

INSIDE THE MINDS OF GEN Z

Unveiling key insights on their journey from choice to commitment

UCAS



TWO STAGE RESEARCH APPROACH

1. QUANTITATIVE

- Conducted May 2023
- Students aged 13-17 (Year 9-12)
- 1,000 respondents, nationally representative

2. QUALITATIVE

- Conducted July 2023
- Students aged 13-17 (Year 9-12)
- 24 young people including parents



NAVIGATING FUTURE CONCERNS: STUDENTS' WORRIES ABOUT WHAT LIES AHEAD



BEING ABLE TO FIND A JOB, AND A JOB THEY WILL ACTUALLY ENJOY IS A WORRY FOR SOME

31% of young people are worried about 'finding a job when they leave education'



1. Stability and Income



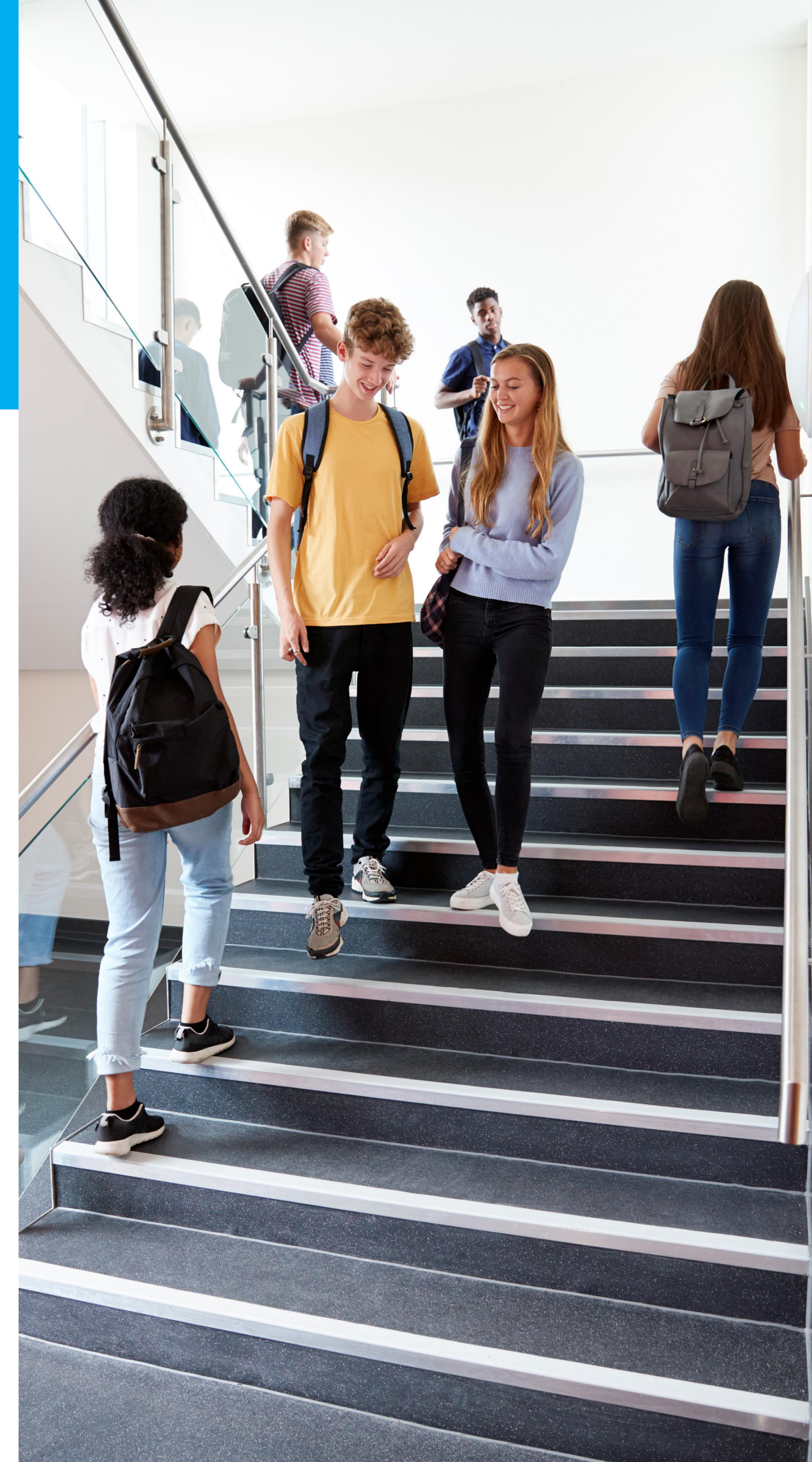
2. Grades and Uncertainty



3. Skills and Competition



4. Social Anxiety and Confidence



STUDENT PERSPECTIVES ON CHALLENGES AND PRESSURES

47%

I have no idea what career I want to do in the future

59%

I'm not trying to map out my future – I'm sticking to what I enjoy / what I am good at, and the rest will take care of itself

48%

I feel quite a bit of pressure from my parents to make good decisions about my future education/careers

48%

My choices are restricted by not having enough money

STUDENT STORIES: SHARING WHAT MATTERS ON FUTURE ASPIRATIONS AND CONCERNS

**WHAT CONCERNS OR
QUESTIONS DO YOU HAVE
ABOUT YOUR FUTURE IN
HIGHER EDUCATION?**





CHOOSING WISELY: EXPLORING UNIVERSITY OPTIONS AND SEEKING GUIDANCE



UNIVERSITY PROS AND CONS

PROS



“I feel it is good to get a degree as it can give you better job opportunities and the experience”

(Female, 16)

Q3.8 In your opinion, what are the MAIN ADVANTAGES/POSITIVES of...MAX 5 RESPONSES
Q3.9 What are the MAIN DISADVANTAGES/NEGATIVES of ...MAX 5 RESPONSES. BASE: All Respondents (1000)

UNIVERSITY PROS AND CONS

CONS



“My mum tells me I won't get a good job if I don't go to university, I want to study engineering science and I'm hoping I can get good qualifications and get a good job”

(Male, 14)

Q3.8 In your opinion, what are the MAIN ADVANTAGES/POSITIVES of...MAX 5 RESPONSES
Q3.9 What are the MAIN DISADVANTAGES/NEGATIVES of ...MAX 5 RESPONSES. BASE: All Respondents (1000)

STUDENT STORIES: UNIVERSITY PROS AND CONS

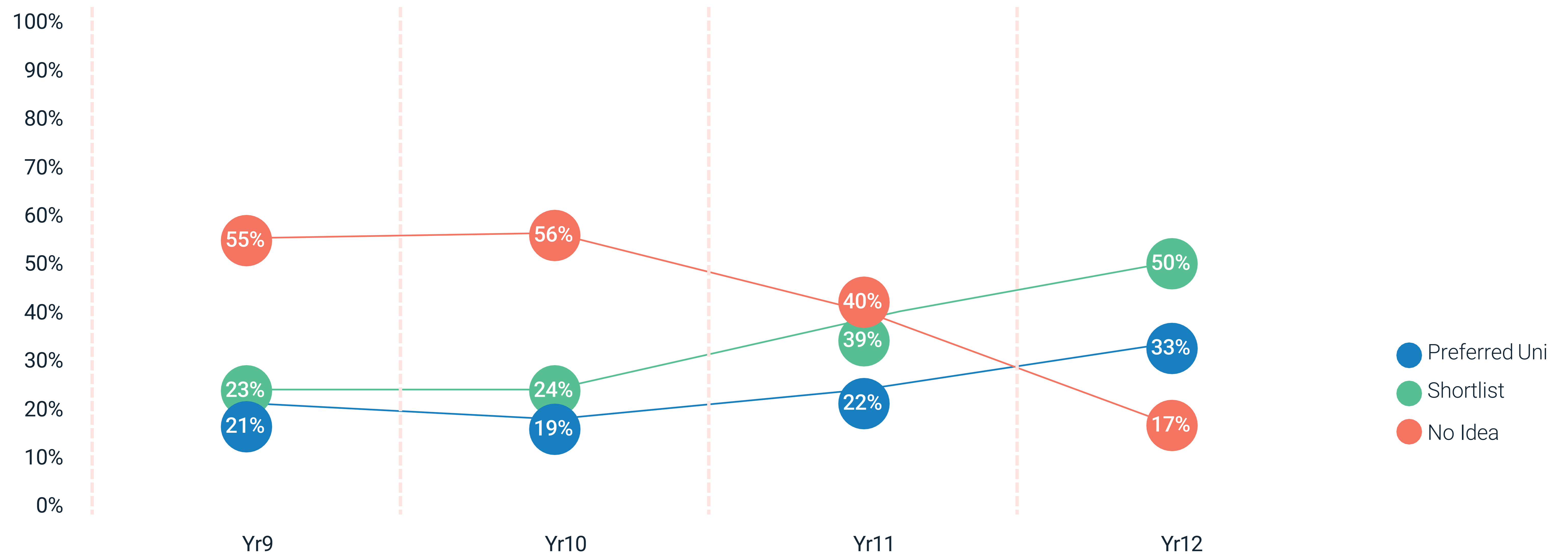
**WHAT CONCERNS OR
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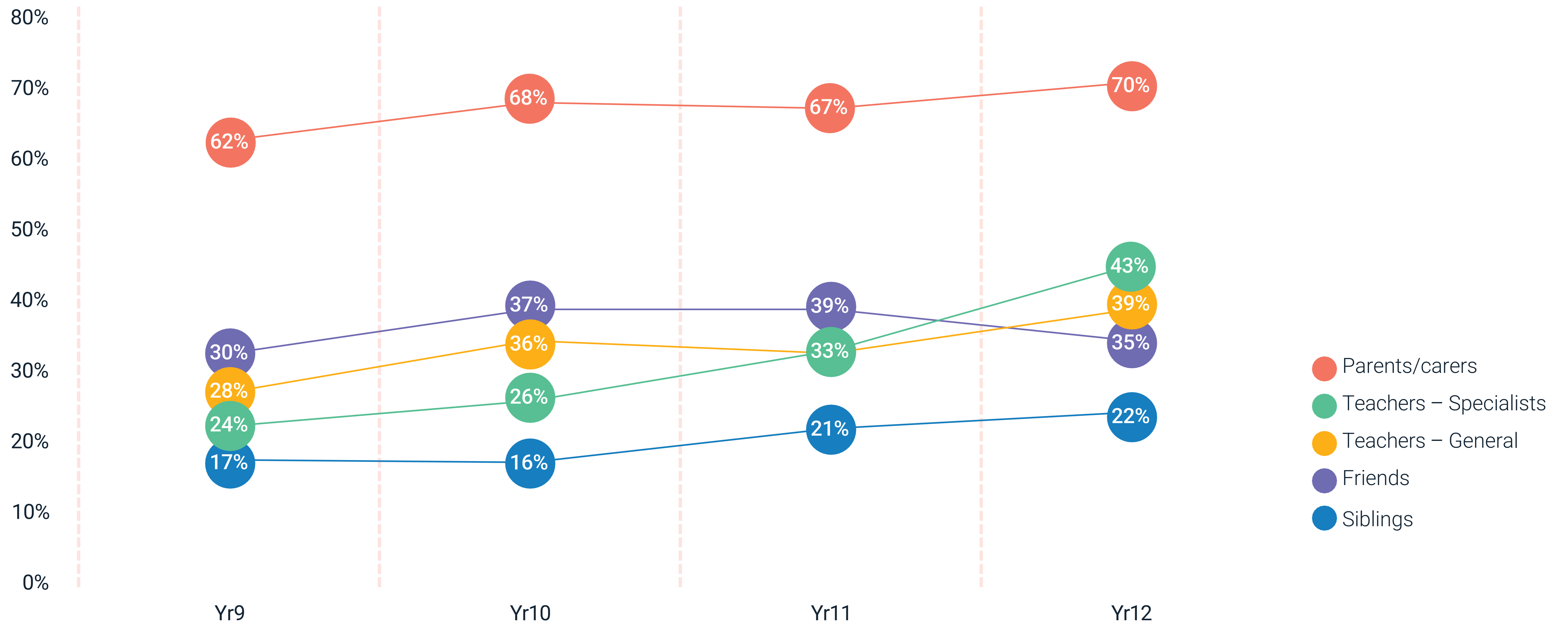


CHOOSING WHERE TO STUDY

Overall, 24% already have a preferred university whilst another 35% have a shortlist. 41% have no idea



WHO ARE THEY DISCUSSING THEIR OPTIONS WITH?



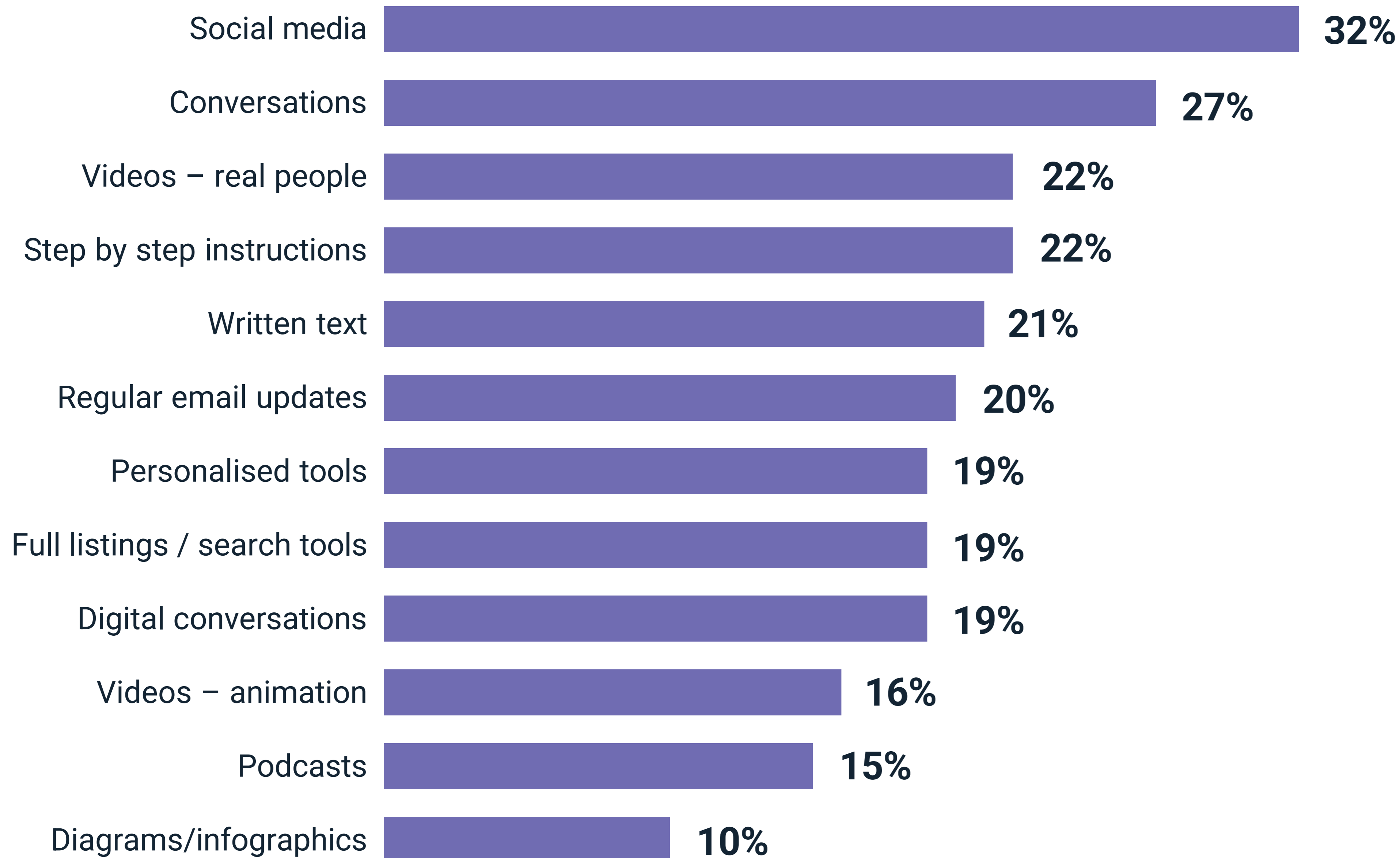
AND YET THESE ARE SOME OF THE MOST USEFUL CONVERSATIONS

%	Parents/carers	Teachers – General	Teachers – Specialists in Career Guidance	Brothers & Sisters	Friends
Had a discussion	67	34	31	19	35
YR12s have had a discussion	70	39	43	22	35
Extremely useful	29	29	35	30	19
Extremely / very	63	67	73	57	50
USEFUL (Extremely/very / fairly)	94	95	96	91	88

CHANNEL AWARENESS & USAGE



A WIDE VARIETY OF PREFERRED FORMATS FOR RECEIVING INFORMATION



STUDENT STORIES: HOW TO BETTER SUPPORT YOUR UNI JOURNEY

AS YOU CONTEMPLATE THE IDEA OF ATTENDING UNIVERSITY, WHAT SPECIFIC INFORMATION, RESOURCES, OR SUPPORT DO YOU FEEL WOULD BE MOST VALUABLE IN ASSISTING YOU WITH YOUR DECISION-MAKING PROCESS?





KEY INFORMATION THAT STUDENTS ARE LOOKING FOR



Prefer social media



- Information from employers
- Information from students
- Practical guidelines on applying
- 5-min teaser on a 'day-in-the-life' of students
- Information on financial support
- Lecturer giving a 5-min teaser of a lecture
- What grades or subjects are needed for their career



Prefer VIDEOS of real people talking to the camera (also prefer animated/cartoon style videos)

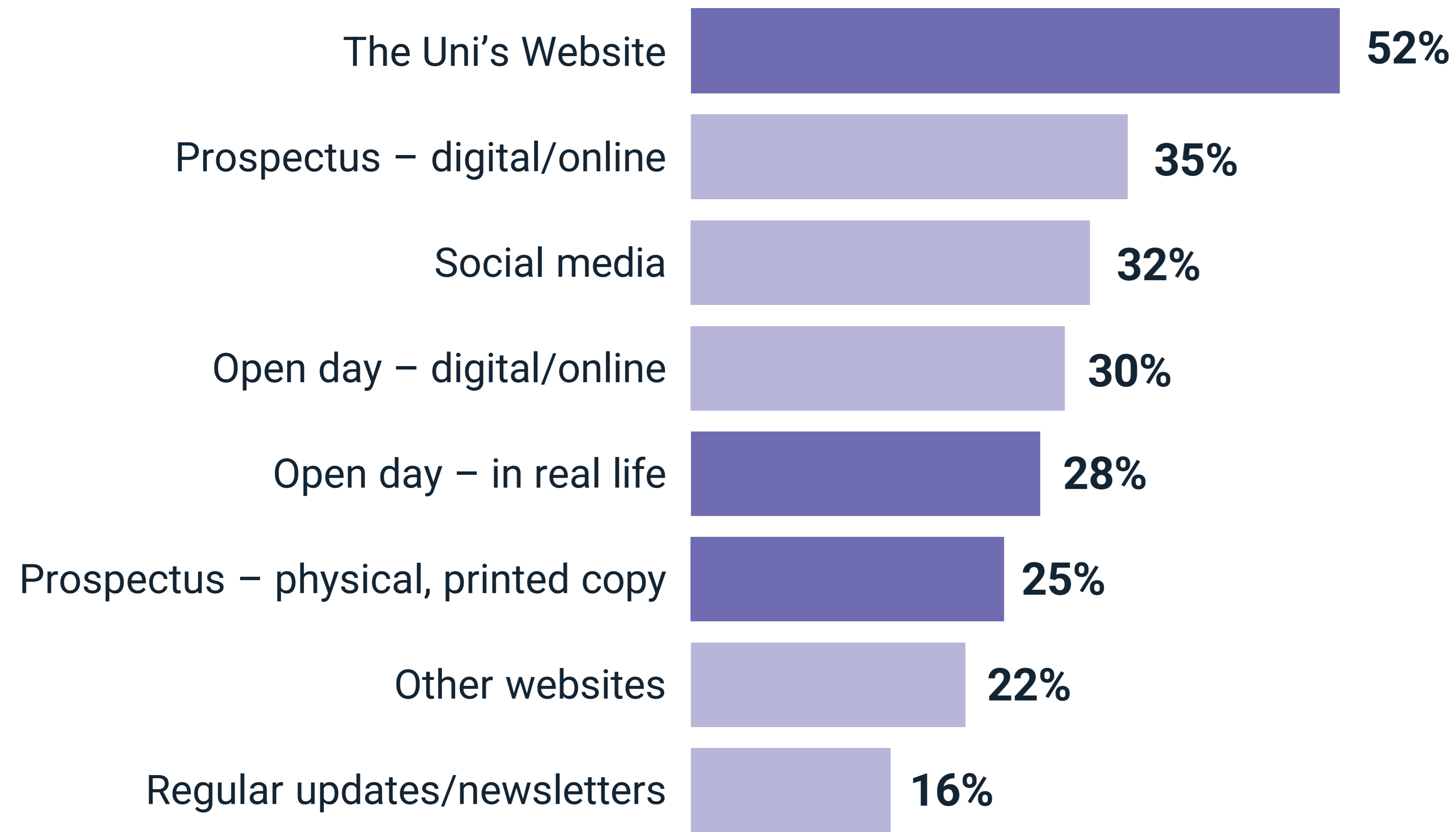
HIGHER PREFERENCE

- Conversations – in person or over the phone (9)
- Diagrams / infographics (6)
- Step-by-step instructions (6)
- Written text (5)
- Digital conversations (5)
- Regular emails / newsletters (3)
- Podcasts (3)
- Full listing / search tools (2)

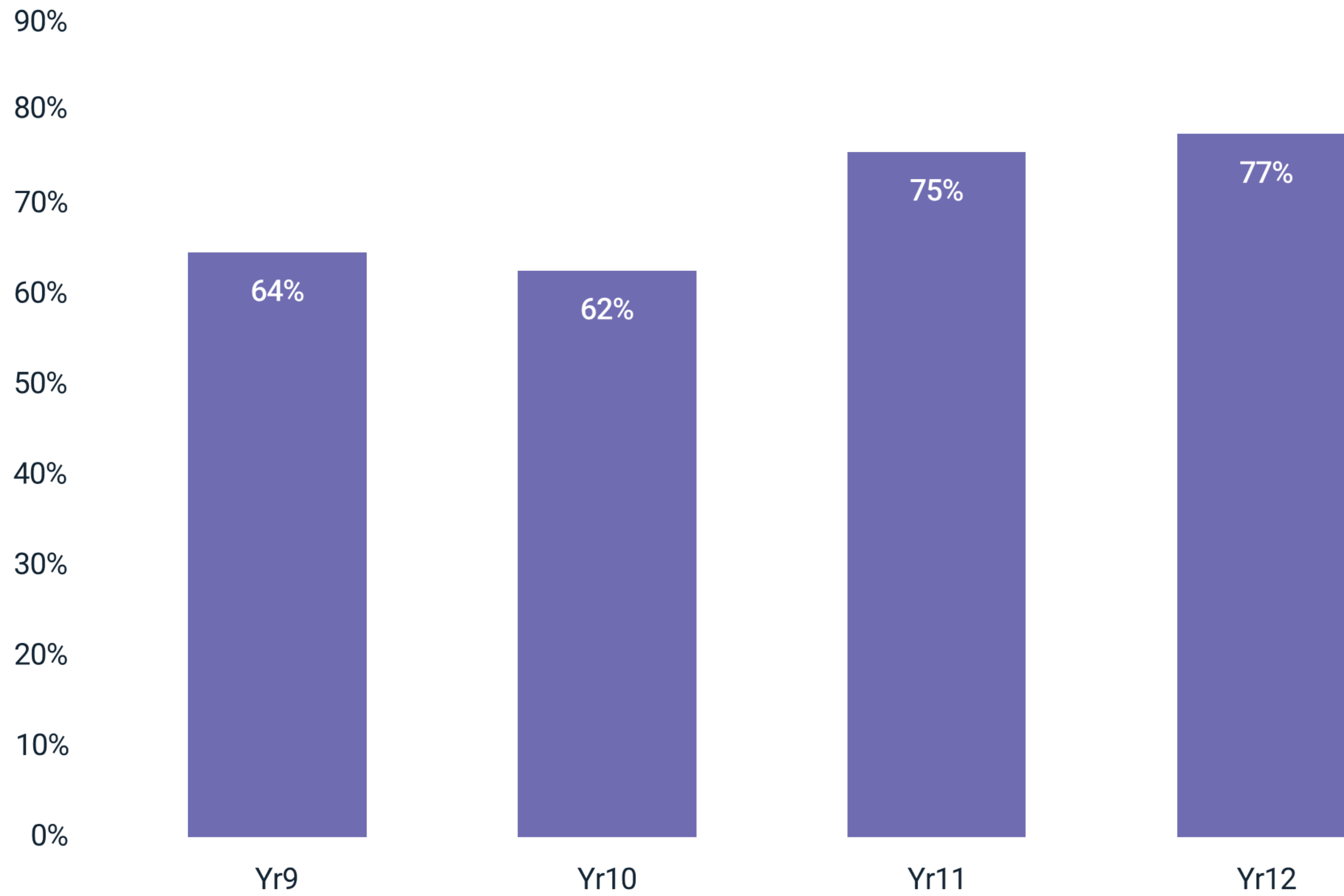
LOWER PREFERENCE

RESEARCHING UNIVERSITIES: WHERE TO START

RESOURCES USED

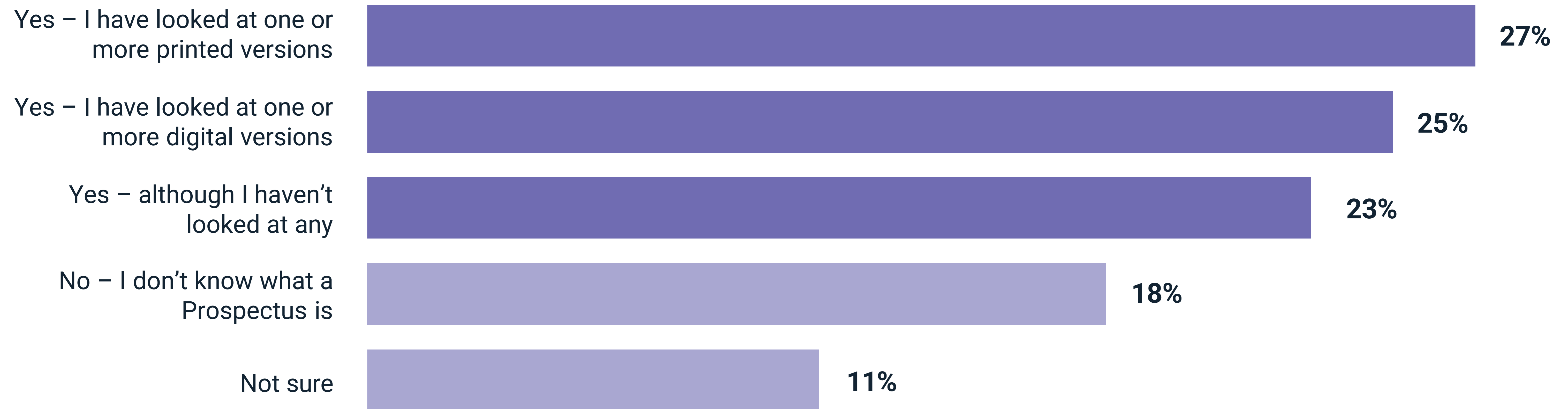


70% OF STUDENTS KNOW WHAT A PROSPECTUS IS



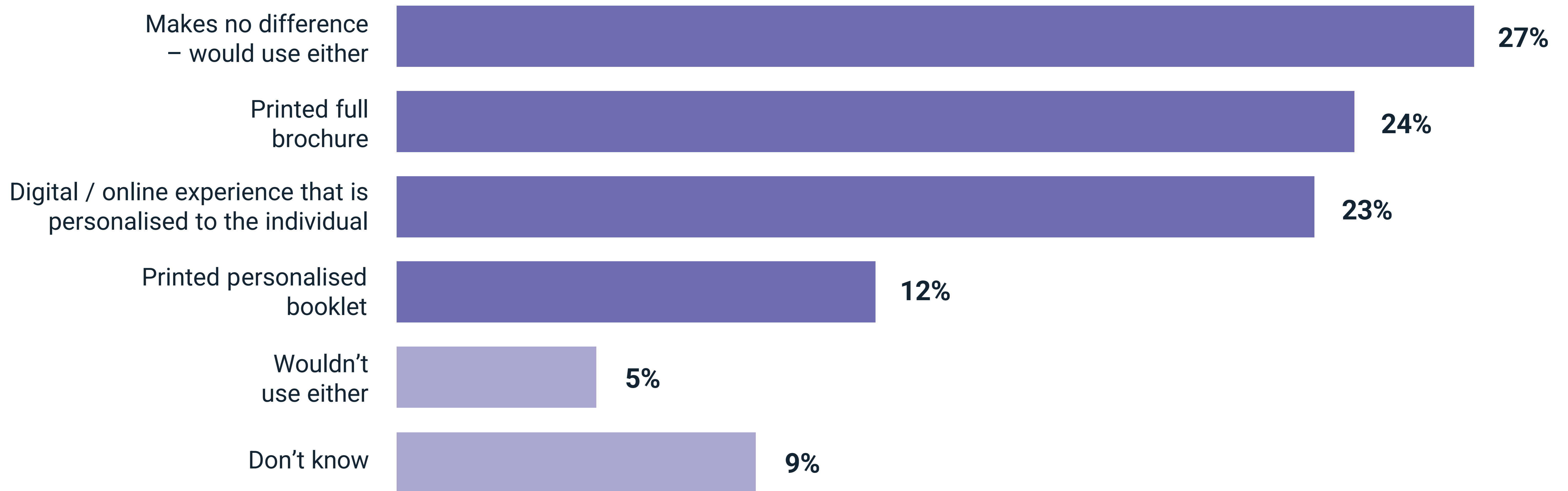
BY YEAR 12 ALMOST 8 IN 10 KNOW WHAT A PROSPECTUS IS

KNOW WHAT A PROSPECTUS IS?



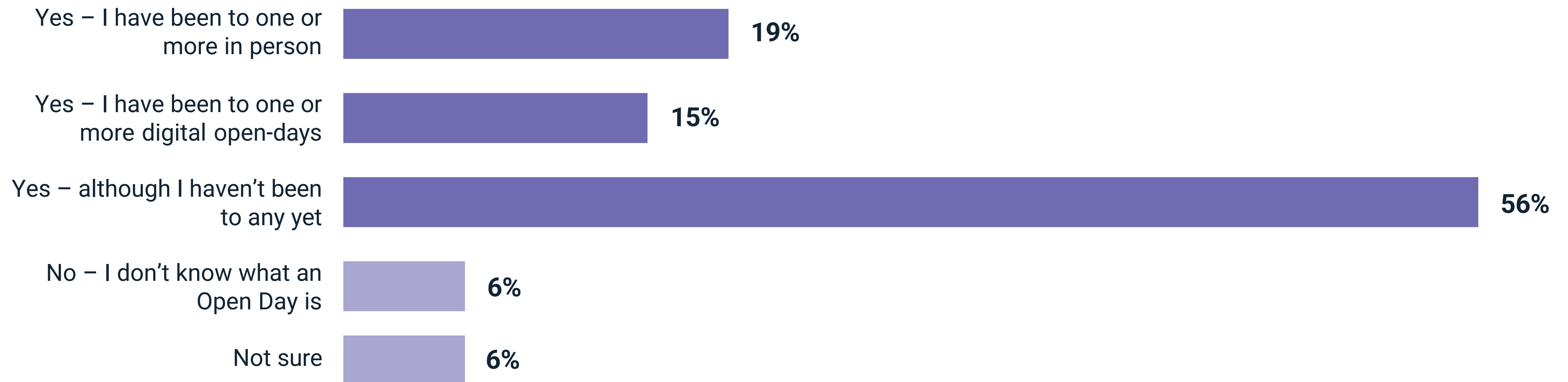
BY YEAR 12 ALMOST 8 IN 10 KNOW WHAT A PROSPECTUS IS

PREFERRED FORMAT?



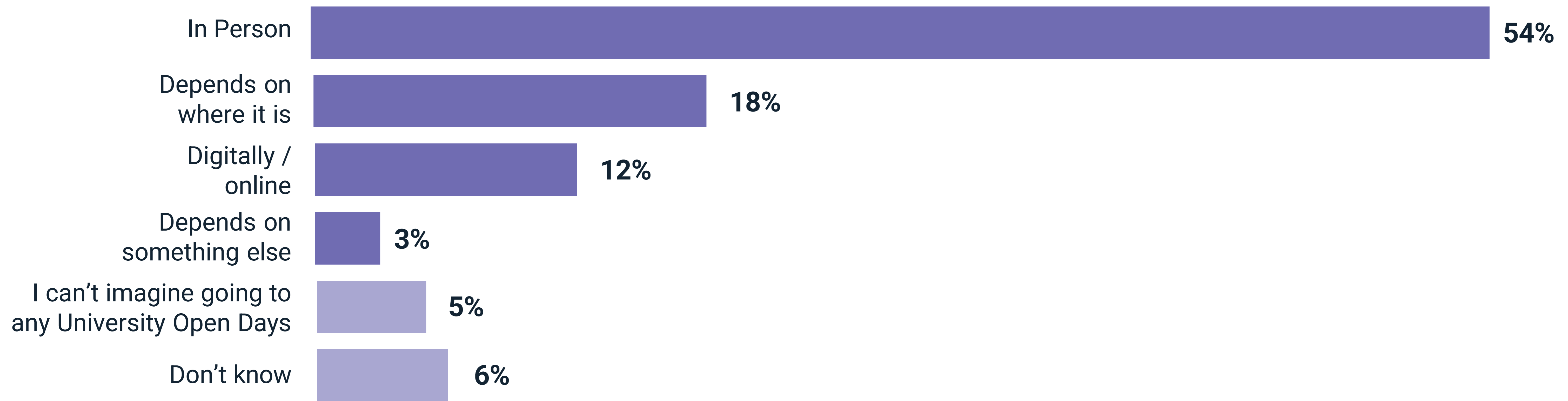
BY Y12, 9 IN 10 HAD HEARD OF UNIVERSITY OPEN DAYS

KNOW WHAT AN OPEN DAY IS?



THERE'S A STRONG PREFERENCE FOR F2F

PREFERRED FORMAT?



50%

41% Yr 9 / 46% Yr 10
50% Yr 11 / 62% Yr 12

UCAS

40%

35% Yr 9 / 36% Yr 10
44% Yr 11 / 45% Yr 12

National
Careers
Service

unifrog



Amazing
Apprenticeships



start

GetMyFirstJob
Where it all starts.

xello

NGTU
NOT GOING TO UNI

Morrisby

19%

15%

13%

12%

10%

8%

7%

7%

6%

KEY RESEARCH TOOLS FOR FUTURE STUDENTS



INFORMATIVE, INSPIRING, REFLECTIVE AND USER-FRIENDLY WEBSITE



DIGITAL & PRINTED PROSPECTS



ENGAGING OPEN DAYS

CREATE CONNECTIONS WITH POTENTIAL APPLICANTS

START CONNECTING
WITH YOUR FUTURE
APPLICANTS TODAY



REACH THE RIGHT AUDIENCE NOW

1

**TARGET STUDENTS
EARLY IN THE CYCLE**

2

**RECRUIT THE RIGHT PEOPLE,
FOR THE RIGHT COURSE**

3

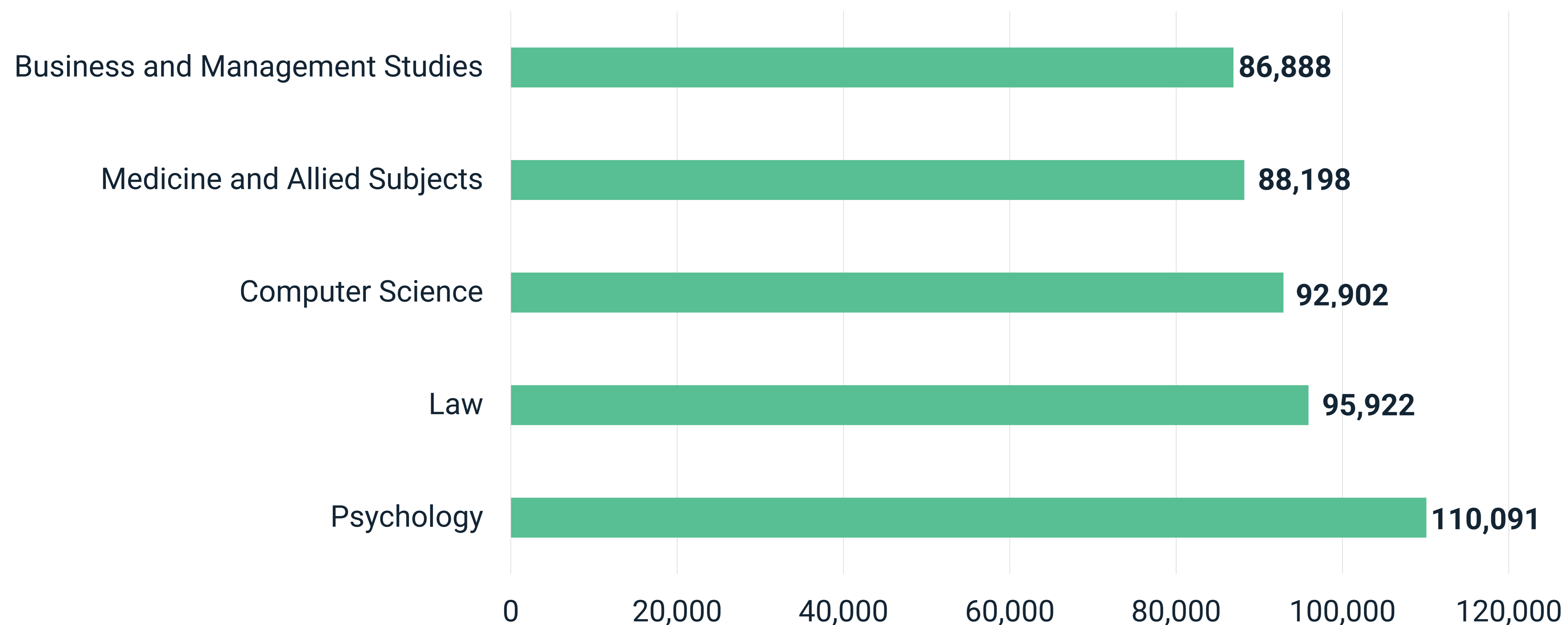
**TRACK CAMPAIGNS THROUGH TO
APPLICATION AND ACCEPTANCE**



PRECISION TARGETING

TOP 5 SUBJECT AREAS STUDENTS ARE INTERESTED IN

As of February 2024

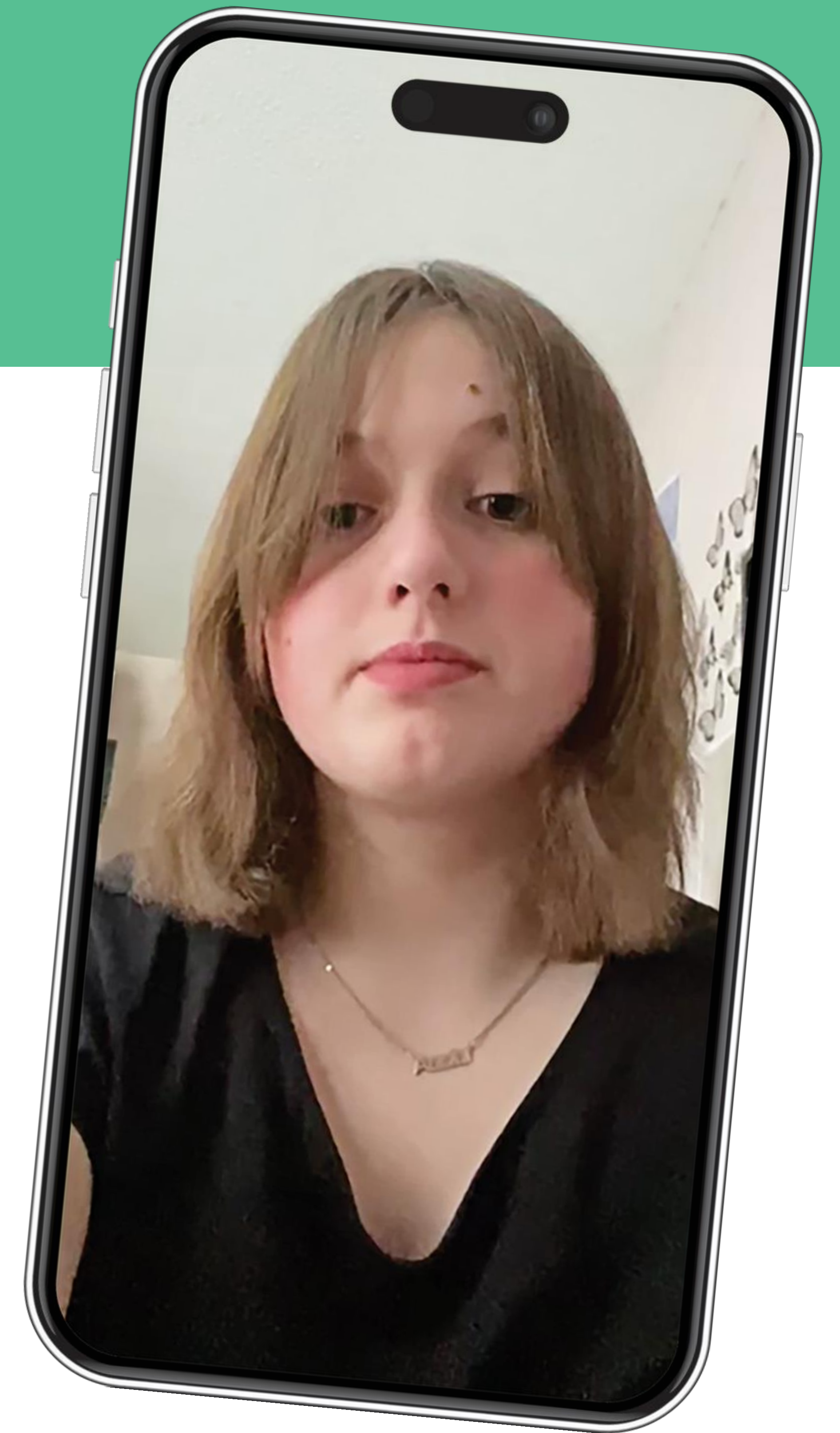


87% OF STUDENTS

In the last full cycle went on to apply for the subject they registered their interest in

STUDENT STORIES: HOW BETTER TO SUPPORT STUDENTS CHALLENGES

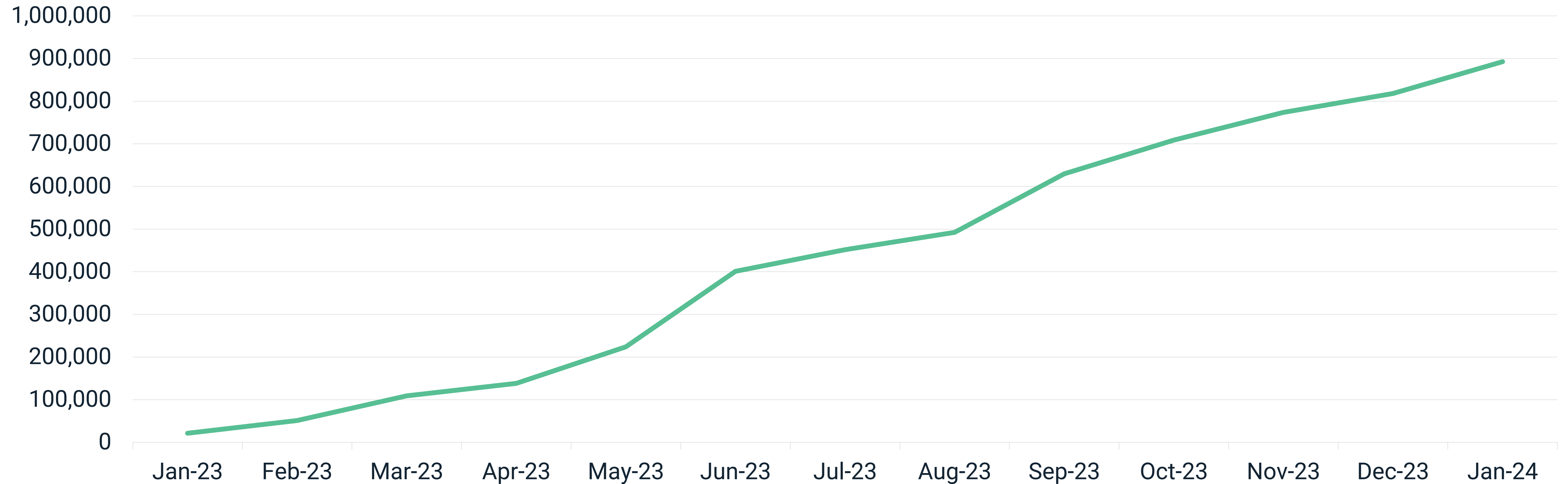
**YOUNG PEOPLE AND PROSPECTIVE
STUDENTS ARE DEALING WITH
THEIR OWN SET OF CHALLENGES,
NOTABLY THE ONGOING
COST-OF-LIVING CRISIS.**





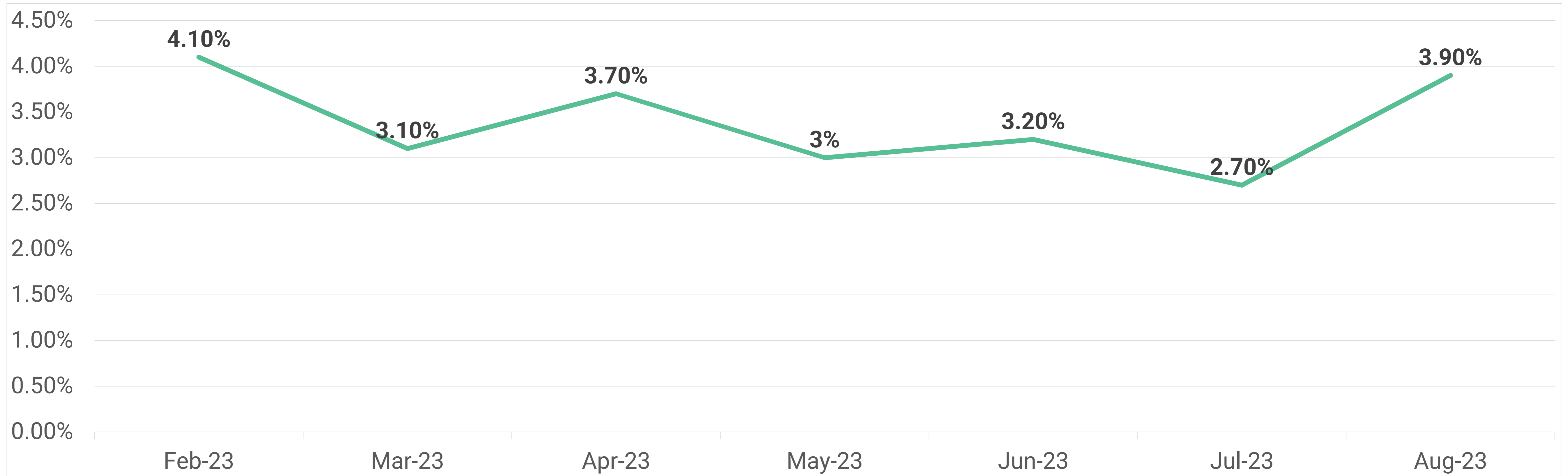
REACH TOMORROW'S APPLICANTS TODAY

TOTAL PRE-APPLICANT 2024 SIGN UP GROWTH DURING 2023 CYCLE



REACH TOMORROW'S APPLICANTS TODAY

CLICK RATE**



BOOST YOUR EARLY AWARENESS



Provider Pages



UniBuddy



Featured open days



Springpod



**THANK YOU.
QUESTIONS?**

UCAS

