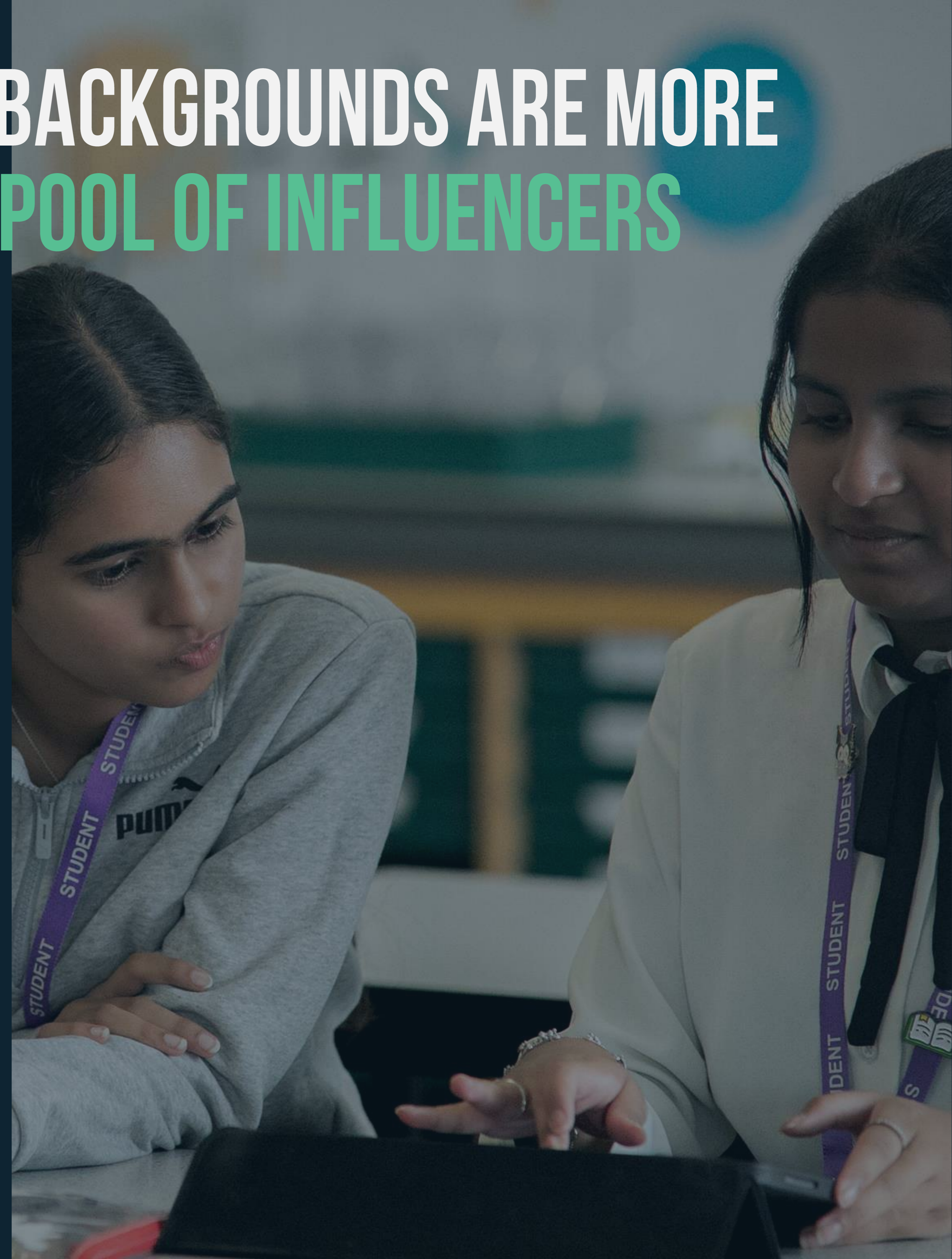
Ethnically diverse students see many benefits in the apprenticeship pathway, such as the opportunity to try new activities, develop new skills, and make connections with employers. But they are also less likely to consider earning a wage whilst undertaking training an advantage.



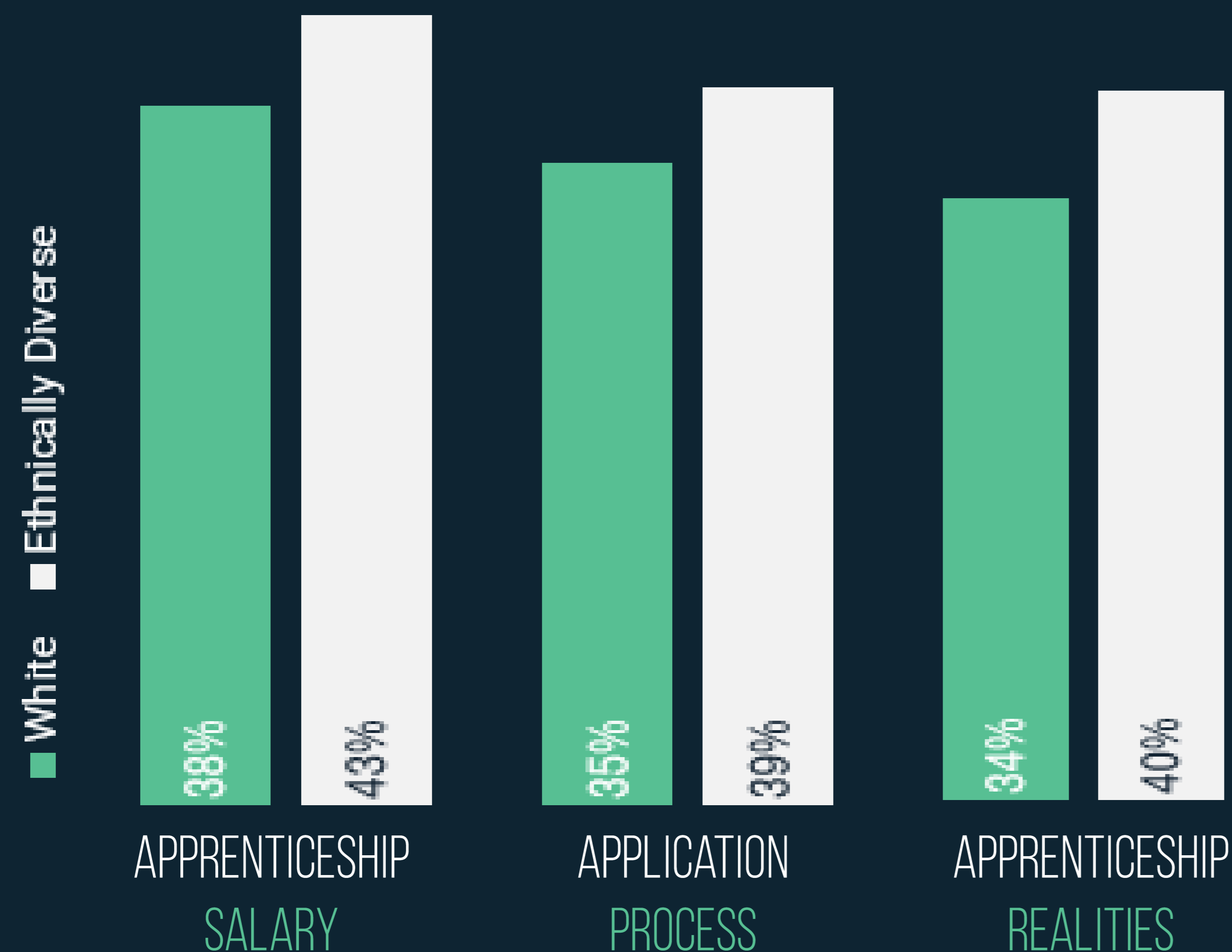
STUDENTS FROM ETHNICALLY DIVERSE BACKGROUNDS ARE MORE LIKELY TO SEEK ADVICE FROM A WIDER POOL OF INFLUENCERS



Whilst ethnicity doesn't seem to define the likelihood of a student discussing their options with their parents/carers, those from diverse ethnic backgrounds are more likely to seek advice and opinions from a wider pool of influencers to aid their decision making. The propensity to talk to siblings was notably higher for those students from diverse backgrounds.



STUDENTS FROM ETHNICALLY DIVERSE BACKGROUNDS WANT MORE INFORMATION TO INFORM DECISION MAKING



Students from ethnically diverse backgrounds are hungrier for information than those who consider themselves to be from white ethnicities. They need more practical information, such as understanding the application process and knowing what doing an apprenticeship is really like. Both groups reported, in equal measure, that they need more support on how to find an apprenticeship that is right for them.



RECOMMENDATIONS FOR EMPLOYERS TO ATTRACT, RECRUIT & ENGAGE ETHNICALLY DIVERSE CANDIDATES



APPRENTICESHIP
REALITIES



TAILORED
MESSAGING



ENGAGE
INFLUENCERS



FINANCIAL
CLARITY

Provide peer to peer content such as testimonials and 'day in the life of' activities so students can see what an apprenticeship with your organisation is like.

Engage parents and carers and help them to understand apprenticeships in your organisation.

Provide clarity around salaries and future earning potential.



CLOSING COMMENT FROM UCAS

It is positive to see students from a variety of ethnic backgrounds seriously considering all pathways through education and into careers.

This highlights the progress being made in ensuring opportunities are **visible, accessible, and appealing** to all.

We want all students to explore their options with confidence, knowing they will be supported in making informed choices that align with their aspirations and needs.

For employers and providers, understanding the role of family influence is crucial. With parents and siblings playing a greater role in decision-making for ethnically diverse students, outreach efforts should not only engage students but also their wider support networks.

By fostering trust, ensuring representation, and providing clear, accessible information, we can help students—and those guiding them—feel reassured about the pathways available and the support they will receive.

UCAS RESOURCES FOR STUDENTS AND INFLUENCERS

Find targeted information & support for students on ucas.com

- [UCAS Careers Quiz | Discover Your Future](#) – match your ideal job or career with your personality type.
- [Ultimate Guides – Traditional Degrees Vs Degree Apprenticeships](#) – a guide to next steps.
- [Learn About Apprenticeships And Find The Right One For You](#) –resources, hints and tips and apprenticeship vacancies.
- [Industry guides | UCAS](#) – find out what industries might be a good fit for you.
- [Employer Guides](#) - explore employers and apprenticeship providers.
- [Apprenticeship Application Guides | UCAS](#) - tailored guides and top tips from employers and existing apprentices to guide you through the application process.
- [Parent and guardian guide to apprenticeships | UCAS](#) – what you need to know when supporting someone to apply for an apprenticeship.
- [Teachers and advisers: Talking about apprenticeships | UCAS](#) – what you need to know when talking to students about apprenticeships.



UCAS EARLY CAREERS

Whether you want to drive applications to your apprenticeship or graduate programmes or look at raising awareness with future talent, UCAS has the attention of those considering their future.

We'll work with you to craft a campaign plan with the right audience and channel mix to maximise your budget and meet your ambitions – whatever these might be.

REACH YOUR FUTURE TALENT WITH UCAS

CONTACT US:



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ucas.com/apprenticeship-recruitment



linkedin.com/company/ucas
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This research surveyed 1,000 students aged 13–17 through a combination of quantitative and qualitative methods. Due to the small sample sizes for individual ethnic groups, this snapshot compares students who identify as white with those who do not.

The fieldwork was conducted between May and July 2023, and this snapshot was published in March 2025.

