

UKtrendence  
RESEARCH



***Trendence Schools Study  
Partner Report 2019***

# Methodology

## *Trendence Schools Study*

**19,102** Respondents

**2,700+** Schools

**523** Responses from

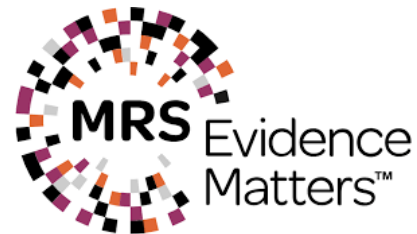
**Our Lady's Catholic  
High School**

**All UK regions**

**Online questionnaire**

**Conducted March-April 2019**

**Year 7 to Year 13**



# Methodology

## *How do we collect the data?*

We collect the sample using Trendence databases of 750,000+ school and college students and through partnership arrangements with different institutions across the UK. Careers advisors in schools/colleges will promote our survey internally and we provide them with research reports in return.

To ensure that our sample is representative of the UK student population (i.e. the findings can be generalised with confidence to the population), we use a quota sampling technique to control our sample sizes.



**The Gatsby Benchmark**

**Post-School Plans**

**Student Psychology**

**Careers Support Satisfaction**

**Bio-Data**

# The Gatsby Benchmark

Benchmark	Description	This Report Contains
<b>1. A stable careers programme</b>	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.	<a href="#">How satisfied your students are with the careers guidance they have receive at school.</a>
<b>2. Learning from career and labour market information</b>	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.	<a href="#">How students access careers and university information.</a> We look at which <a href="#">websites</a> , <a href="#">publications</a> and <a href="#">social media channels</a> they use.
<b>3. Addressing the needs of each pupil</b>	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.	<a href="#">Which pathways students want to take after school/college.</a> In addition, <a href="#">how they would like to receive careers information.</a>
<b>4. Linking curriculum learning to careers</b>	All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths	[If sample size is over 200] A further investigation of your GCSE and A Level students studying STEM subjects to see how their specific needs can be catered for.



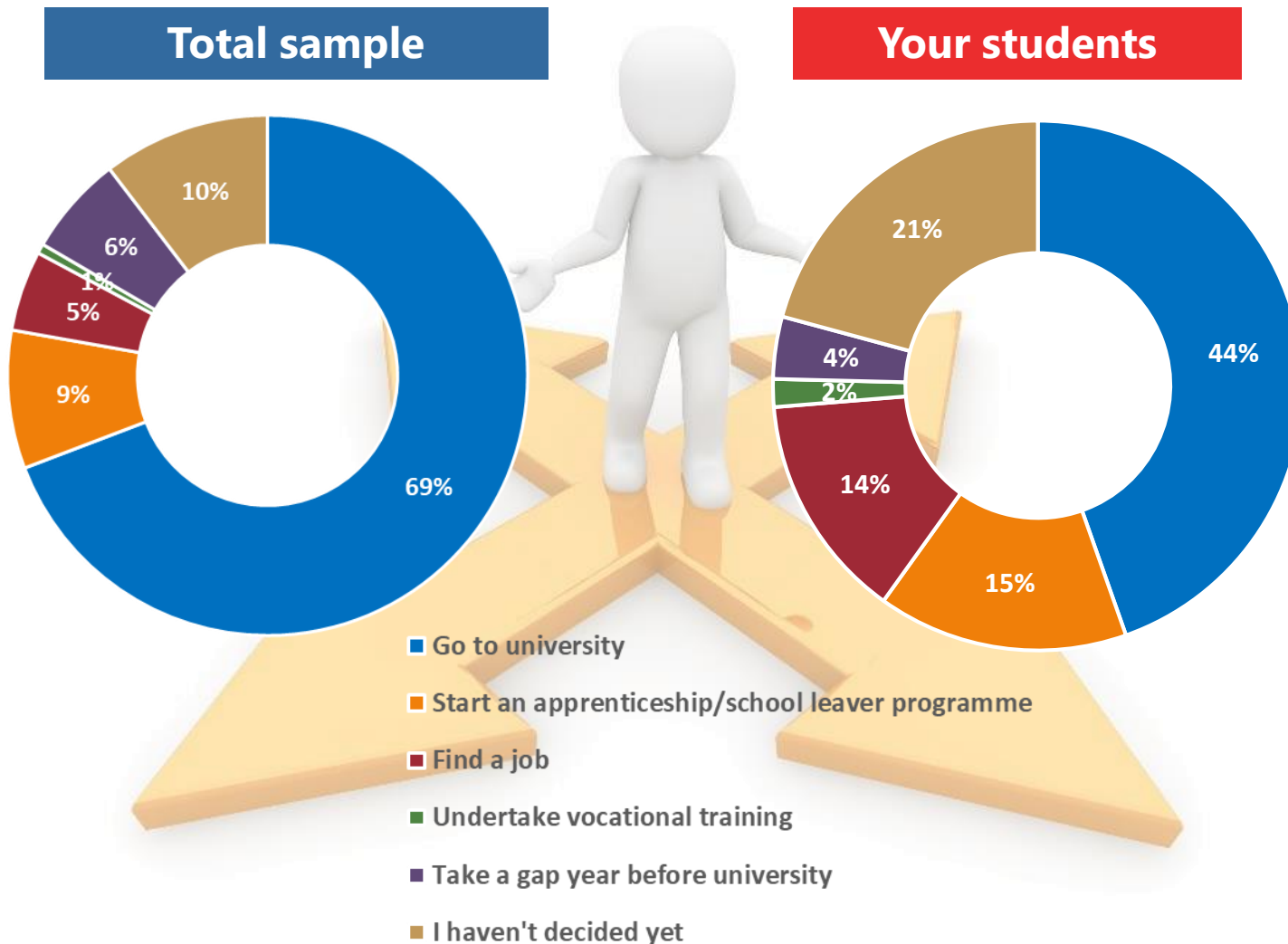
# The Gatsby Benchmark

Benchmark	Description	This Report Contains
<b>5. Encounters with employers and employees</b>	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.	<a href="#">Which activities students would like to attend while at school/college e.g. employer events/ guest lectures.</a>
<b>6. Experiences of workplaces</b>	Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.	The work experience pupils have gained while at school/college.
<b>7. Encounters with further and higher education</b>	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.	<p>We look at students that intend to go to university and:</p> <ul style="list-style-type: none"> <li>- <a href="#">How they access information about universities</a></li> <li>- <a href="#">Which universities they intend to apply to</a></li> </ul>
<b>8. Personal guidance</b>	Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made.	We look at the activities students would like to attend as well as <a href="#">their top-influencers</a>

# PLANNING

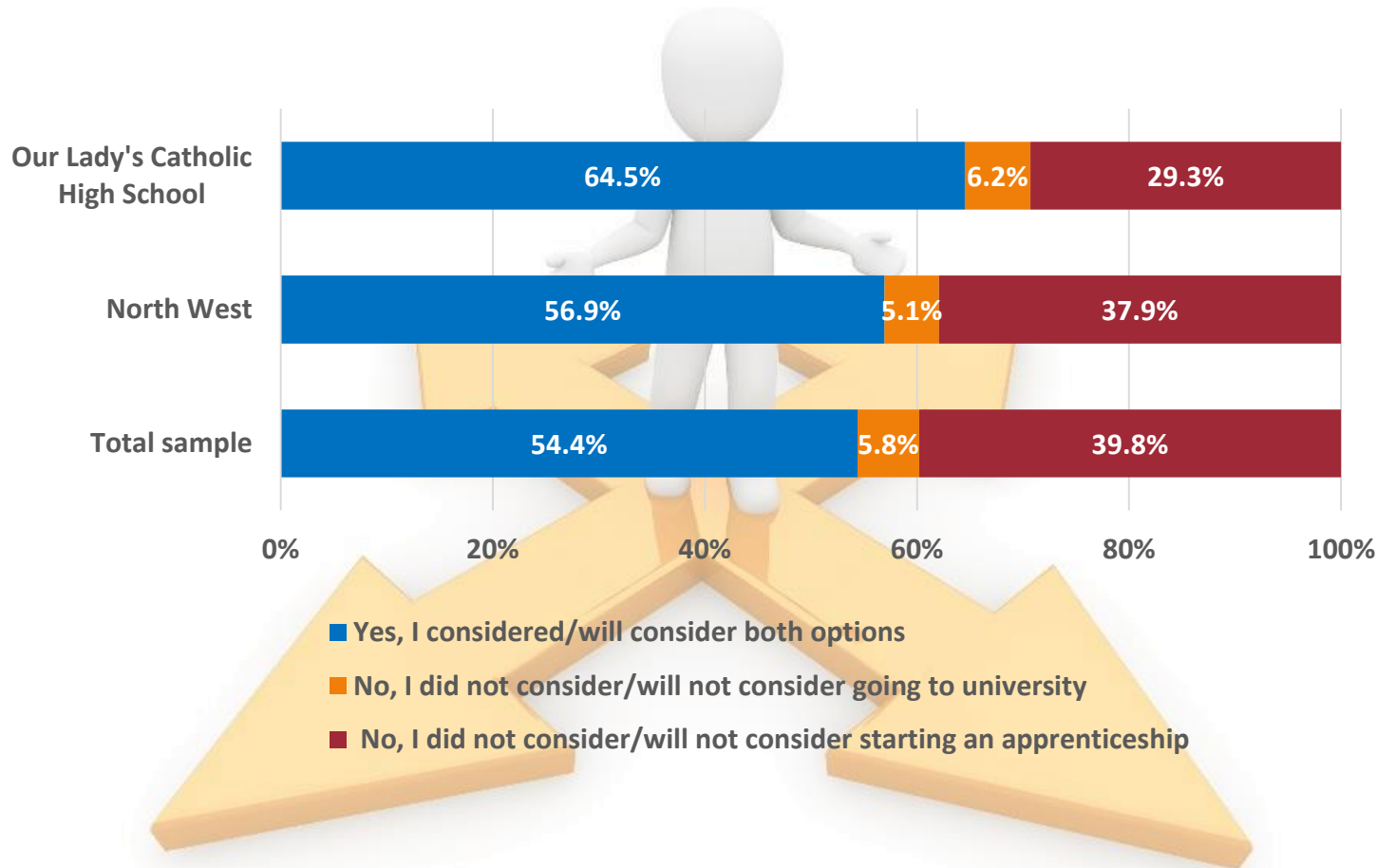
## Post-School Plans

# What do you plan to do when you finish secondary education (school/college)?

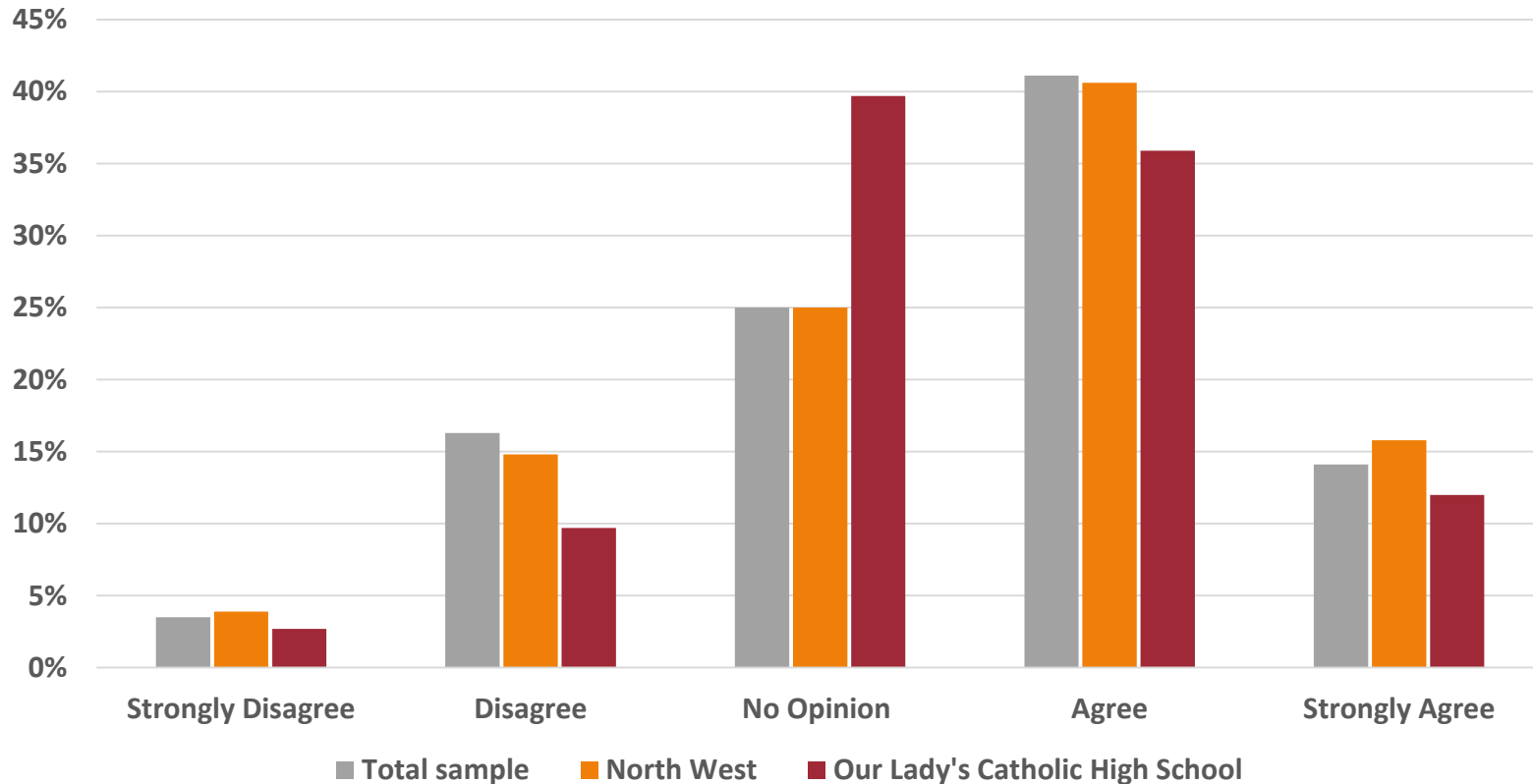




# What do you plan to do when you finish secondary education (school/college)?



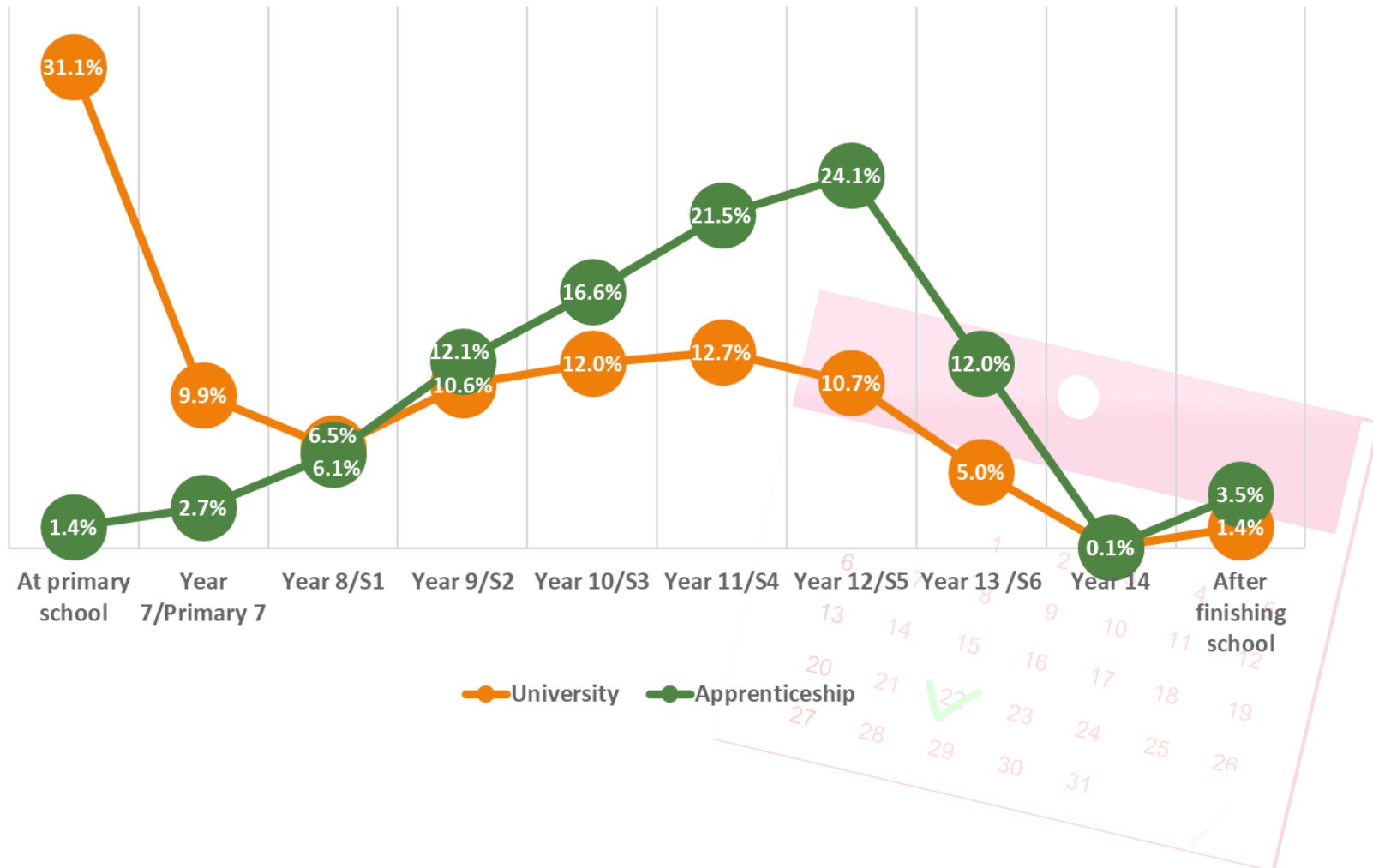
# I believe starting an apprenticeship is as valuable as going to university



# Time of Decision



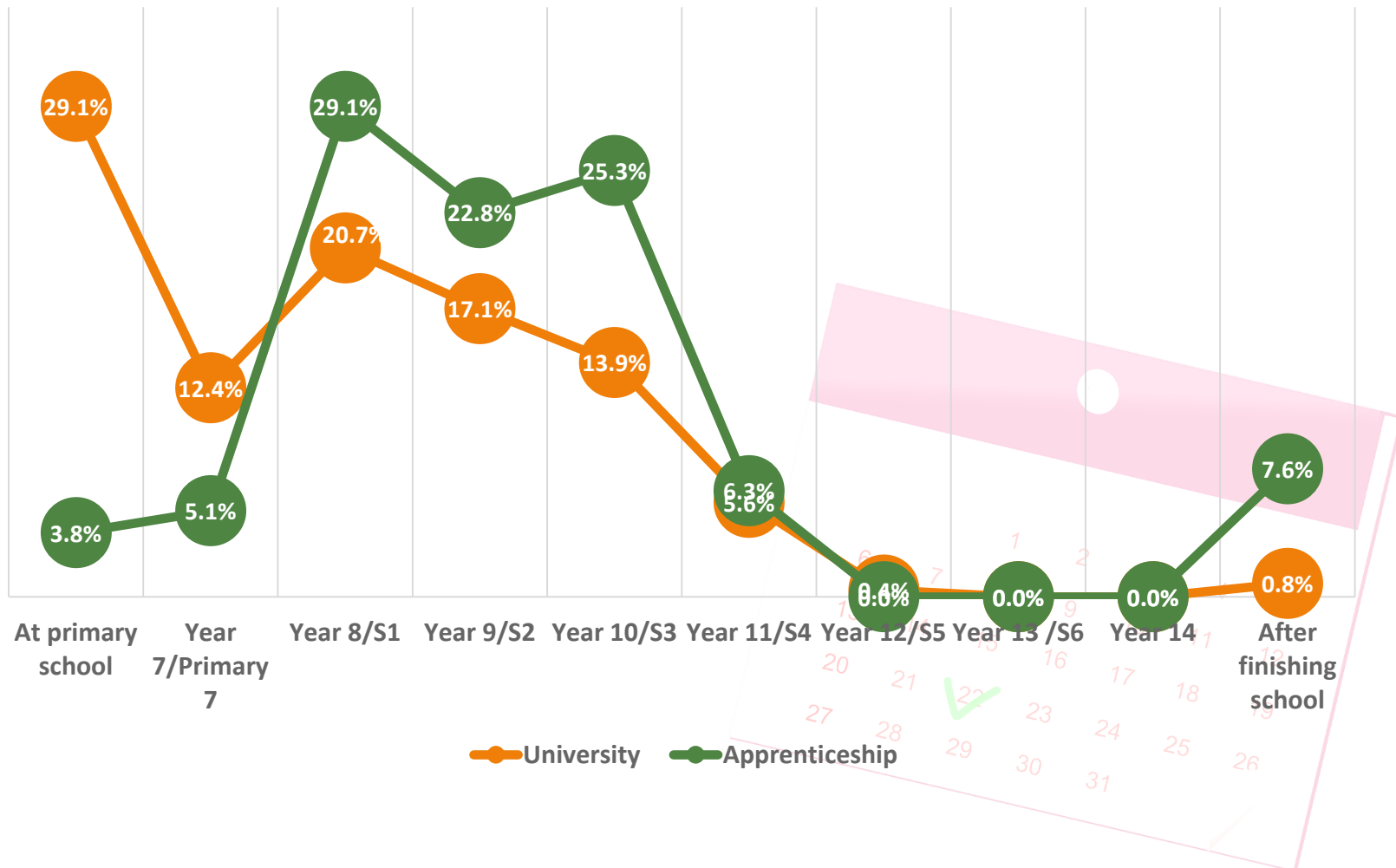
Total sample



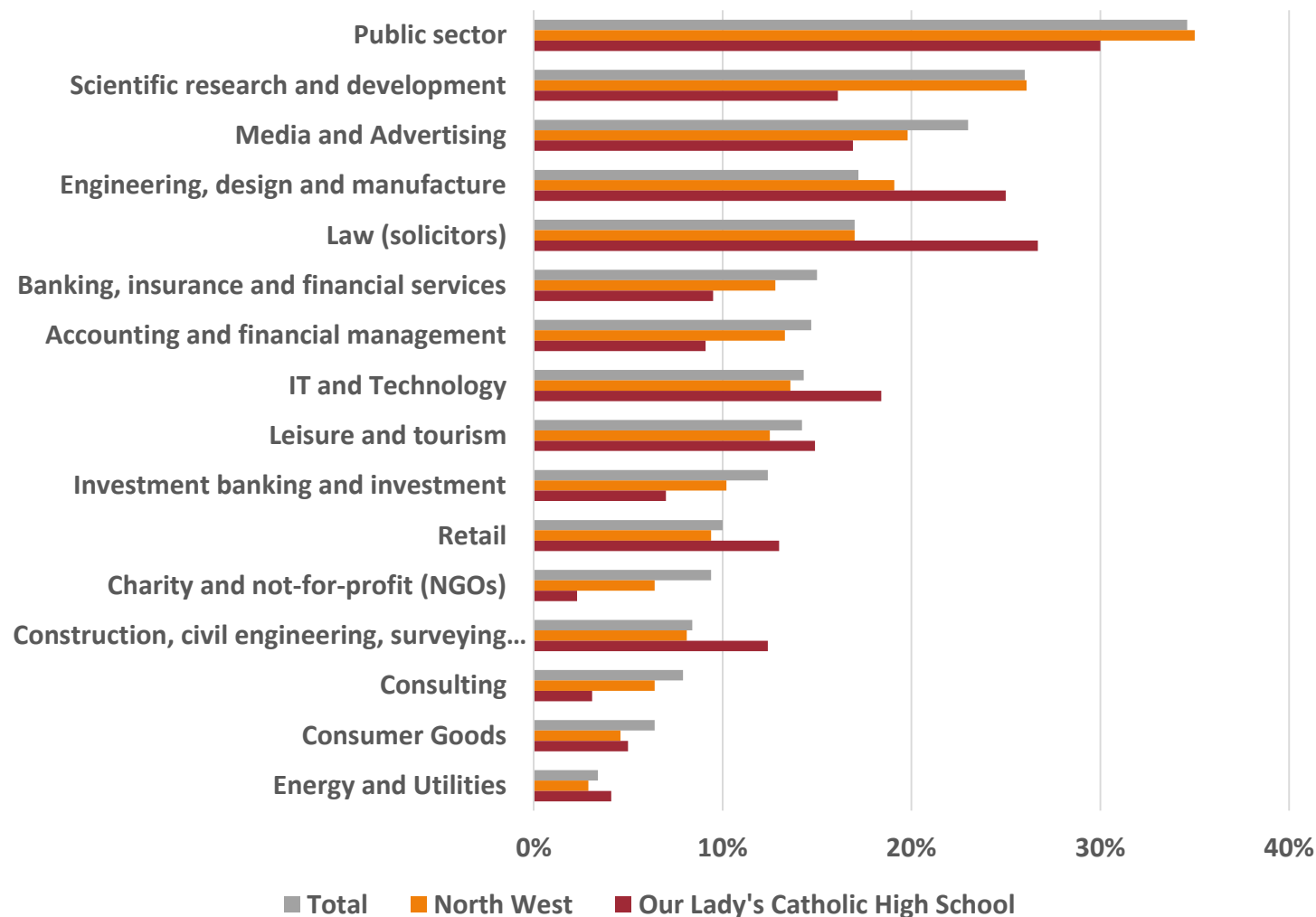
# Time of Decision



Your students



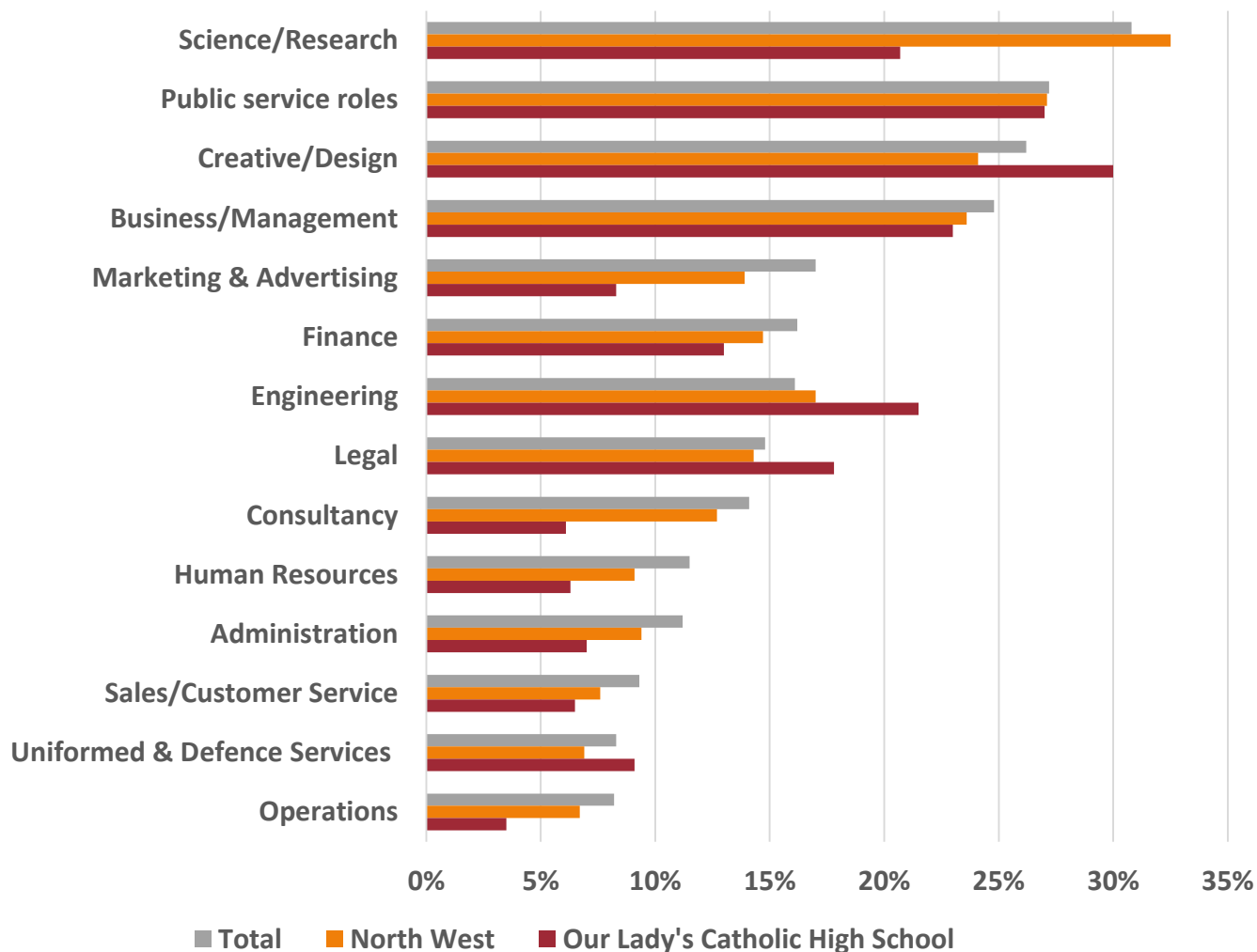
# In which of the following sectors would you like to work?\*



*\*Students were asked to think about their preferred sector regardless of their post-school plans*



# What type of roles are you most interested in?\*



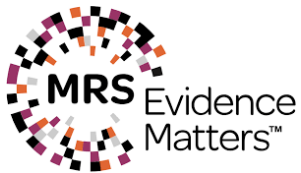
***\*Students were asked to think about their preferred roles regardless of their post-school plans***

# Methodology

## *How do we determine students' preferred employers?*

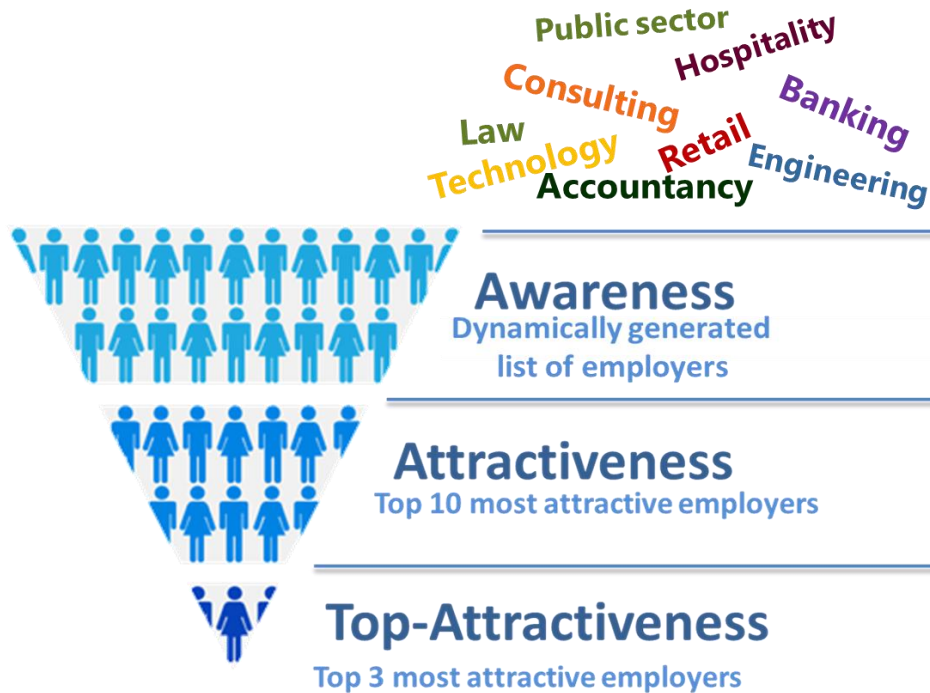
When entering the survey, students are shown a list of 16 sectors and asked to select those that they would like to work in (regardless of their post-school plans). Based on their selection, they are presented with a dynamic list of employers. Respondents then have to select the employers they are aware of, the top-10 they find attractive and, finally, the top-3 they intend to apply to.

There is no limit to the number of sectors students can initially express an interest in. As the survey captures the opinions of both students that intend to go on a work-bound route and those that intend to go to university, the employer list is extensive and some employers may only be offering one type of opportunity.



# Methodology

*How do we determine students' preferred employers?*



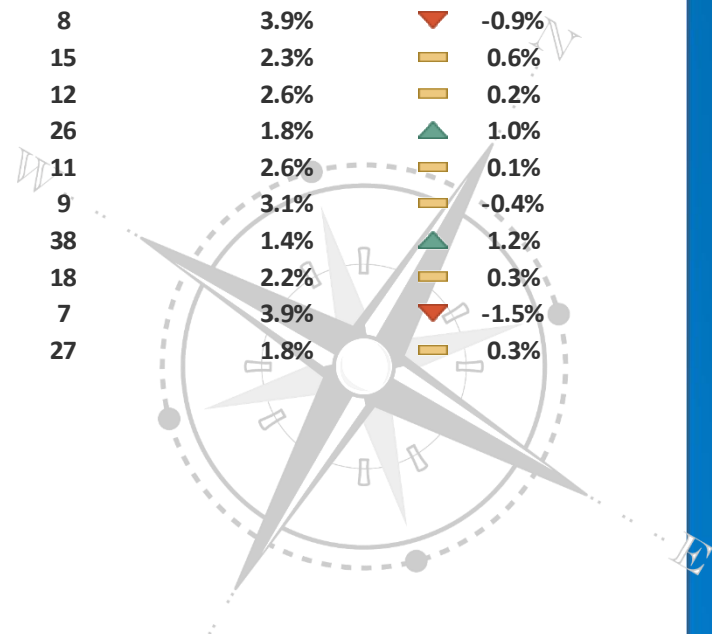
The employer rankings are based on who students select as their top-3 employers



# Most Popular Employers

*Total sample*

Rank 2019	Employer	Percentage 2019	Rank 2018	Percentage 2018	Difference
1	NHS	17.4%	1	19.2%	-1.8%
2	BBC	9.7%	2	11.9%	-2.2%
3	Warner Bros.	5.9%	NEW	NEW	NEW
4	MI6 - Secret Intelligence Service	5.2%	6	4.0%	1.2%
5	ITV	5.0%	4	5.5%	-0.5%
6	Police	4.8%	10	2.8%	2.0%
7	Google	4.7%	3	6.4%	-1.7%
8	Apple	4.3%	5	4.3%	0.0%
9	MI5 - The Security Service	3.5%	16	2.3%	1.2%
10	Teach First	3.3%	13	2.6%	0.7%
11	Microsoft	3.0%	8	3.9%	-0.9%
12	Civil Service	2.9%	15	2.3%	0.6%
13	GlaxoSmithKline	2.8%	12	2.6%	0.2%
14	The Army	2.8%	26	1.8%	1.0%
15	Barclays	2.7%	11	2.6%	0.1%
16	Sky	2.7%	9	3.1%	-0.4%
17	Rolls-Royce	2.6%	38	1.4%	1.2%
18	HM Revenue and Customs	2.5%	18	2.2%	0.3%
19	Channel 4	2.4%	7	3.9%	-1.5%
20	The Royal Air Force	2.1%	27	1.8%	0.3%

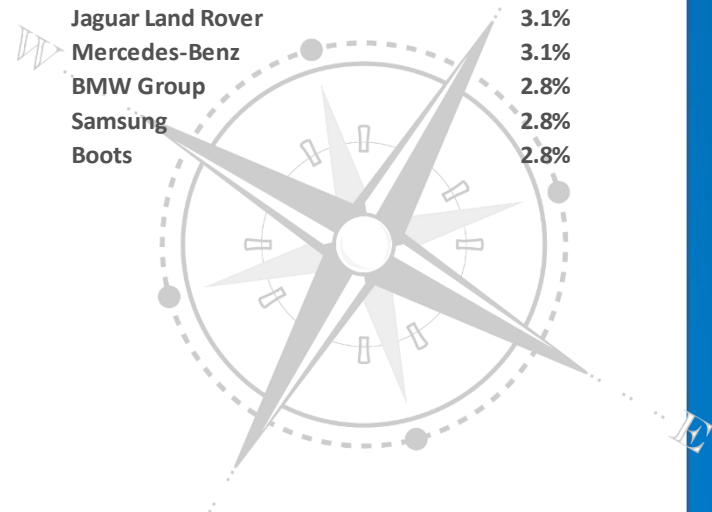


# Most Popular Employers

## *By region and school*

Rank	Employers	Students in your region
1	NHS	18.5%
2	BBC	8.7%
3	MI6 - Secret Intelligence Service	5.3%
4	Police	5.2%
5	BAE Systems	5.2%
6	AstraZeneca	5.1%
7	ITV	5.0%
8	Warner Bros.	4.8%
9	Teach First	3.9%
10	Apple	3.9%
11	MI5 - The Security Service	3.8%
12	Google	3.8%
13	The Army	3.1%
14	Rolls-Royce	2.9%
15	Microsoft	2.7%
16	Civil Service	2.6%
17	Barclays	2.4%
18	HM Revenue and Customs	2.4%
19	KPMG	2.4%
20	The Royal Air Force	2.3%

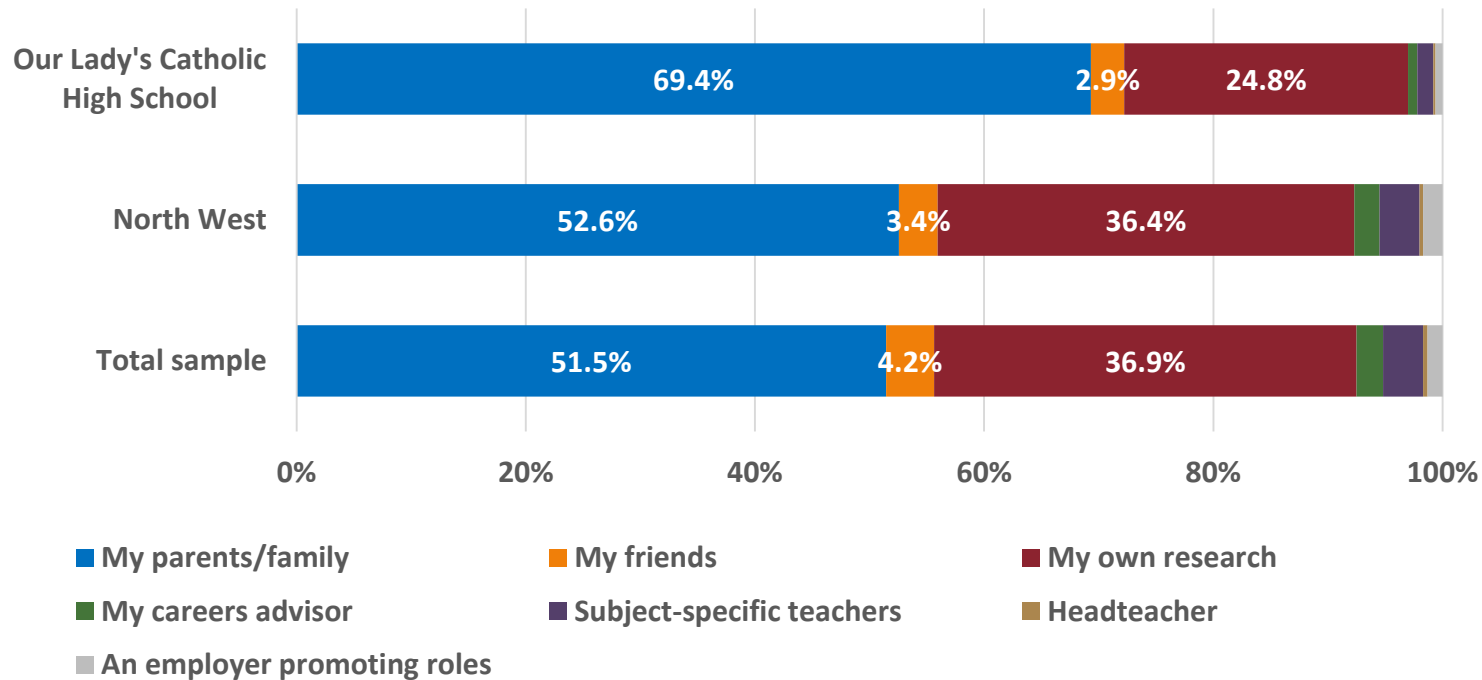
Rank	Employers	Your students
1	NHS	15.3%
2	BAE Systems	9.3%
3	Apple	6.8%
4	Police	6.5%
5	Google	5.9%
6	Microsoft	5.9%
7	Warner Bros.	5.4%
8	Teach First	4.8%
9	BBC	4.5%
10	ITV	4.0%
11	Ubisoft	4.0%
12	MI6 - Secret Intelligence Service	3.7%
13	The Army	3.7%
14	The Royal Air Force	3.7%
15	Barclays	3.1%
16	Jaguar Land Rover	3.1%
17	Mercedes-Benz	3.1%
18	BMW Group	2.8%
19	Samsung	2.8%
20	Boots	2.8%





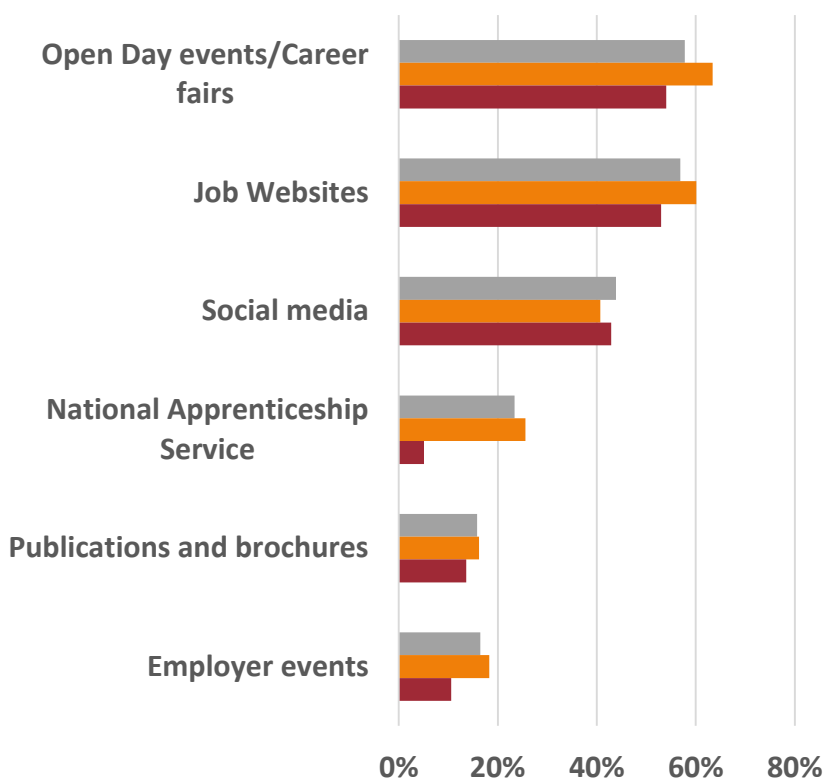
# Student Psychology

# Who will influence/has influenced you most in your decision?

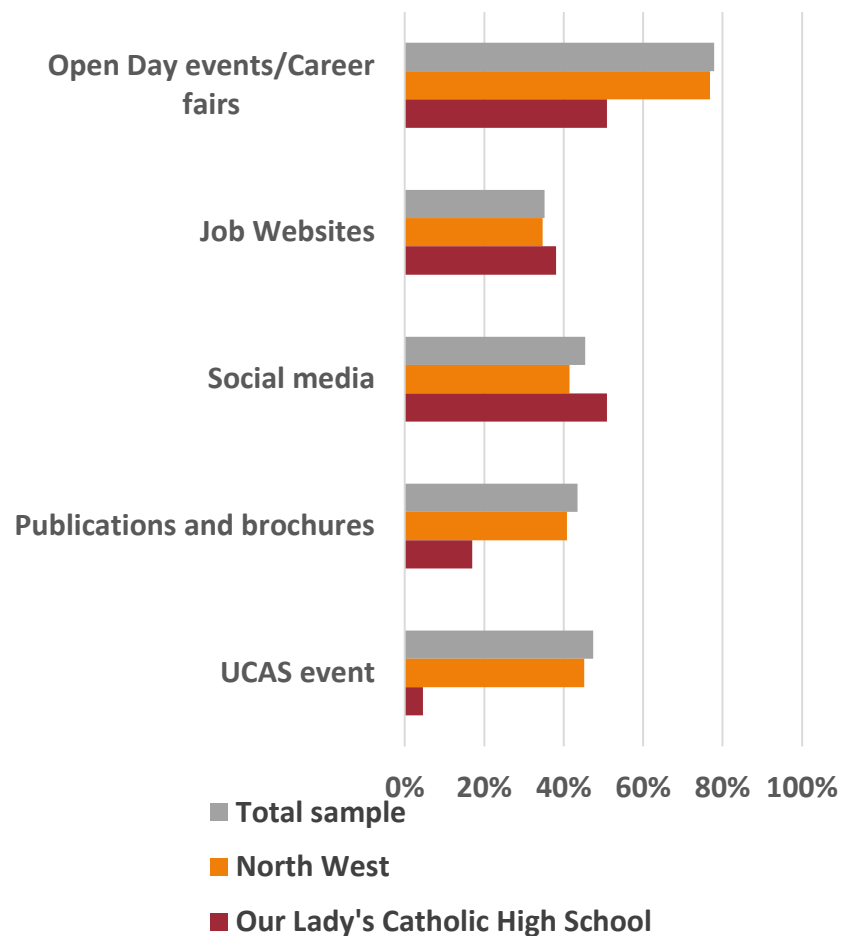


# Where would you look for more information about...

## Careers

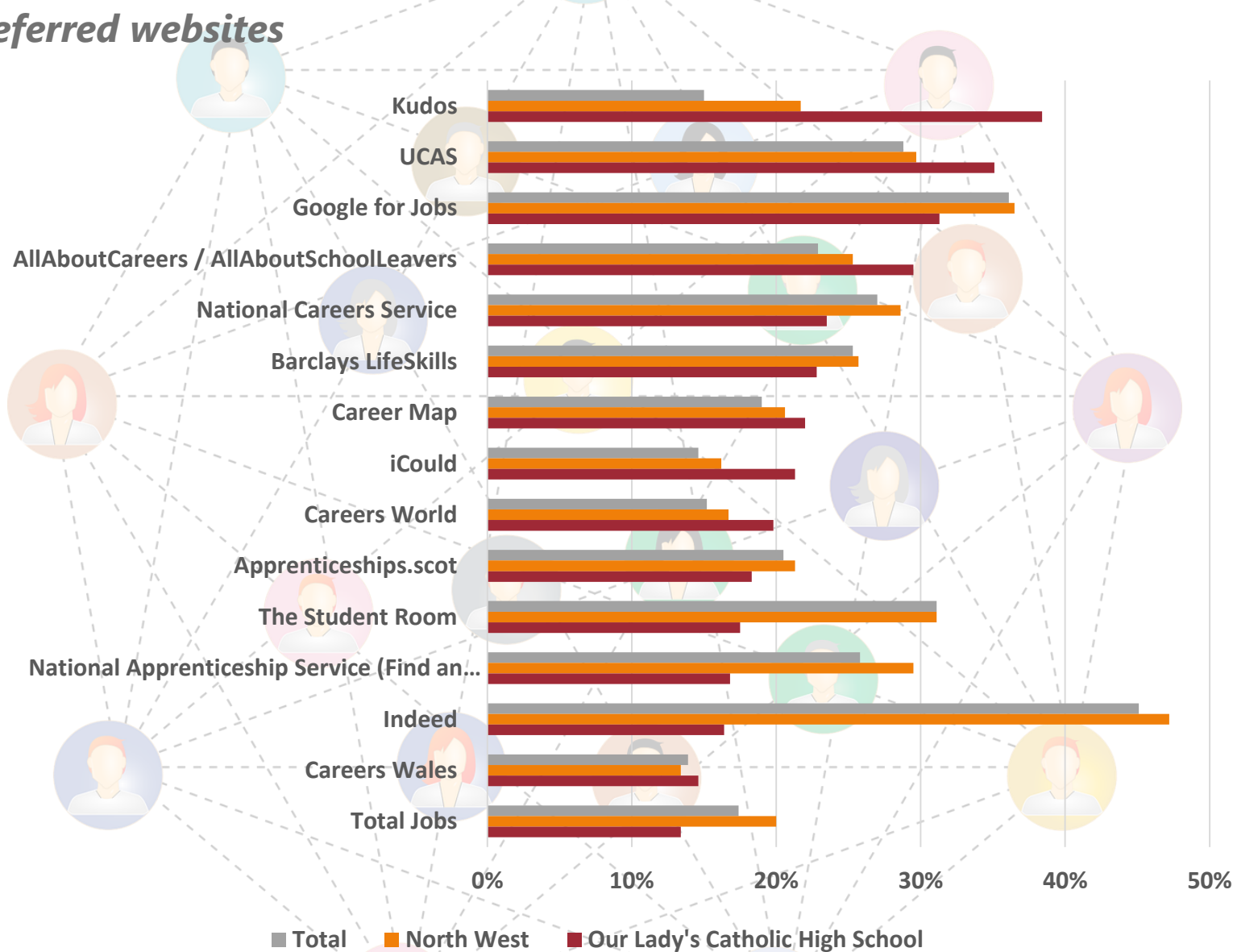


## Universities



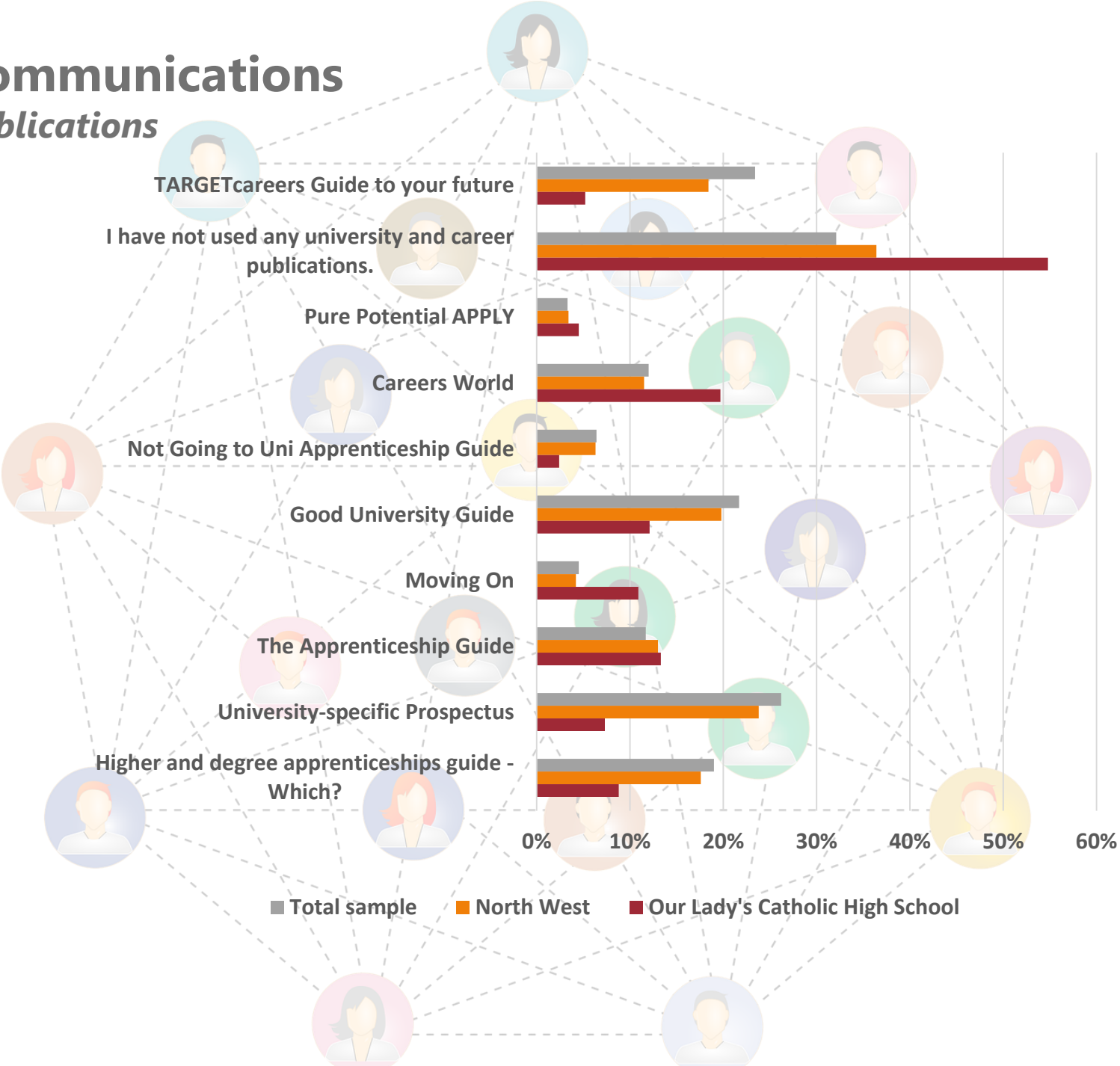
# Communications

## *Preferred websites*



# Communications

## *Publications*



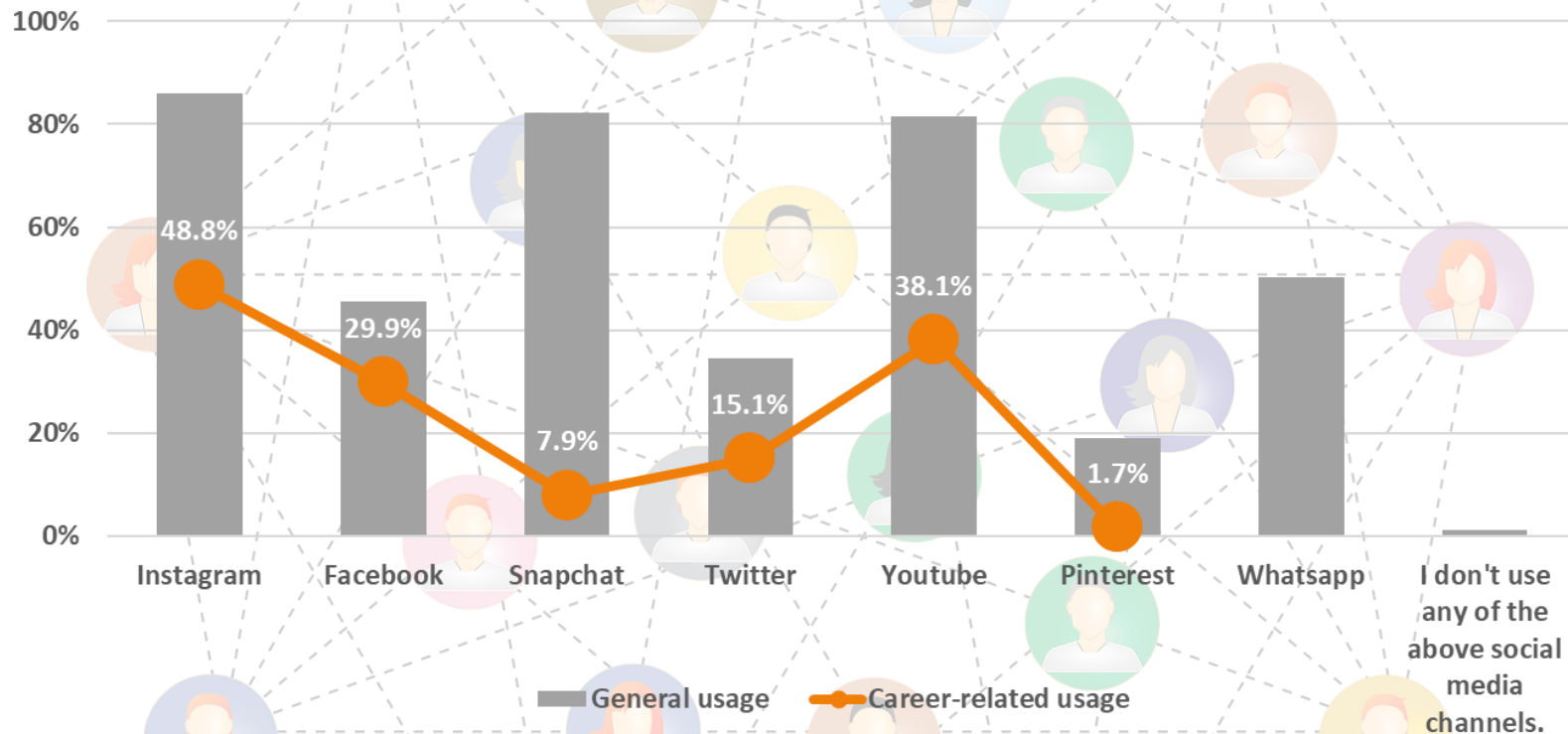


# Communications

## Social media



Total sample

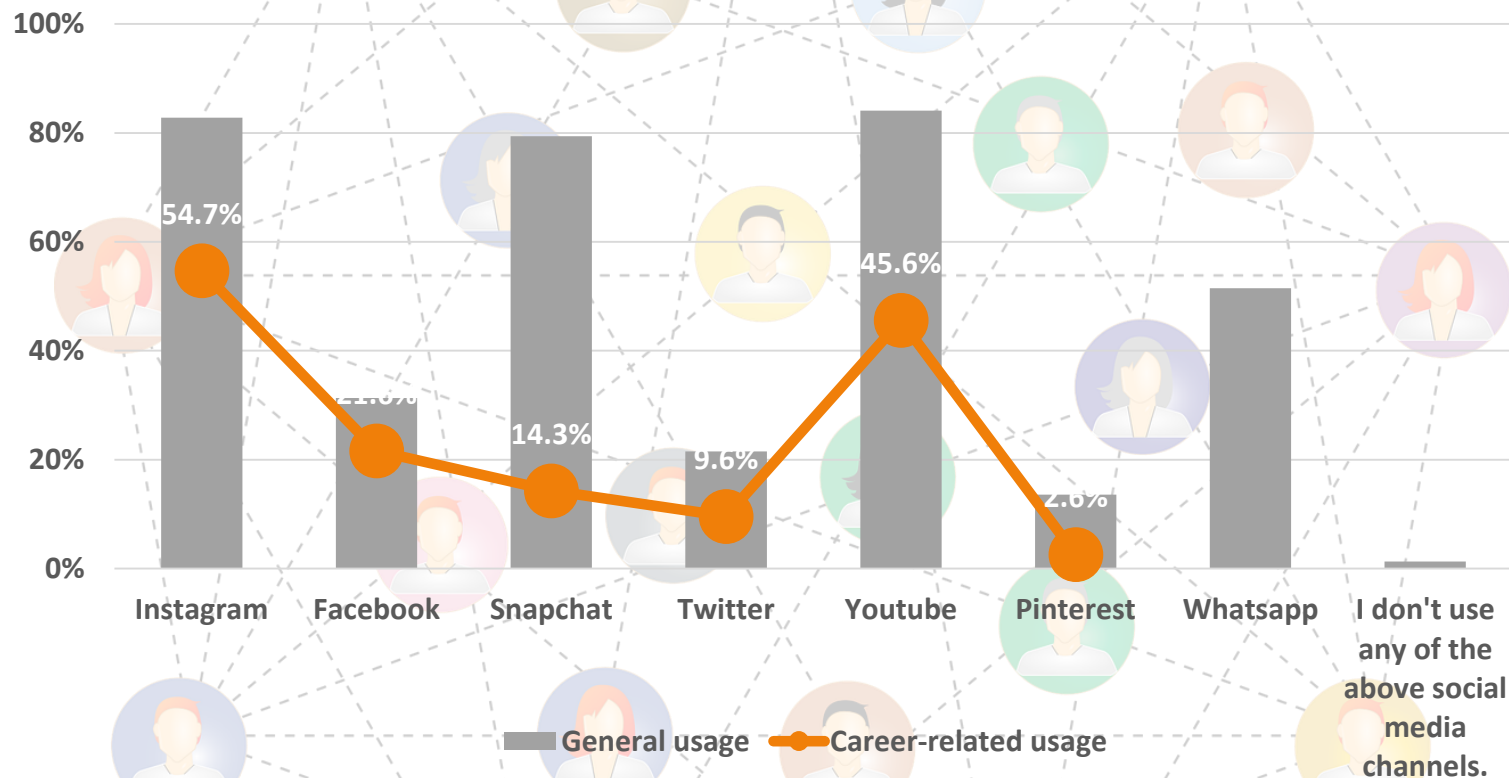


# Communications

## Social media



Your students

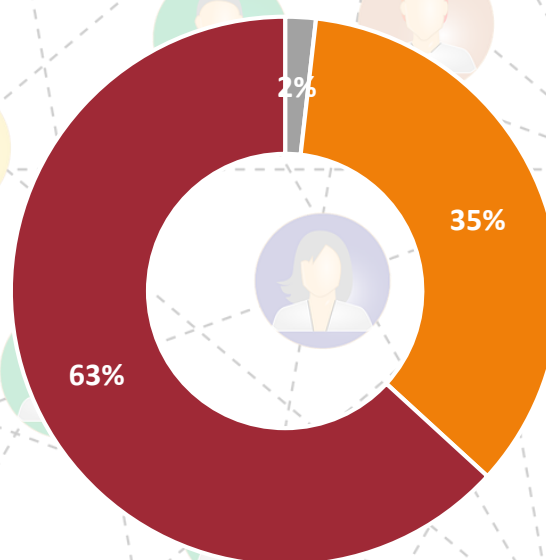
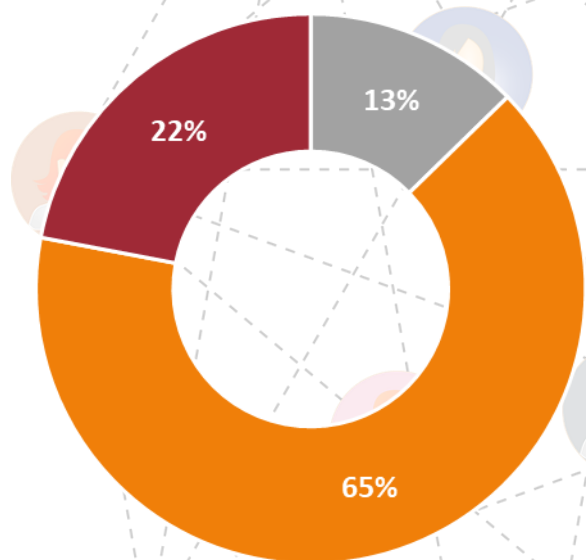


# Communications

## LinkedIn Usage

**Total sample**

**Your students**



■ Yes  
■ No  
■ I've never heard of LinkedIn

# By Student Destination

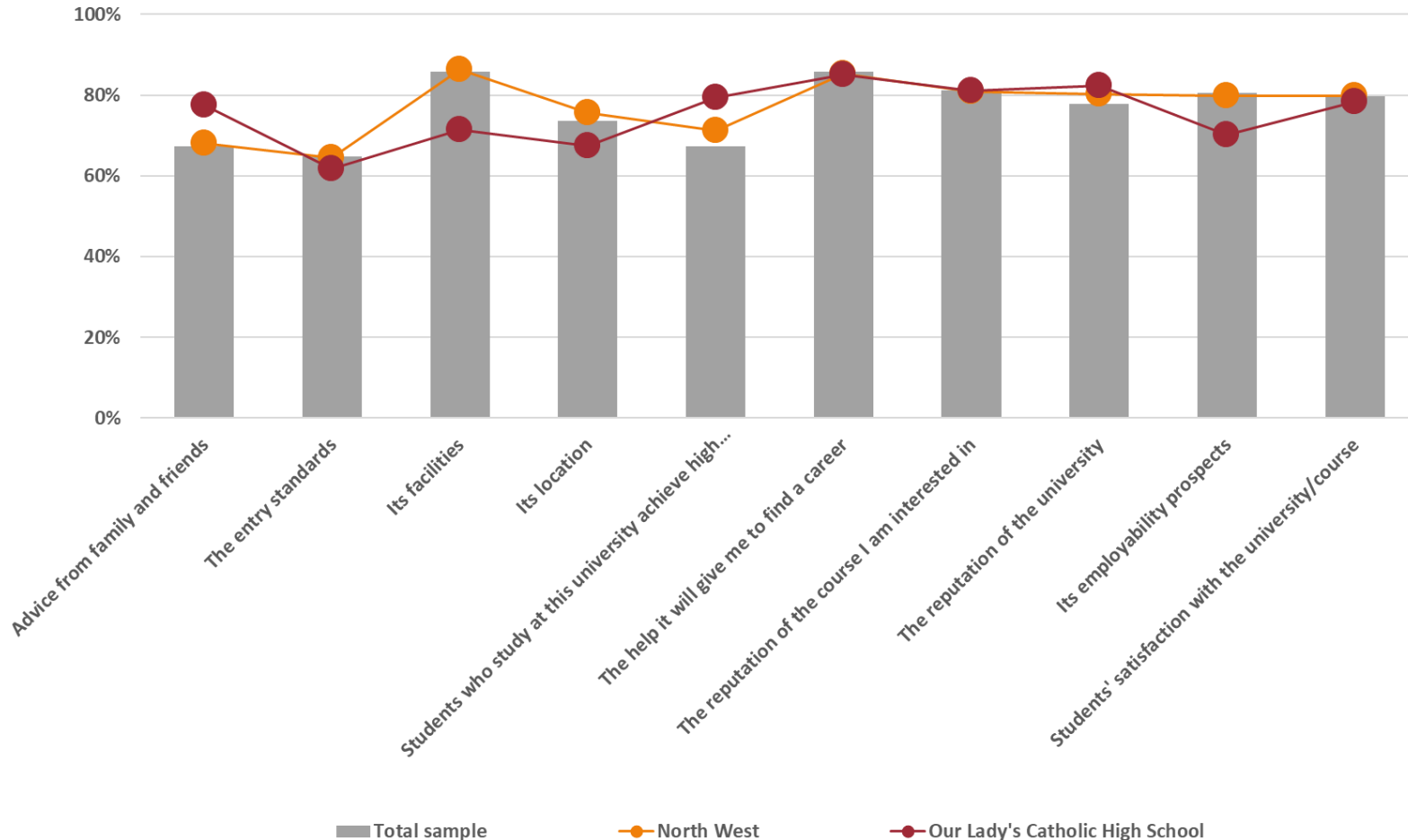


**University-bound students**



**Work-bound students**

# Which of the following factors are the most important in your choice of university?



# Are there any other factors you considered/will consider when deciding which universities to apply to?

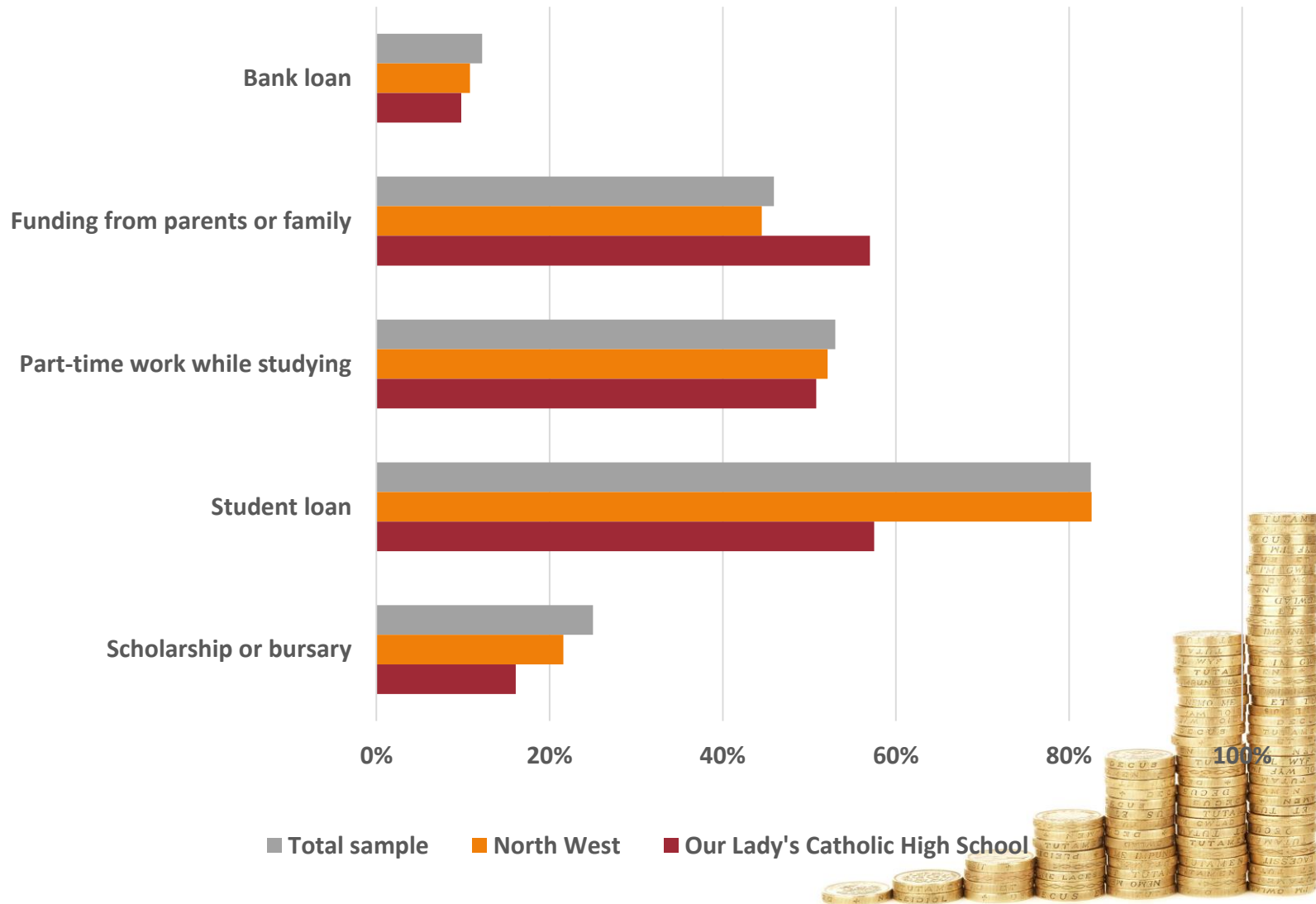


Total sample

- ***"Wow" factor - how open days made me feel***
- ***Your heart and what you want to do with your life***
- ***Work placements within courses. Accommodation and travel cost. Studying abroad. Structure of the course. Campus or city.***
- ***Who else is going***
- ***Whether the study life and social life is balanced***
- ***The surrounding area around the universities, as I will be living in one of these places for 3 years so would like to feel safe and comfortable there***
- ***How LGBT friendly the town/city is***



# If you were to go to university/college, what source(s) of funding would you use?



# Top Universities\*

*Total sample*

Rank	University	Total sample
1	University of Cambridge	14.4%
2	University of Manchester	14.3%
3	University of Oxford	13.1%
4	University of Bristol	12.7%
5	University of Leeds	11.8%
6	King's College London	10.1%
7	University of Nottingham	9.9%
8	University of Edinburgh	9.9%
9	University College London	9.6%
10	University of Birmingham	9.6%
11	University of Durham	9.0%
12	University of Bath	8.0%
13	University of Exeter	7.9%
14	University of Liverpool	7.8%
15	University of York	7.5%
16	Cardiff University	7.5%
17	Imperial College London	7.5%
18	University of Warwick	7.1%
19	Newcastle University	6.5%
20	University of Sheffield	6.1%



*\*Based on students' intention to apply*

# Top Universities\*

## By region and school

Rank	University	Students in your region
1	University of Manchester	33.9%
2	University of Leeds	20.6%
3	University of Liverpool	19.8%
4	Manchester Metropolitan	17.6%
5	Lancaster University	13.6%
6	University of Cambridge	13.3%
7	University of Oxford	12.8%
8	University of Durham	10.5%
9	University of Sheffield	10.5%
10	University of York	10.3%
11	University of Nottingham	9.9%
12	Edge Hill University	9.8%
13	Uni. of Central Lancashire	8.7%
14	Liverpool John Moores Uni.	8.6%
15	University of Birmingham	8.4%
16	University of Edinburgh	8.4%
17	Newcastle University	7.8%
18	University of Bristol	7.6%
19	University of Salford	7.1%
20	Leeds Beckett University	7.0%

Rank	University	Your students
1	University of Manchester	36.5%
2	Lancaster University	23.4%
3	University of Oxford	22.2%
4	Uni. of Central Lancashire	20.4%
5	University of Liverpool	19.8%
6	University of Cambridge	17.4%
7	University of Edinburgh	8.4%
8	University of Leeds	7.8%
9	University of York	6.6%
10	University of Durham	6.6%
11	King's College London	6.6%
12	Edge Hill University	6.6%
13	Manchester Metropolitan	5.4%
14	The University of Law	5.4%
15	Oxford Brookes University	4.8%
16	University College London	4.2%
17	Liverpool John Moores Uni.	4.2%
18	University of Glasgow	4.2%
19	BPP Law School	4.2%
20	Birmingham City University	3.6%



*\*Based on students' intention to apply*

# By Student Destination

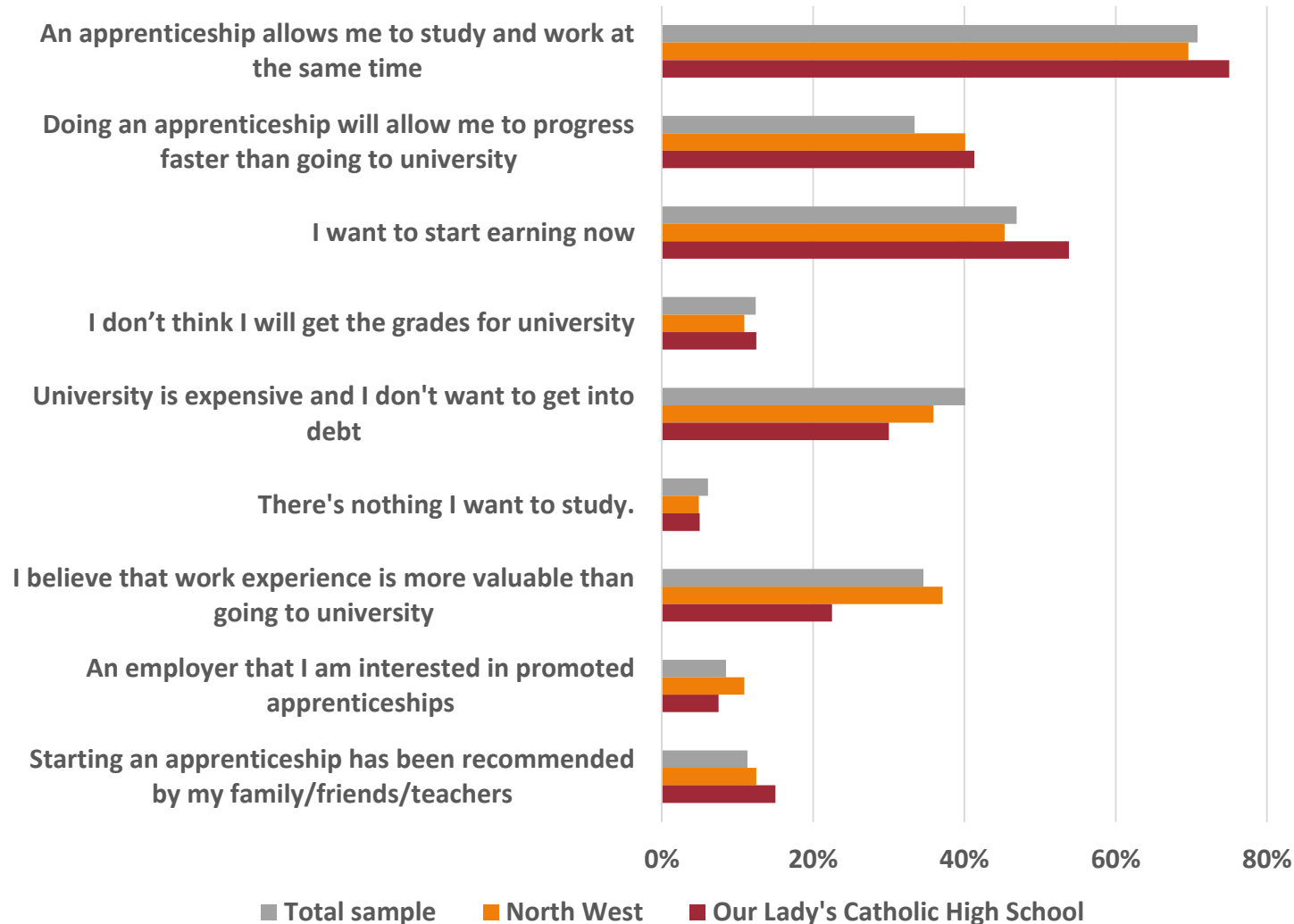


**University-bound students**

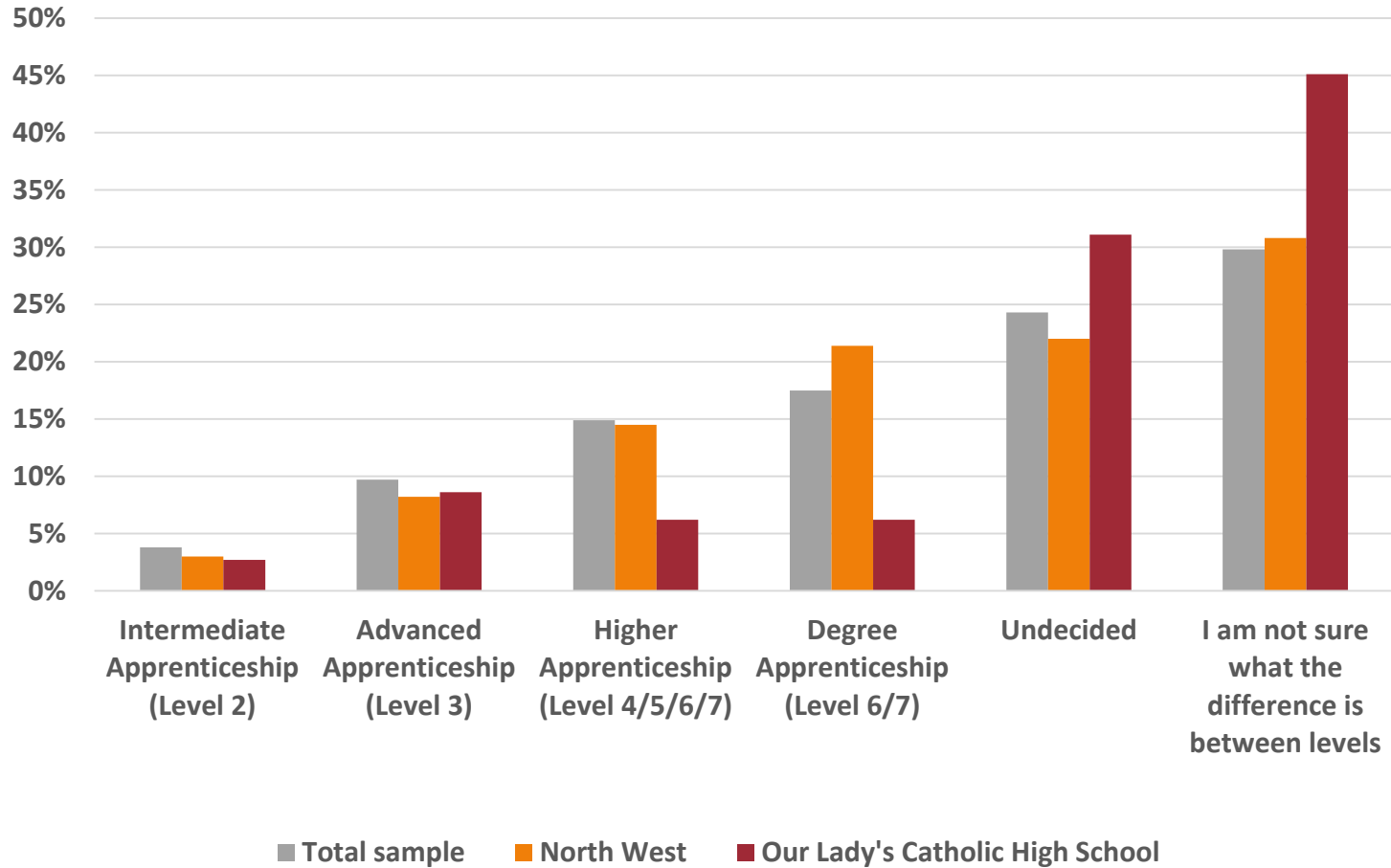


**Work-bound students**

# Why did you decide to go into a job/apprenticeship rather than to university?

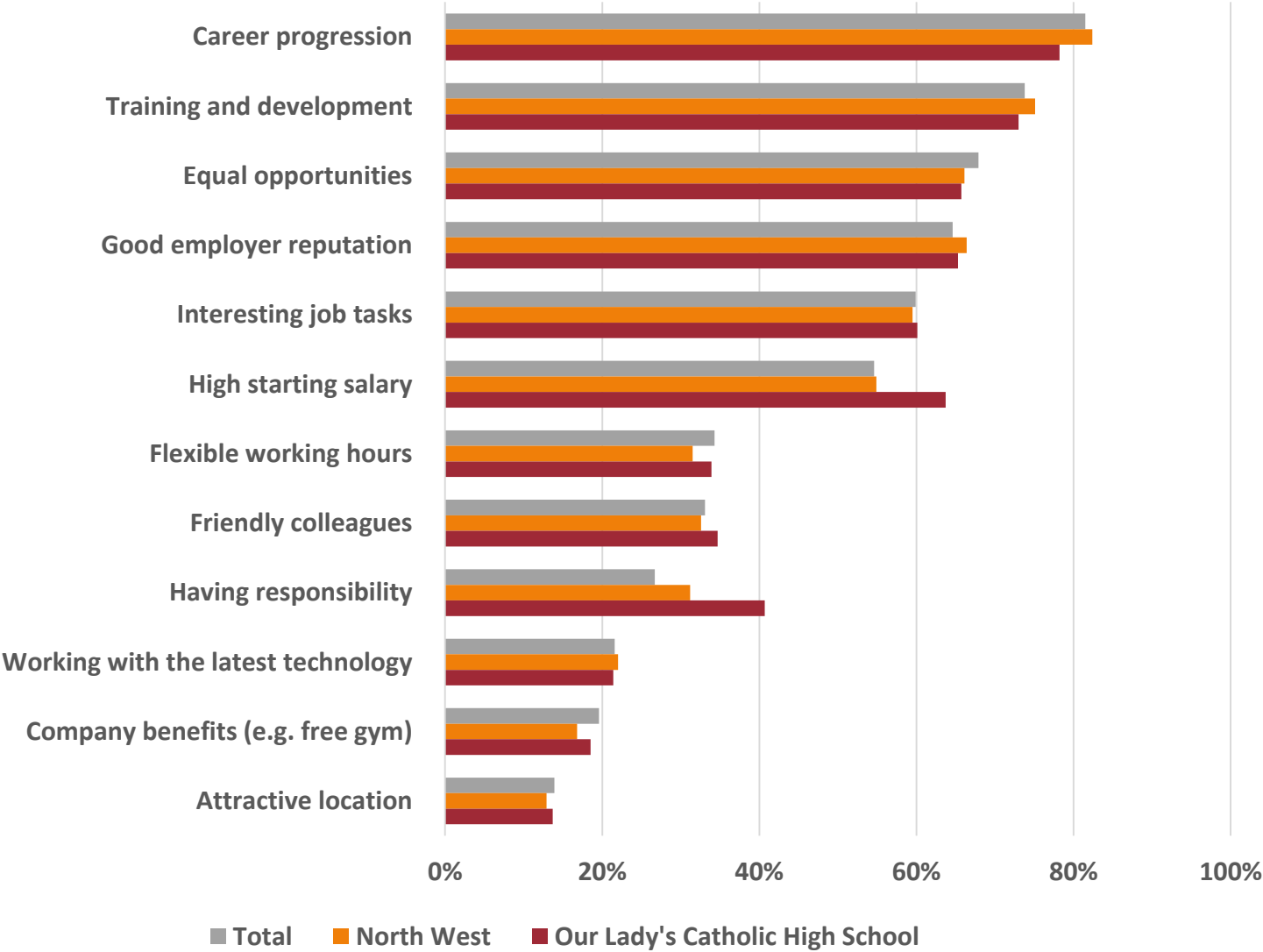


# What type of apprenticeship would you like to do?

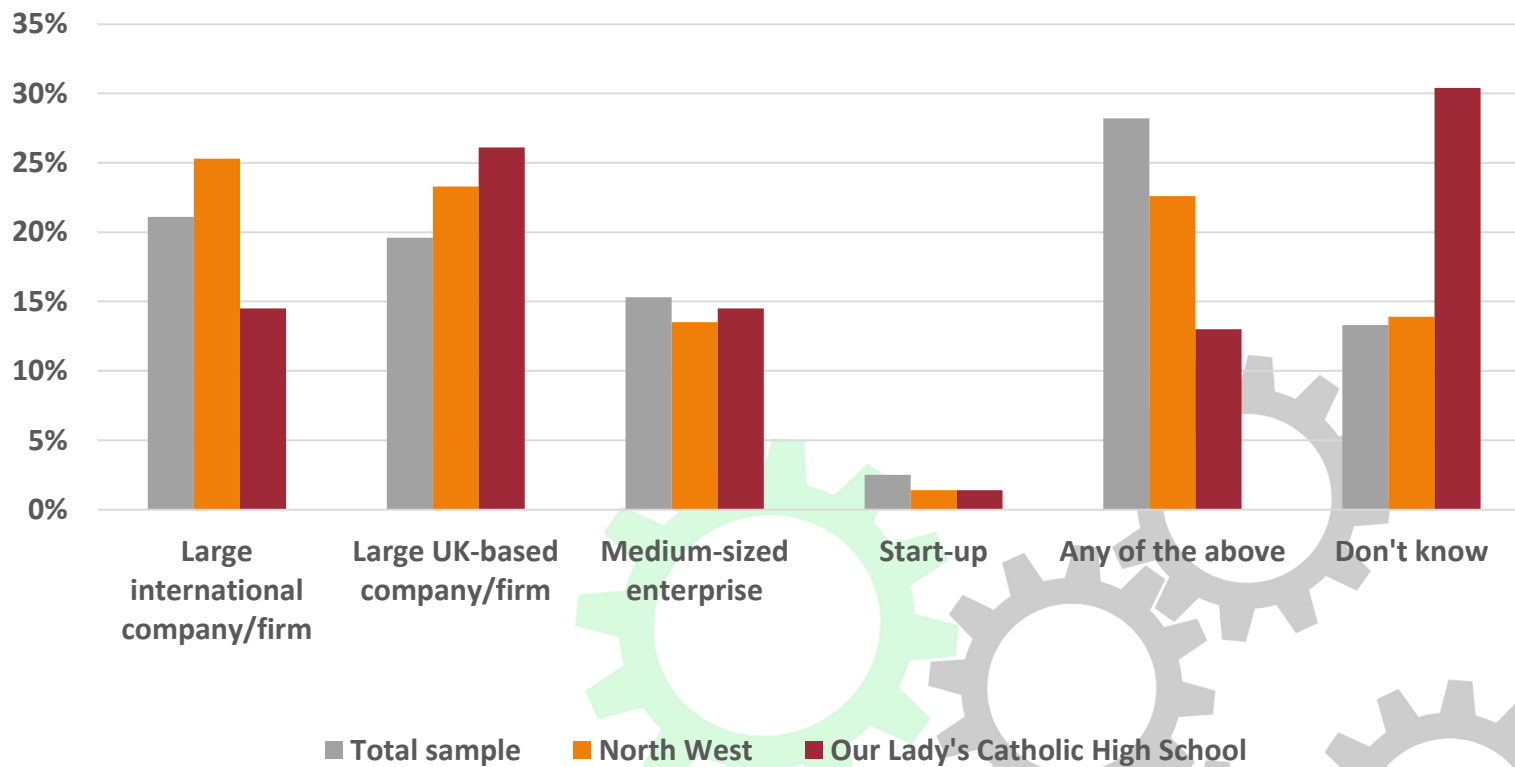




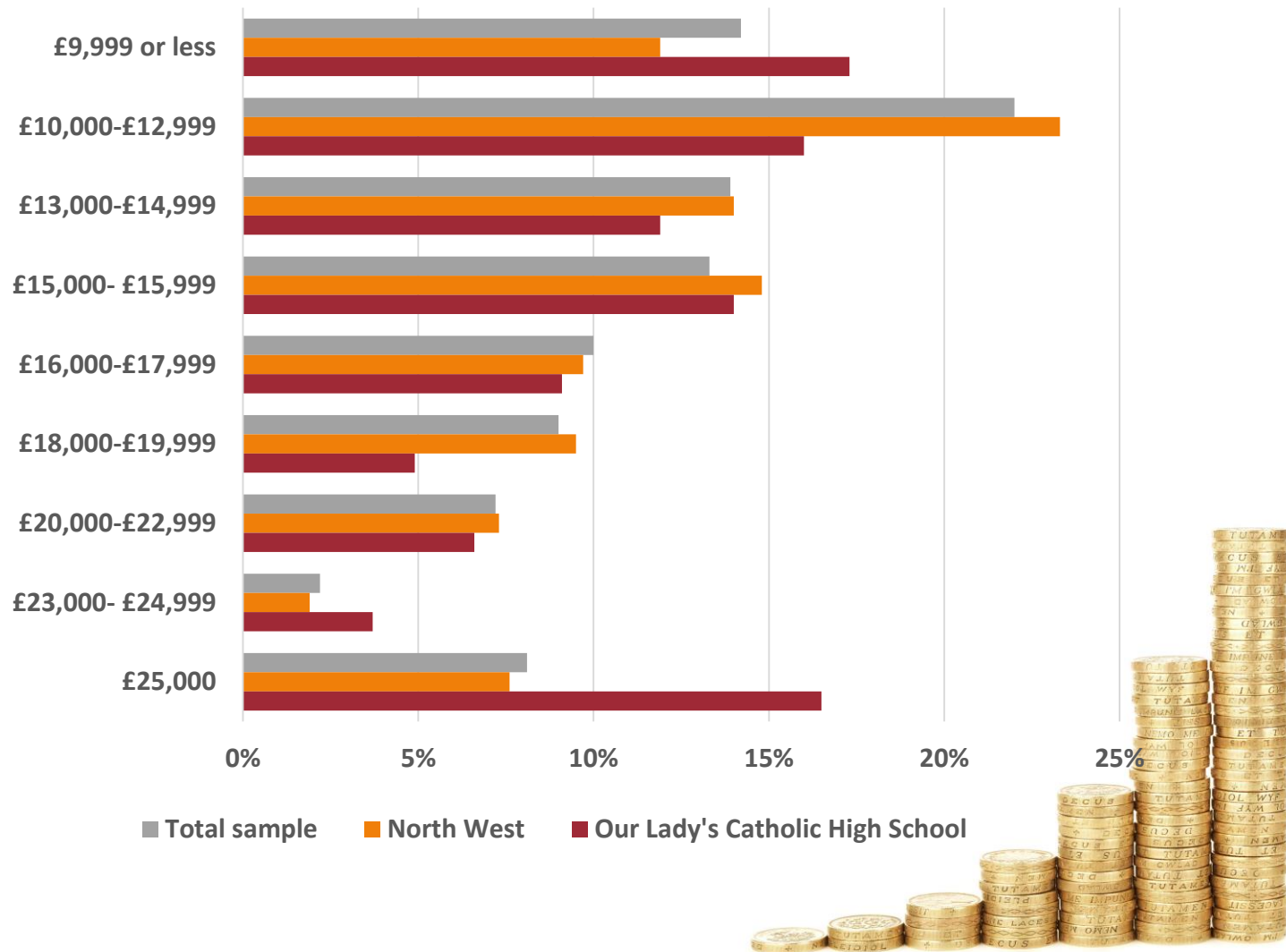
# Which of the following factors do you deem as very important in your first proper job?



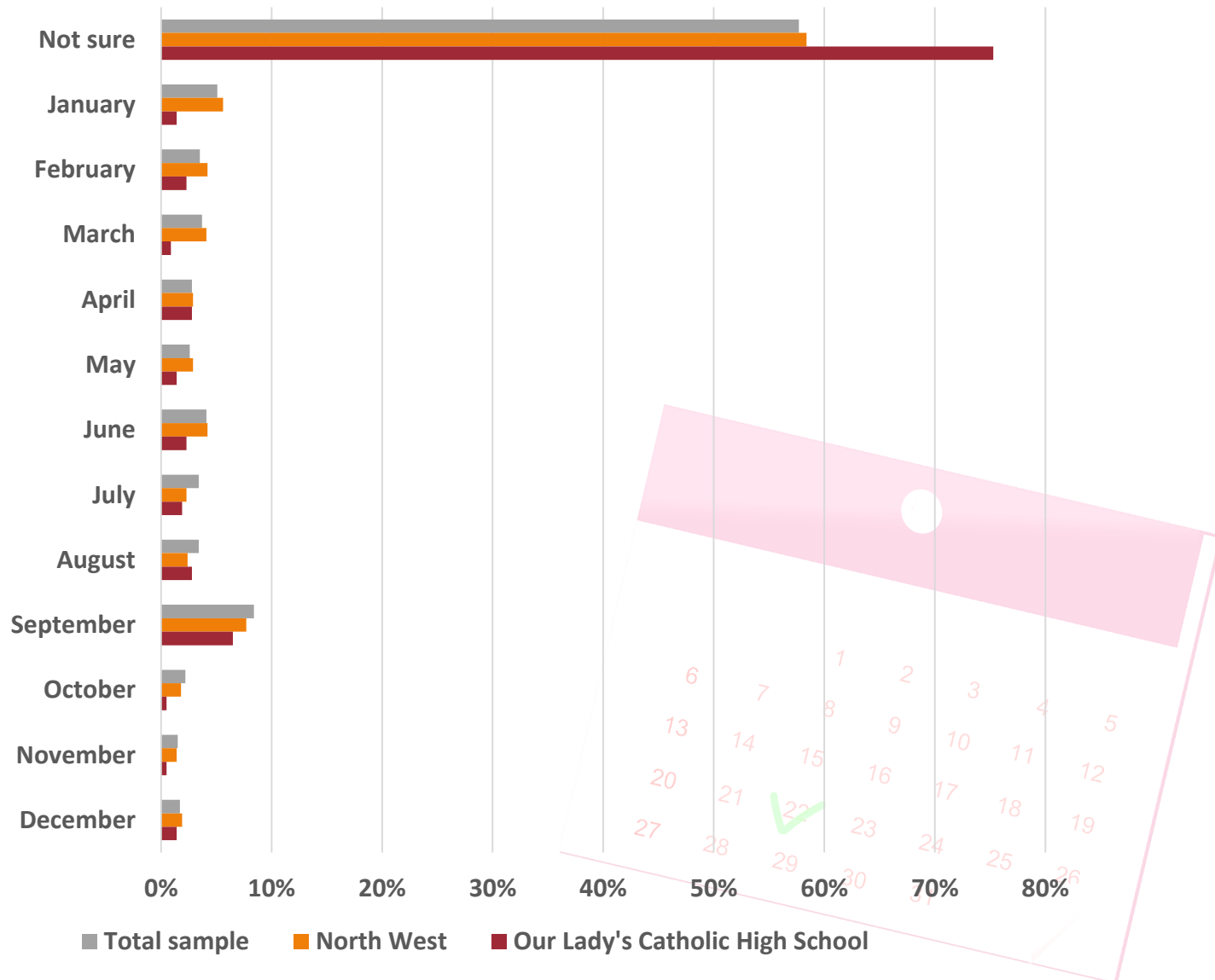
# Company Size

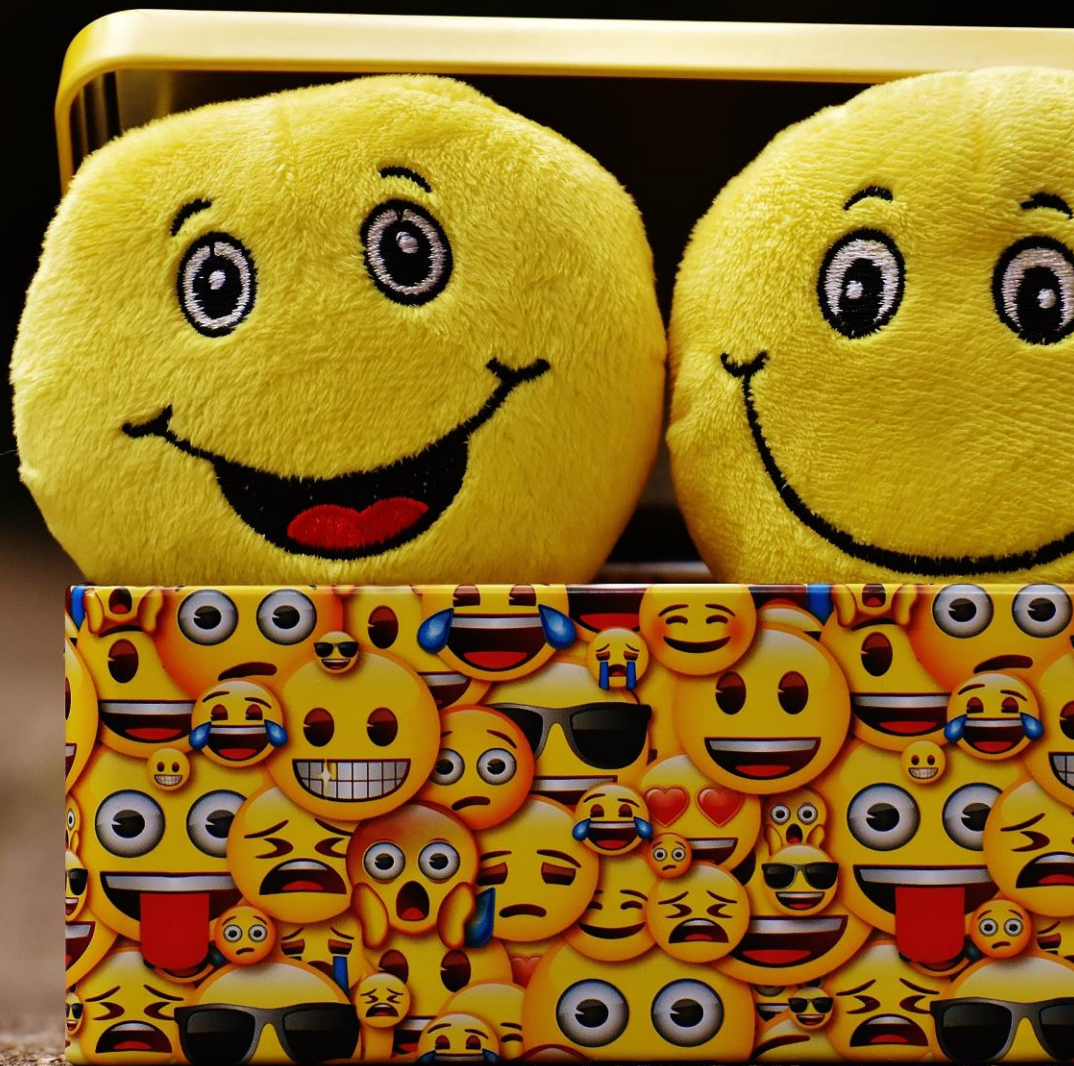


# How much do you expect to earn per year in your first proper job?



# In which month did you start/will you start applying for apprenticeships?

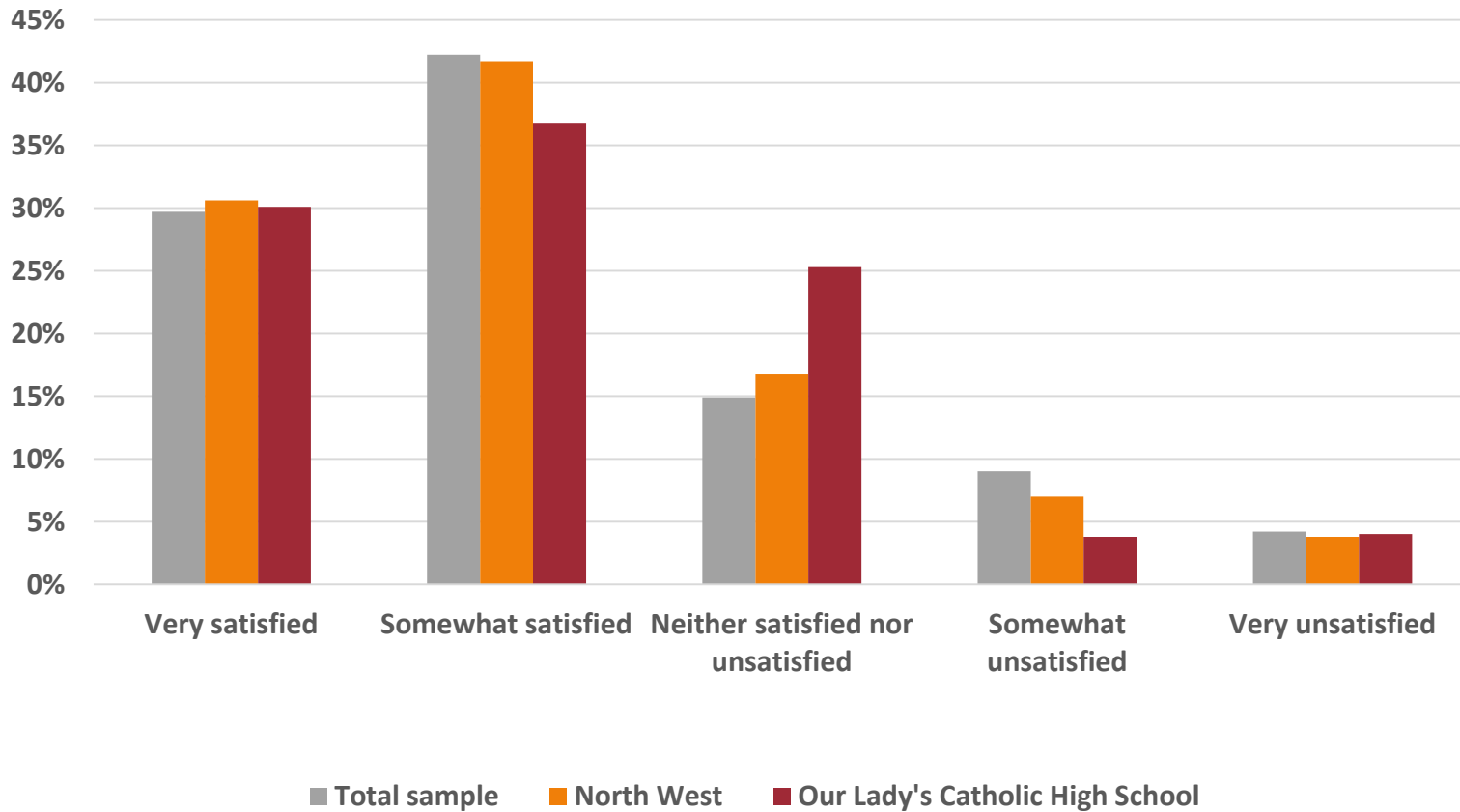




# Careers Support Satisfaction

# Careers Support Satisfaction

*How satisfied are you with the careers advice and guidance you receive at your school/college?*





# Please explain why (1)



Your students

- *A lot of advice has been provided, however it has not been very specific.*
- *Because they organise events, such as the Year 9 Options Evening and they have an in-school Careers Advisor here every other day to speak to!*
- *help you realise what path to take when leaving school and shows you what options there is to take on the work u find interesting for example careers fair*
- *I'm very satisfied with it as I've been provided with leaflets , websites and the school have allowed me to attend events.*
- *The Careers Fair wasn't of much use to me at all whereas the research about different colleges and different qualifications for jobs and/or colleges has been of more use to me. The session about interviews and making a CV was very boring and I didn't learn much from that because it wasn't very interactive, we were just being talked at. I think we should have something similar but where we are actually attempting to make a CV or practicing interviews etc.*
- *The days we have had about picking our options and what career paths we would like to take didn't give me any advice about my future and span my into a spiral of 'I don't knows' and 'what do I do?'.*

# Please explain why (2)

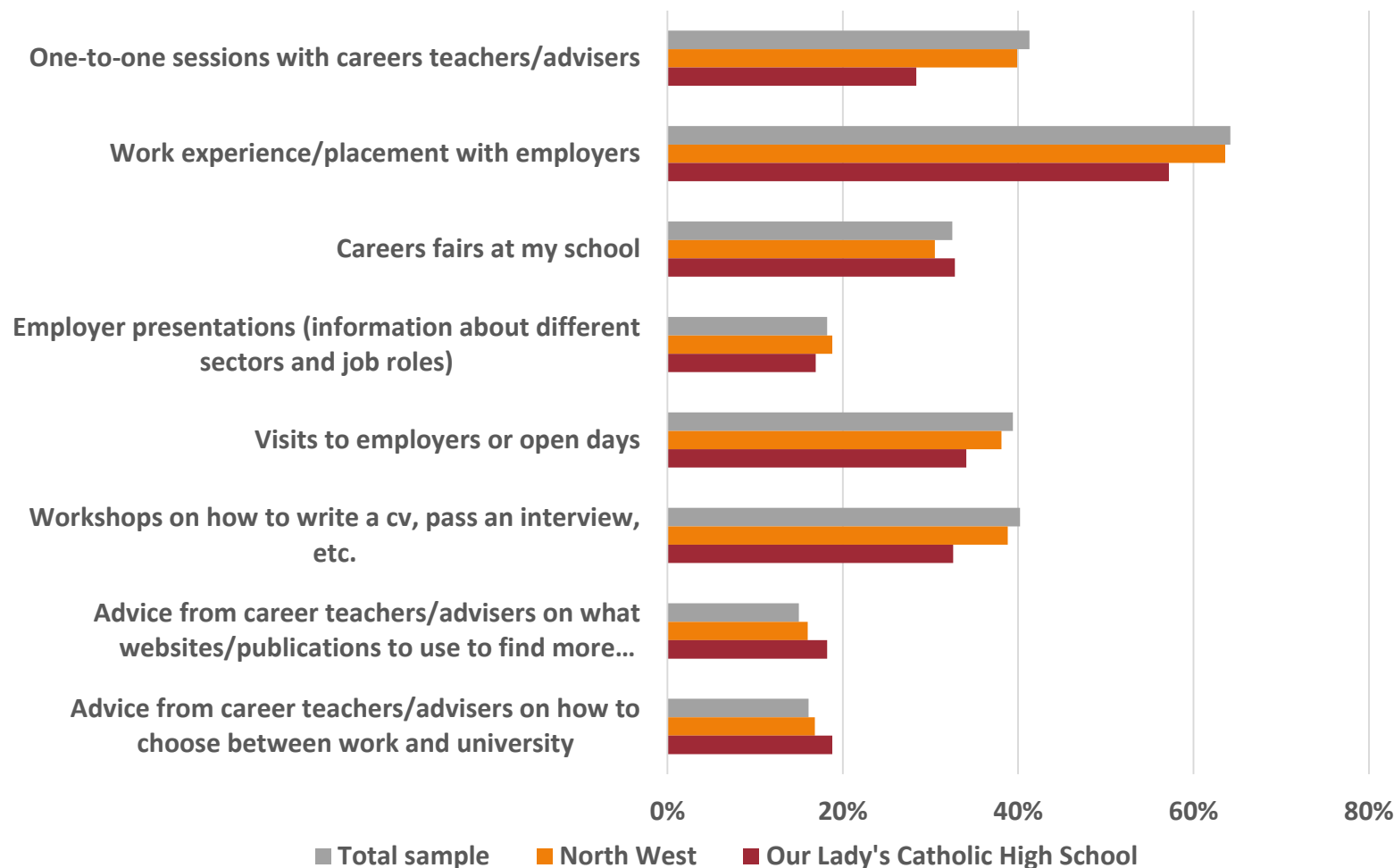


Your students

- *There are opportunities for us to consult a careers adviser, however it is quite hard to do so as year 10 and 11 can go and it is only on a Wednesday. Few people have been selected to go and see her and I have not been one of them, which is quite disappointing as I have a few questions. We are able to ask our teachers, however I would feel as though they may have other things to do or would not want to speak to me about it.*
- *There is a wide range of support and guidance opportunities with careers advisors. Also, the career fairs and mock interview processes have been very useful.*
- *We don't learn about how to apply for apprenticeships. We only read about how much we will receive with that job role*
- *we don't really get any careers advice.*
- *We have touched on the subjects recently but not fully so I could make a decision.*
- *We only had 1 person talk to us once and it was only for about 5 minutes. She didn't give us much information about where we can go too see her and when*

# Careers Support Satisfaction

*Which of the following would you like to attend/receive at school/college?*



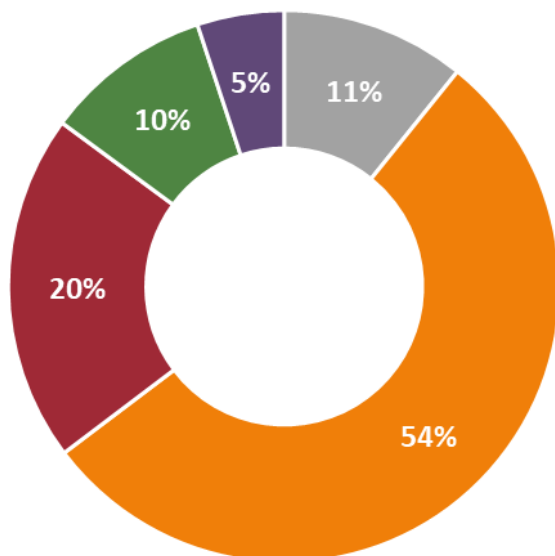
# Careers Support Satisfaction

*How much advice and information have you received at school about...*

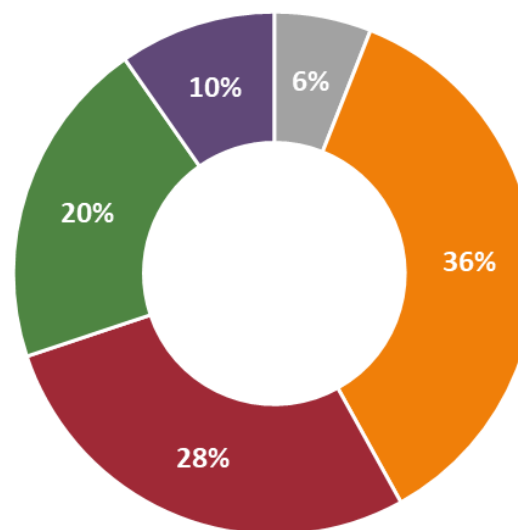


Total sample

## Universities



## Apprenticeships



- Too much
- Enough for me to make a decision
- A reasonable amount, but I could do with more
- Not enough
- Not at all

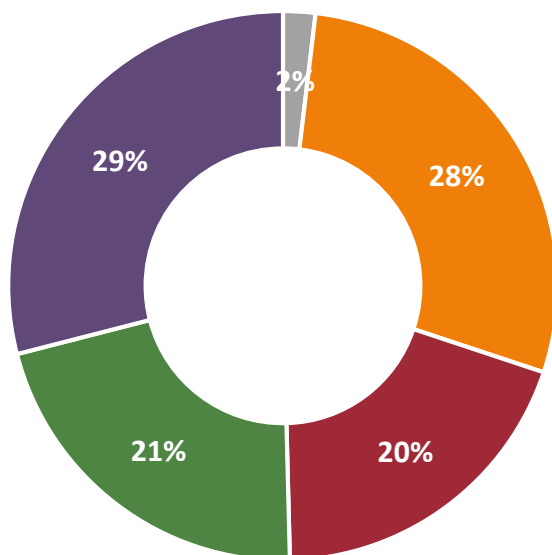
# Careers Support Satisfaction

*How much advice and information have you received at school about...*

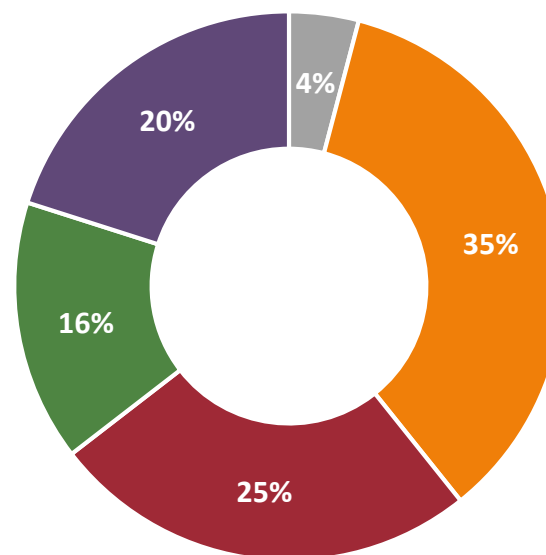


Your students

## Universities

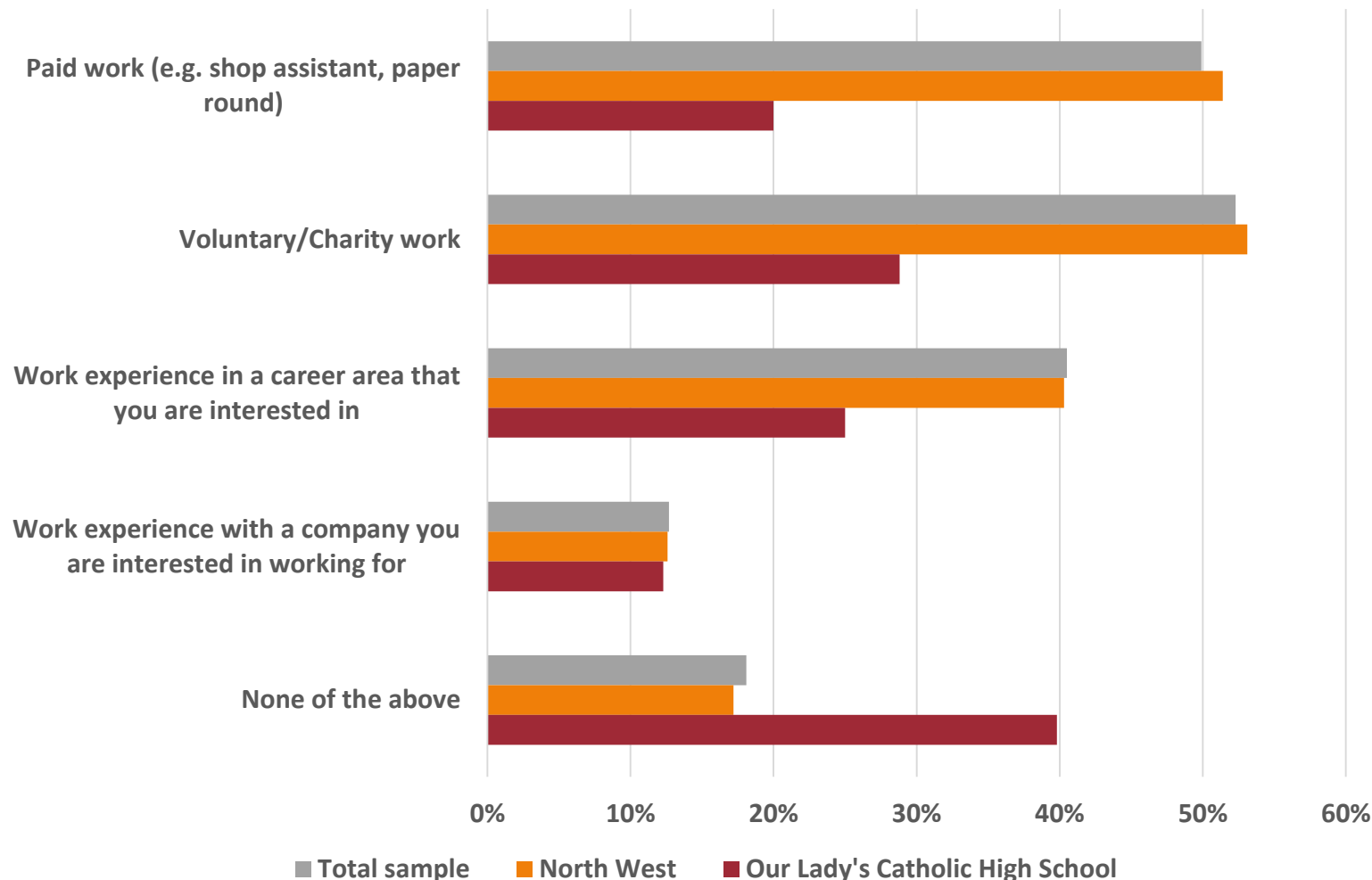


## Apprenticeships



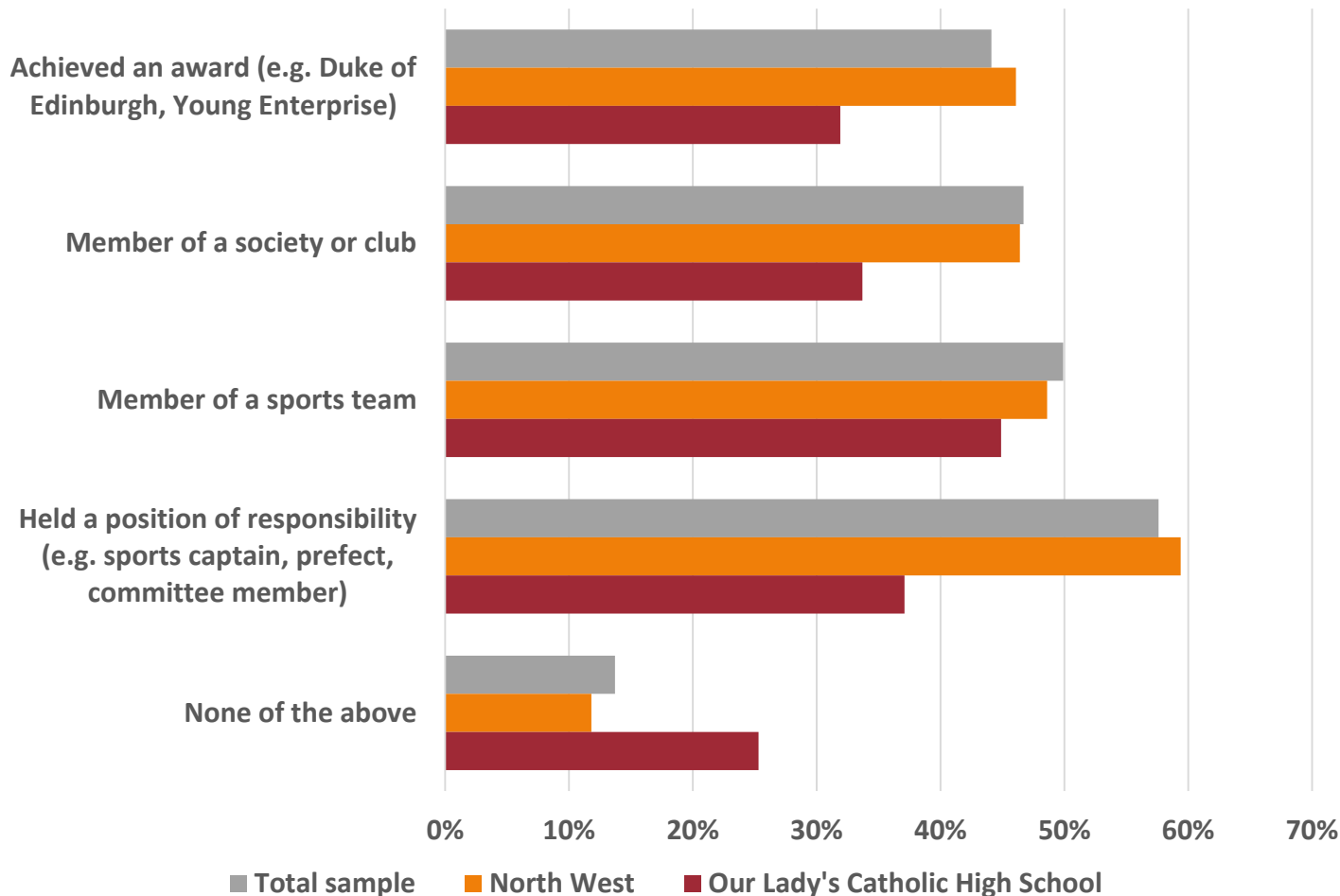
- Too much
- Enough for me to make a decision
- A reasonable amount, but I could do with more
- Not enough
- Not at all

# Which of the following work experience do you have?



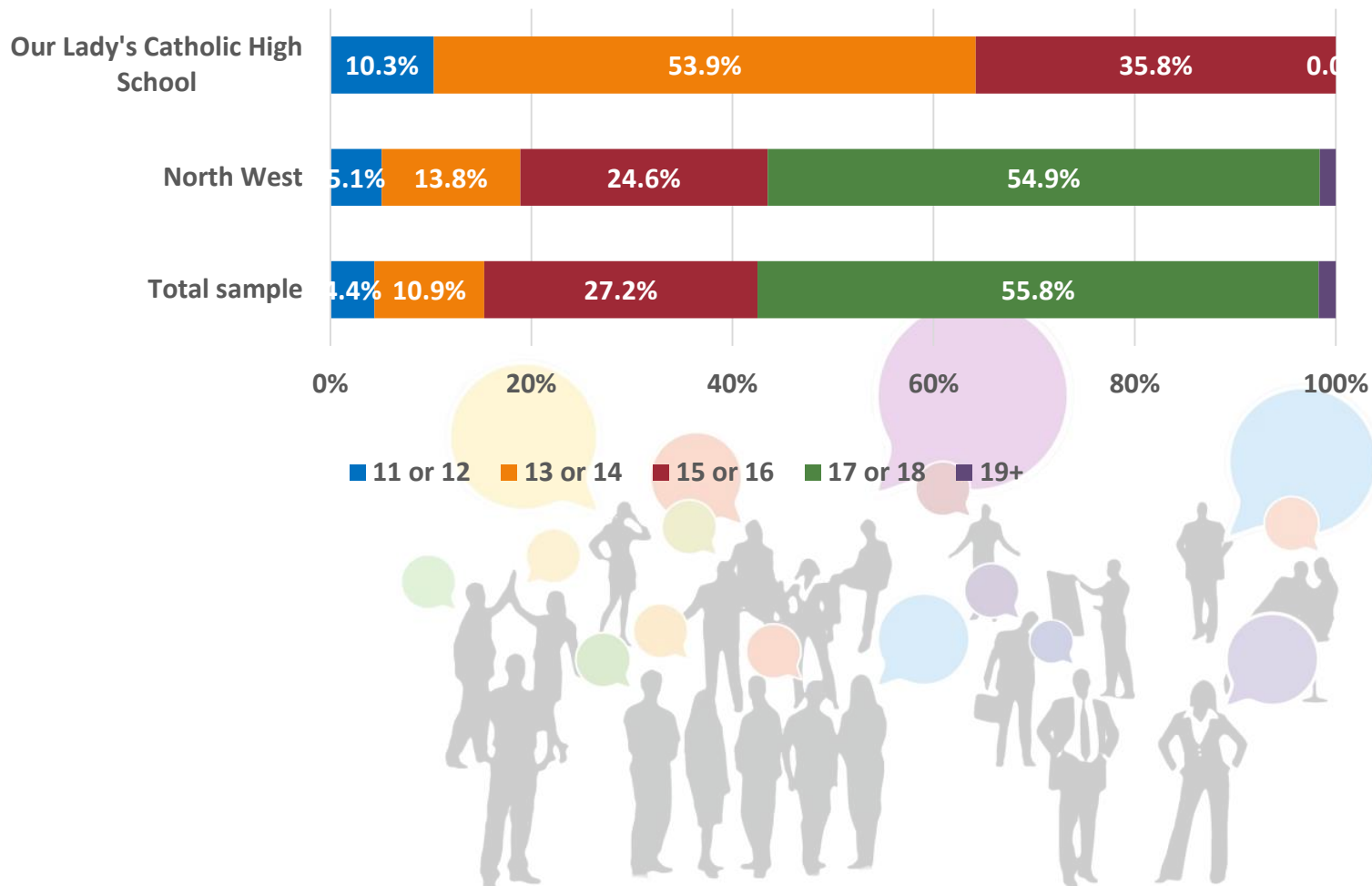


# Which of the following activities have you participated in/achieved?

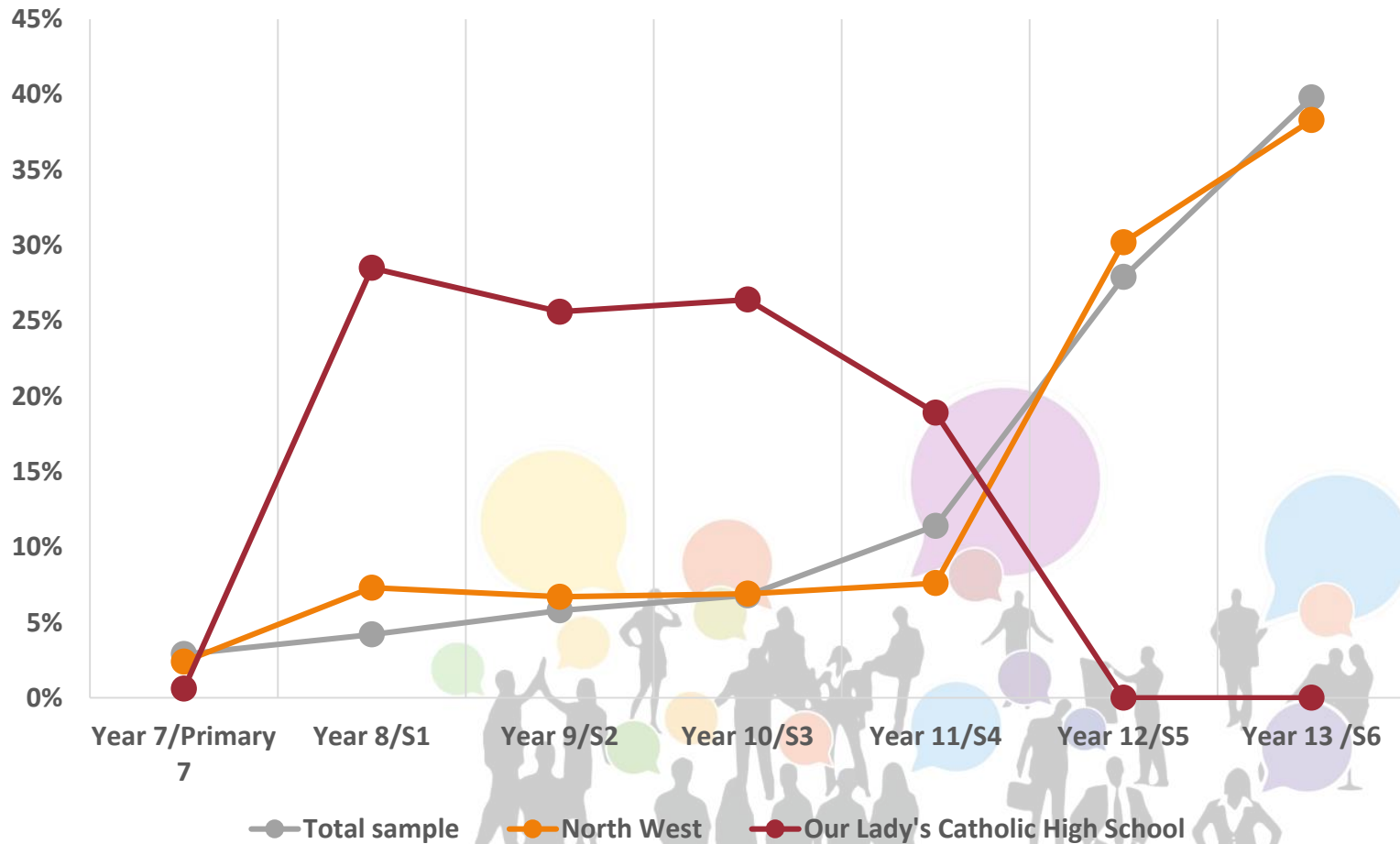


# Bio-Data

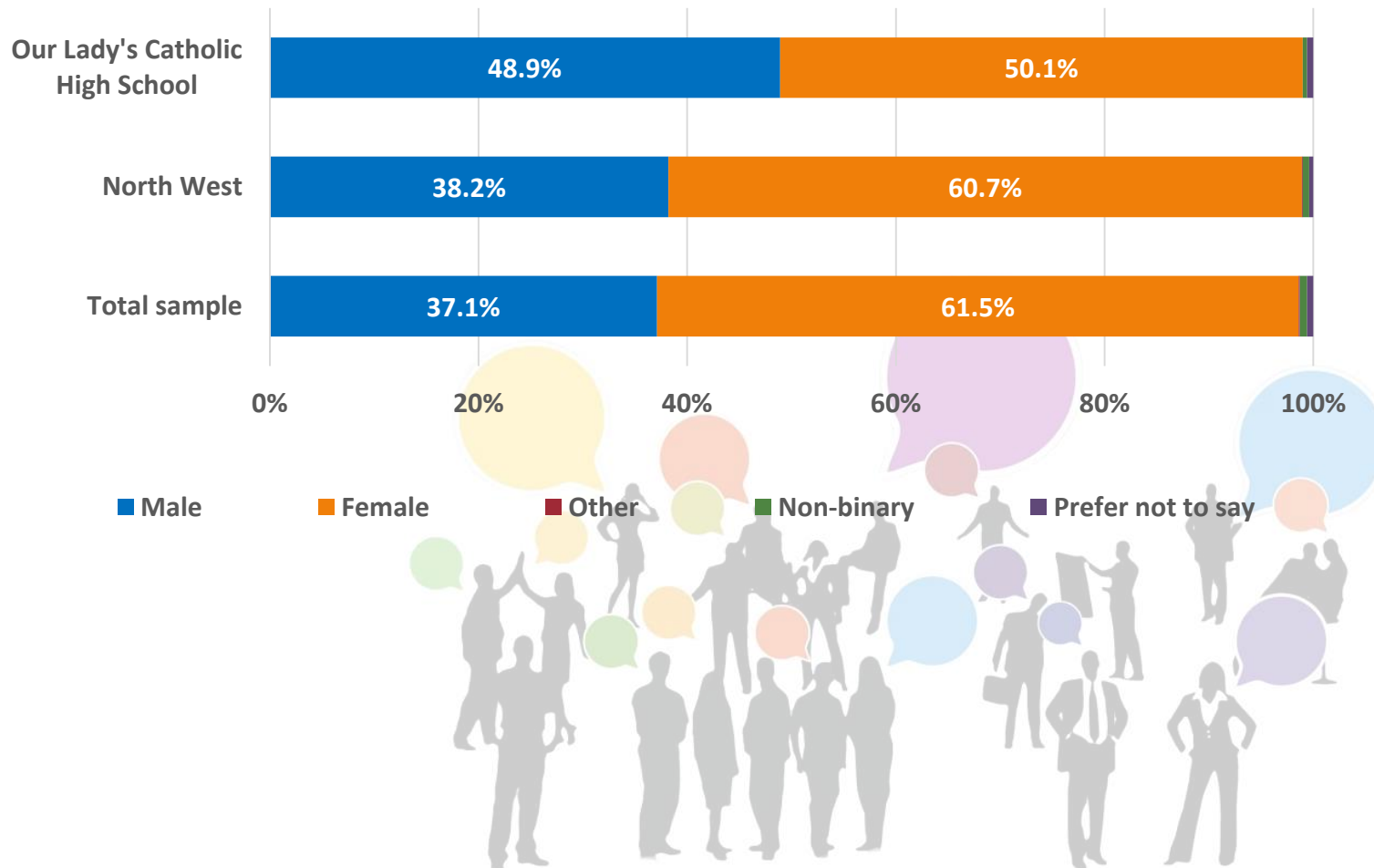
# How old are you?



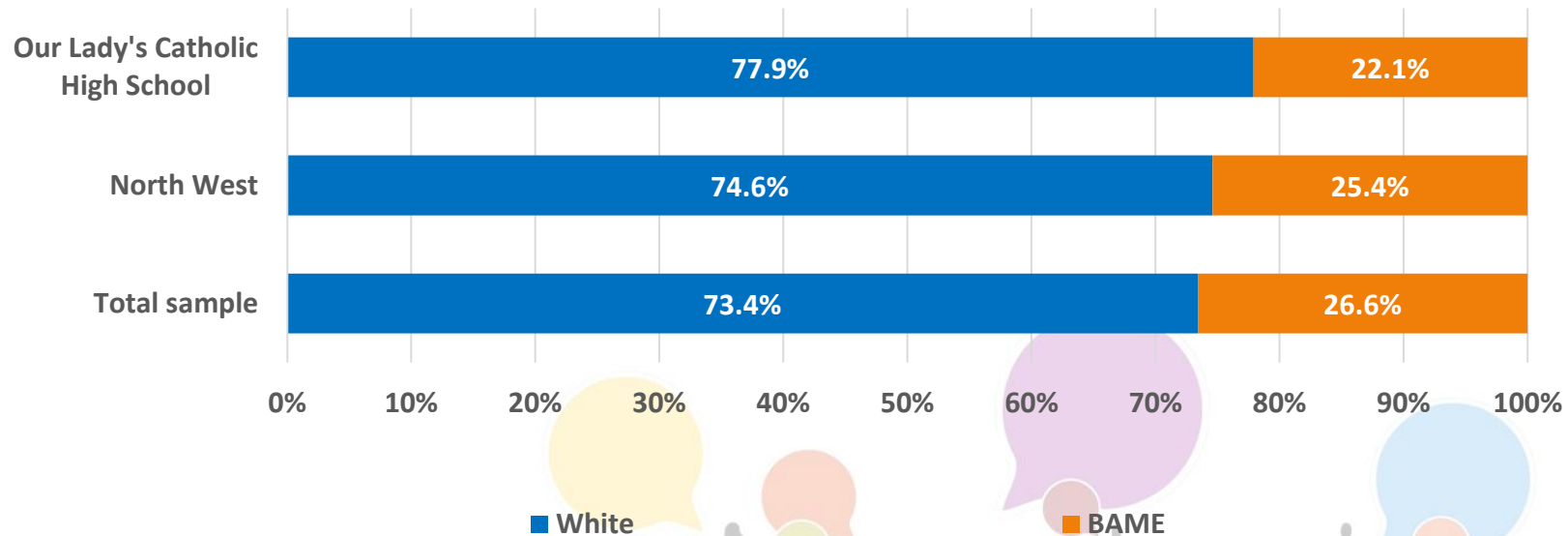
# In which year are you currently in?



# How would you describe your gender?



# Which of the following best describes your ethnic background?\*



*\*Please note that the Black/African/Caribbean, Asian and mixed ethnic background groups have been combined into BAME to preserve participants' anonymity*

# UKtrendence RESEARCH



**If you have any questions,  
please contact us:**



[www.trendence.co.uk](http://www.trendence.co.uk)



[Bethany.Appiah@trendence.co.uk](mailto:Bethany.Appiah@trendence.co.uk)



[@trendenceUKIre](https://twitter.com/trendenceUKIre)



<https://www.linkedin.com/in/bethany-appiah/>