

BrightSparks

**Scholarship
& Education
Survey**

2020 Report

Understanding the
needs and aspirations
of young minds.



The BrightSparks Scholarship & Higher Education Survey 2020 has reached its 13th consecutive year. This survey polls GCE 'A' Level and International Baccalaureate (IB) students and graduates, polytechnic students, and university undergraduates on their opinions on higher education, scholarships and career prospects.

This year, the survey reflects potential changes in student mindsets due to the pandemic, changes in scholarship options and work priorities, and other factors. It is an up-to-date, factual report on student trends and thinking, with the aim of providing scholarship providers with greater insight into the thoughts and priorities of local graduates. Scholarship providers and stakeholders utilise the report to make better decisions on scholarship offerings, marketing, outreach efforts and much more.

We hope you will find the following extract useful, and we thank all sponsors for their continued support.

Overall Education Preferences

Overall Scholarship Preferences

Overall Career Preferences

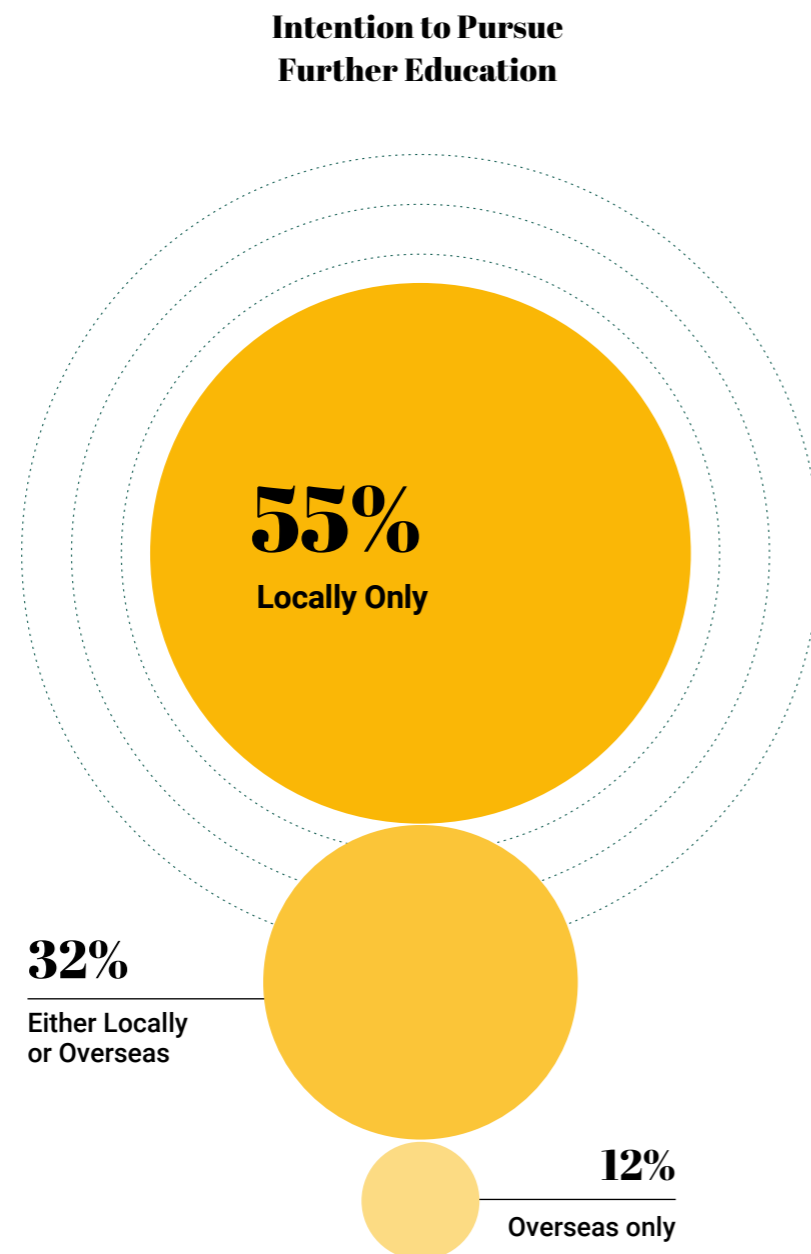
Introduction

Survey Highlights

Intention to Pursue Further Education

Most students wish to pursue further education

Same as last year, the majority of students intended to pursue further education, with most students preferring a local education.



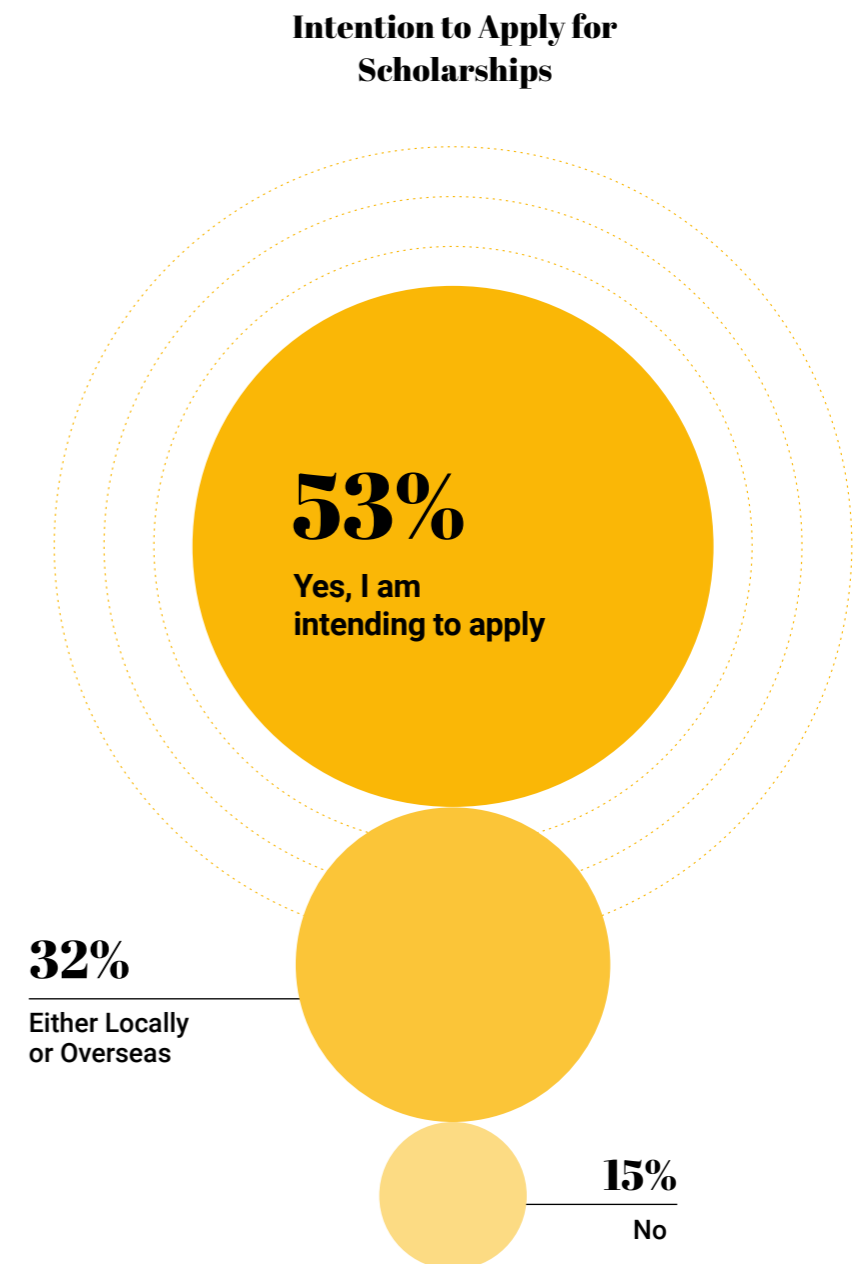
Note:

*University undergraduates are omitted here.

Scholarship Intentions

Majority of respondents interested in scholarships

The majority of respondents intend to apply for scholarships or have already applied for them. In total, 85% of respondents applied or intended to apply for scholarships, indicating a high level of interest in applying.



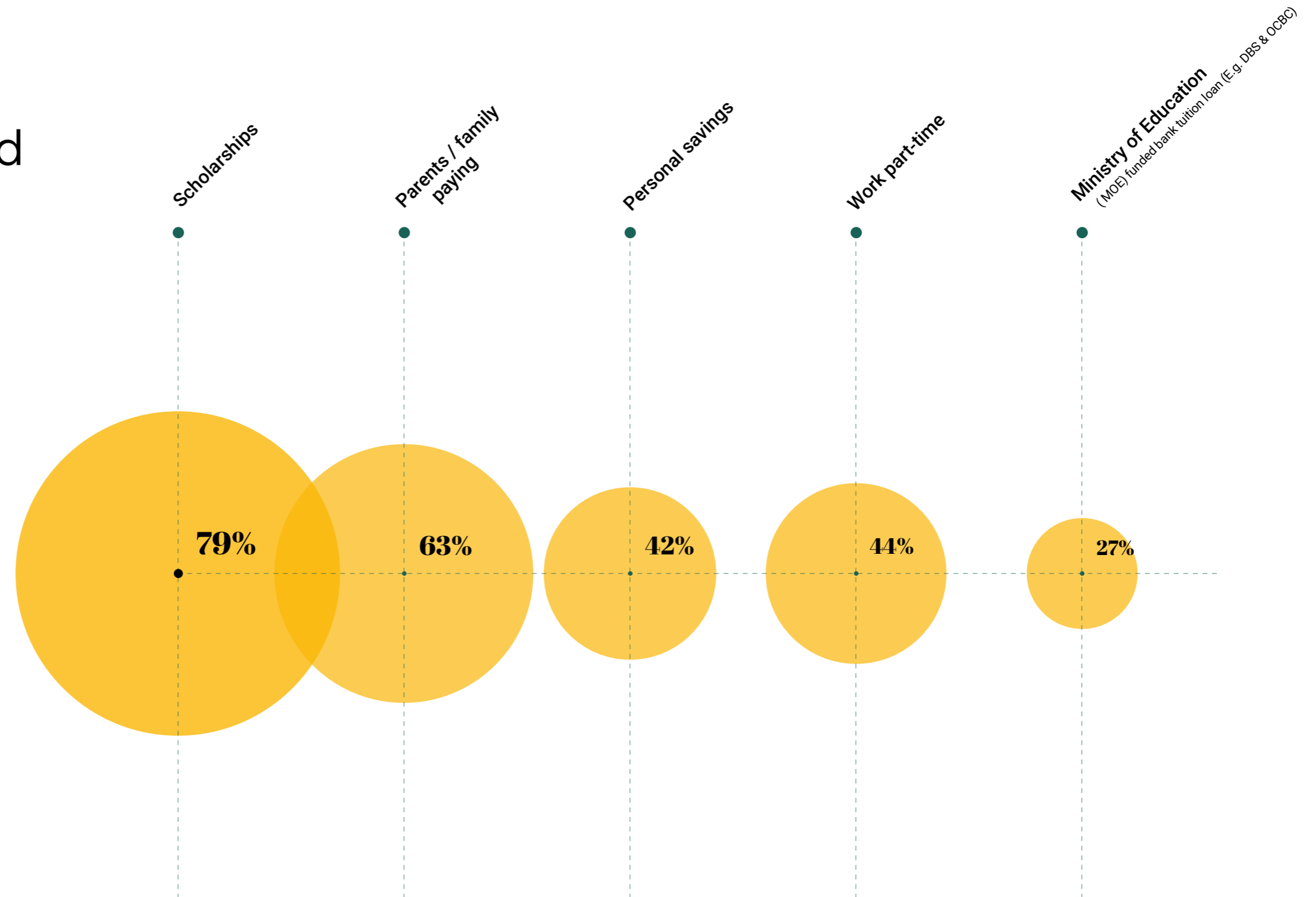
Note:

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Method(s) to Finance Further Education

Scholarships remained preferred way to fund university

Most JC/IB and polytechnic students wished to pay for their education with a scholarship. The second most popular method was having family or parents pay for their degree. This may indicate that students will apply for scholarships first, then fall back on family support should they fail.



Note:

*University undergraduates are omitted here. Respondent were allowed to make multiple selection.

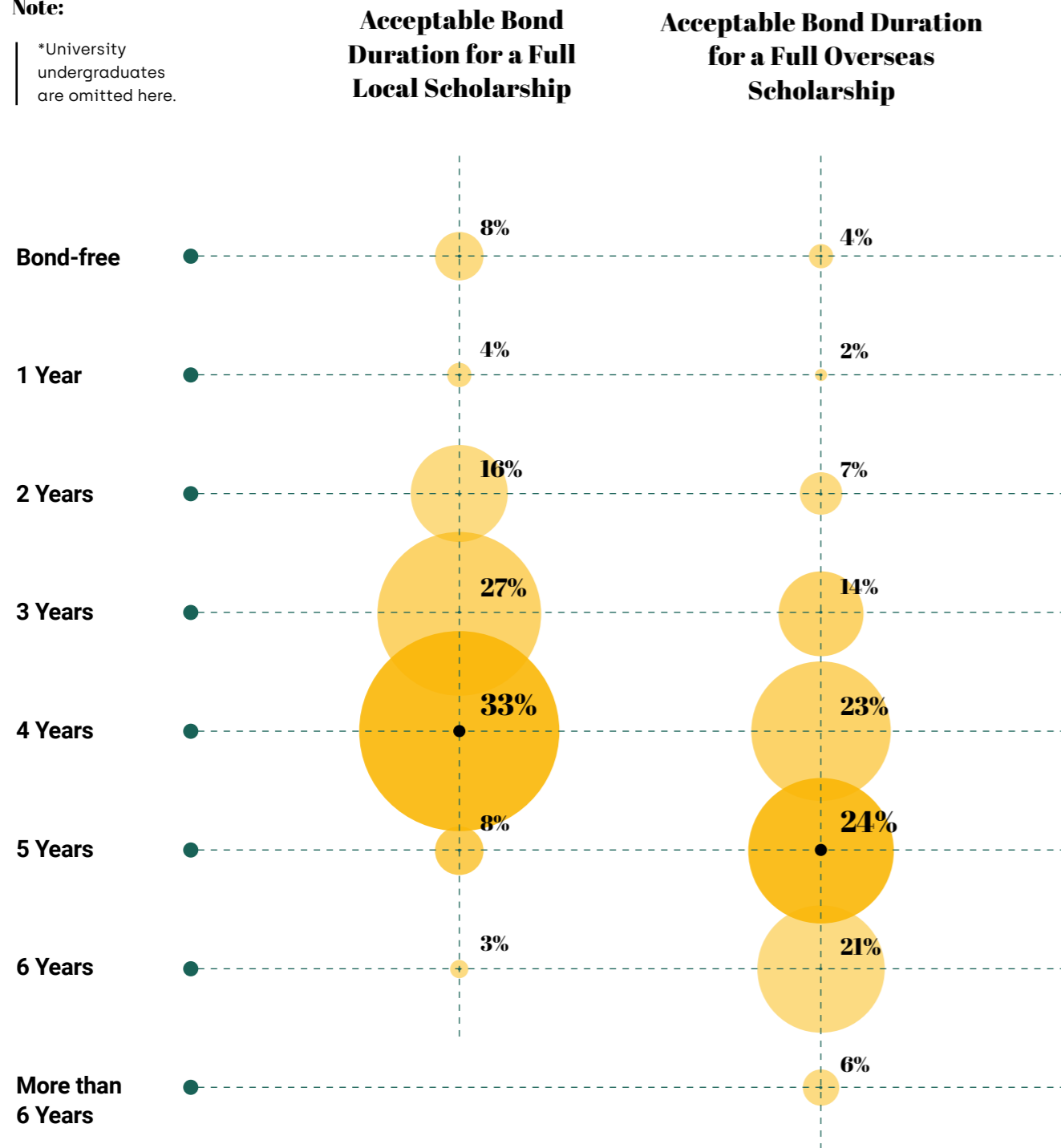
Scholarship Preferences

Students understand bond requirements for scholarships

Most students indicated they were willing to accept a four-year bond for full local scholarships and a five-year bond for full overseas scholarships. These bond durations are similar to typical bond requirements from organisations, indicating students have done their research about bonds.

Note:

*University undergraduates are omitted here.

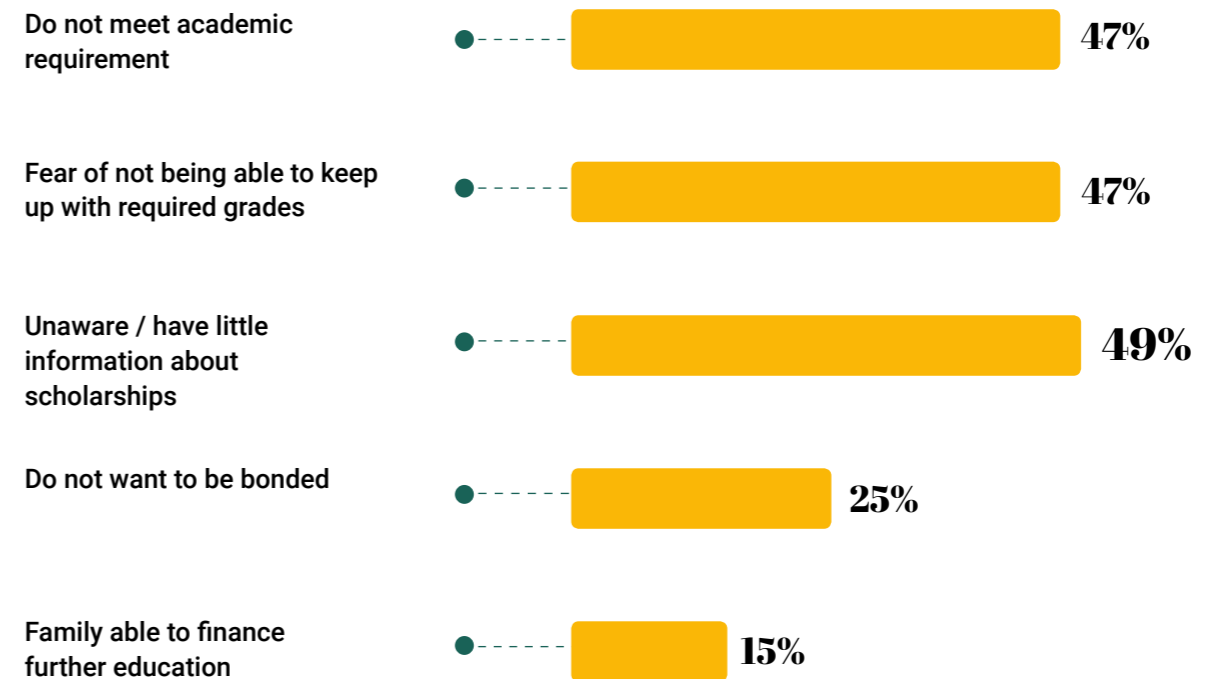


Reason(s) for Not Applying for a Scholarship

Slim majority of students did not have enough information about scholarships

When asked why they did not apply, students cited a lack of information about scholarships. This differed from last year, where fear of not meeting the academic requirement ranked highest. However, a significant portion of these students were polytechnic students, who may want to enter the workforce and hence have no reason to learn about scholarships.

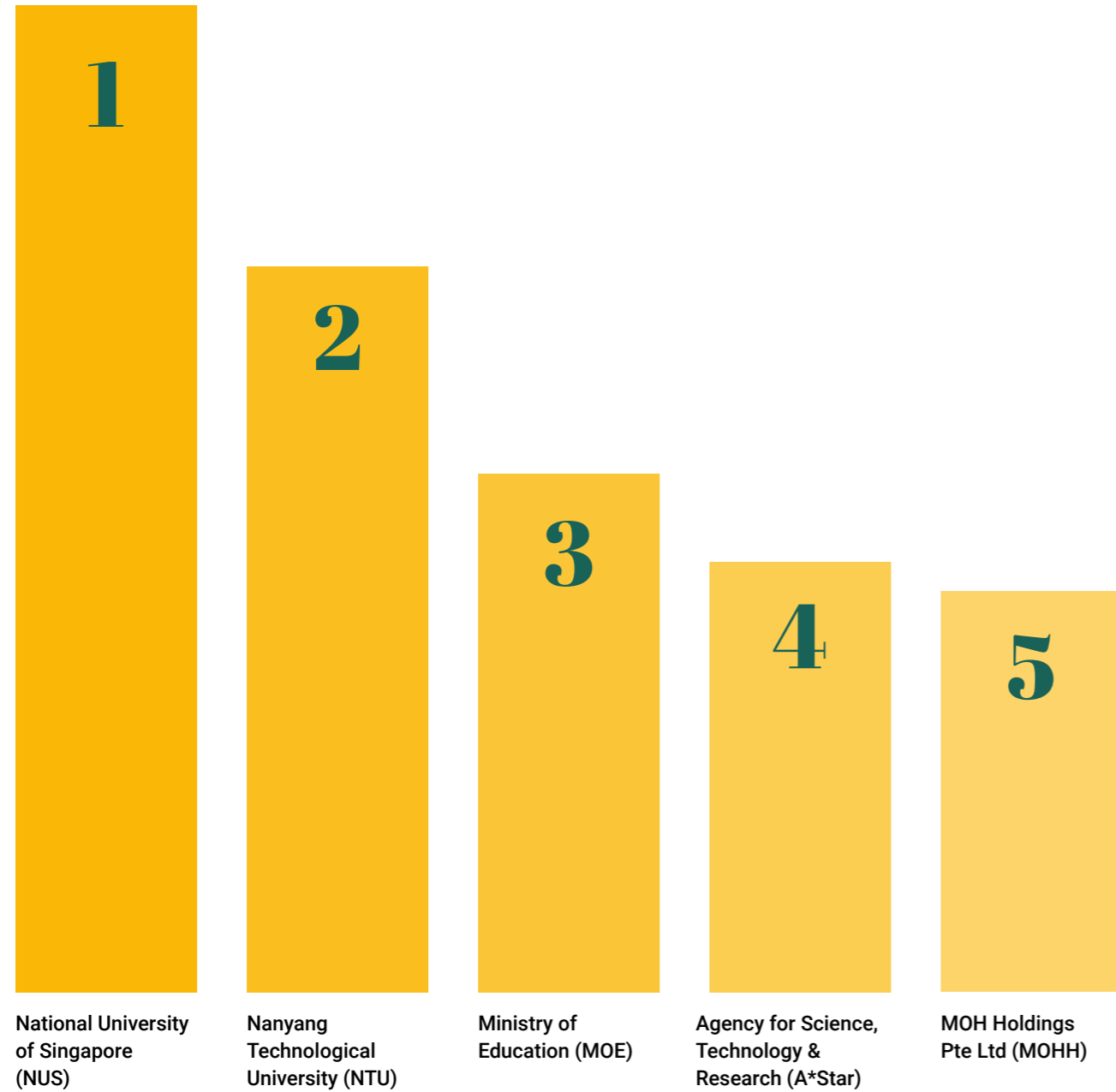
Reason(s) for Not Applying for a Scholarship



Scholarship Rankings - Top Scholarship Providers

NUS tops scholarship provider rankings

Rankings for JC/IB/Polytechnic Students



2019:

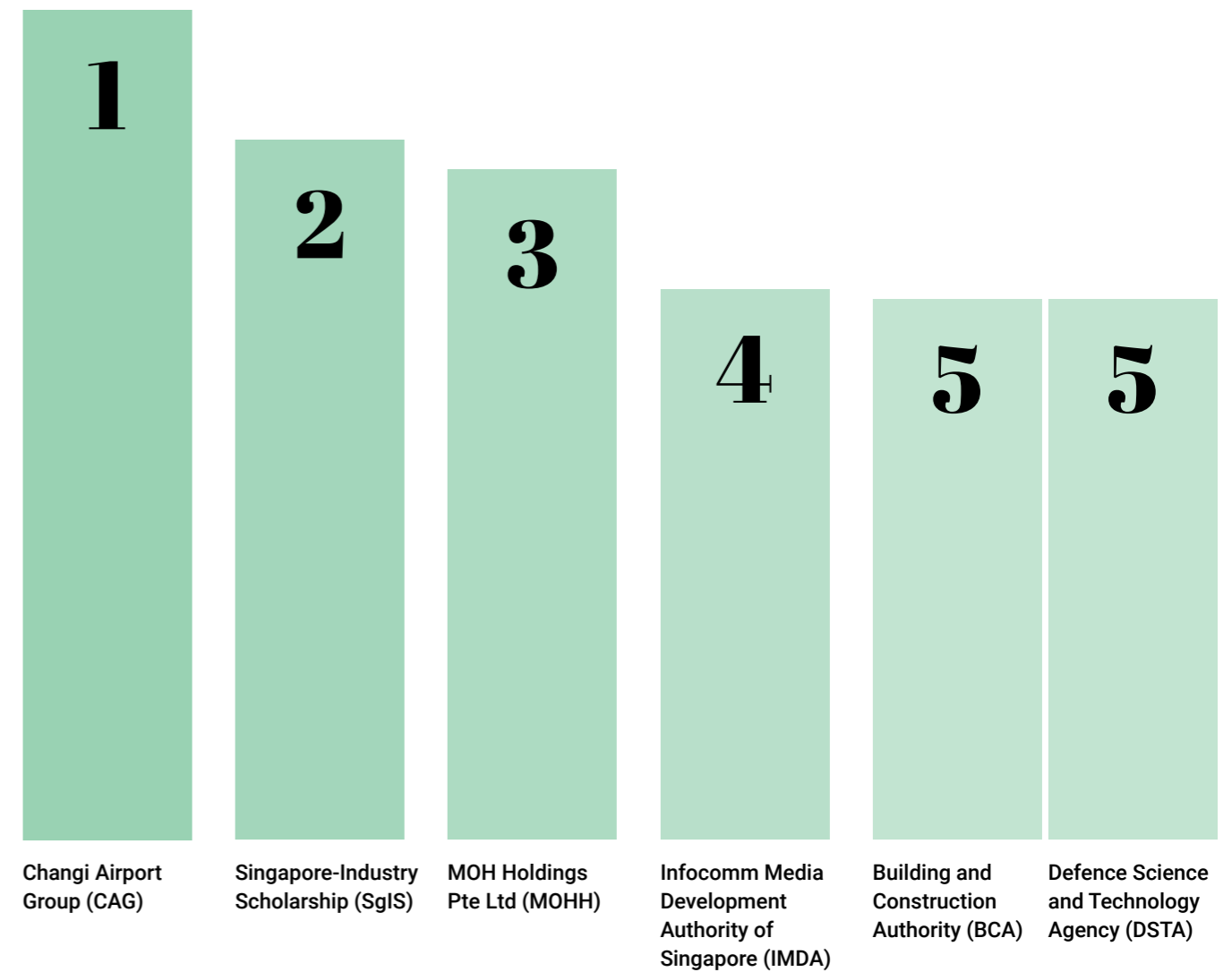
- 1 NUS
- 2 NTU
- 3 MOHH
- 4 CAG
- 5 A*Star

NUS and NTU remained the top scholarship providers for three years running from 2018 to 2020 for JC/IB and Polytechnic students. This may be because their scholarships are bond-free. Notably, this year the Ministry of Education rose to third place while MOH Holdings fell two ranks to fifth place. For university undergraduates, Changi Airport Group is ranked top, and IMDA rose significantly by nine places into fourth.

Note:

The numbers for this question represent the full respondent database. Rankings are based on respondent feedback and do not represent BrightSparks views or endorsement.

Rankings for Mid-Term University Undergraduates



2019:

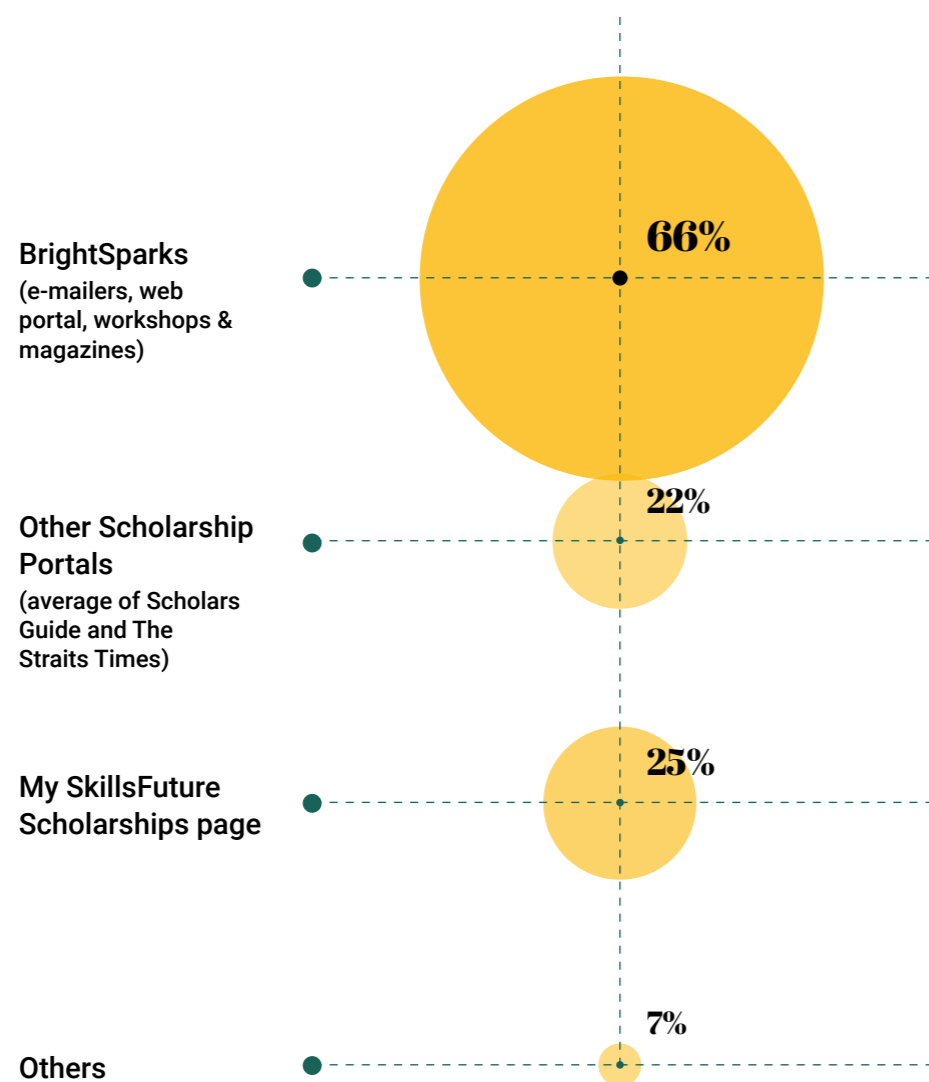
- 1 SgIS
- 2 CAG
- 3 MOHH
- 4 BCA
- 5 NUHS
- 6 JTC

Scholarship Preferences

BrightSparks continues to be leading source of scholarship information and application

BrightSparks continued to be the leading source of scholarship information for a majority of students, vastly preferred over other sources. It also was the preferred method of scholarship application, as it offers a one-stop application service which allows the student to apply to many different organisations at once without having to re-enter the same data

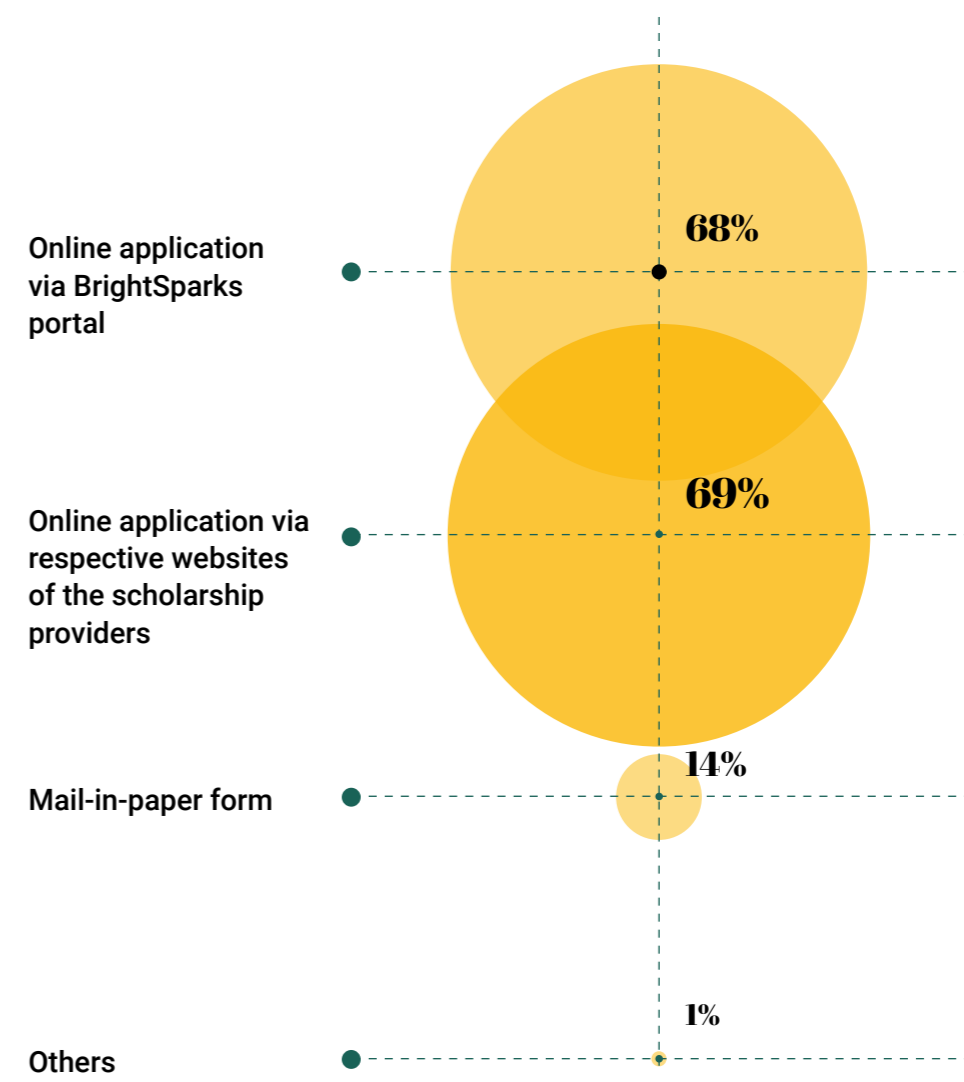
Preferred Source of Information on Scholarships



Note:

*Respondents were allowed to make multiple selections.

Preferred method of Scholarship Application



Note:

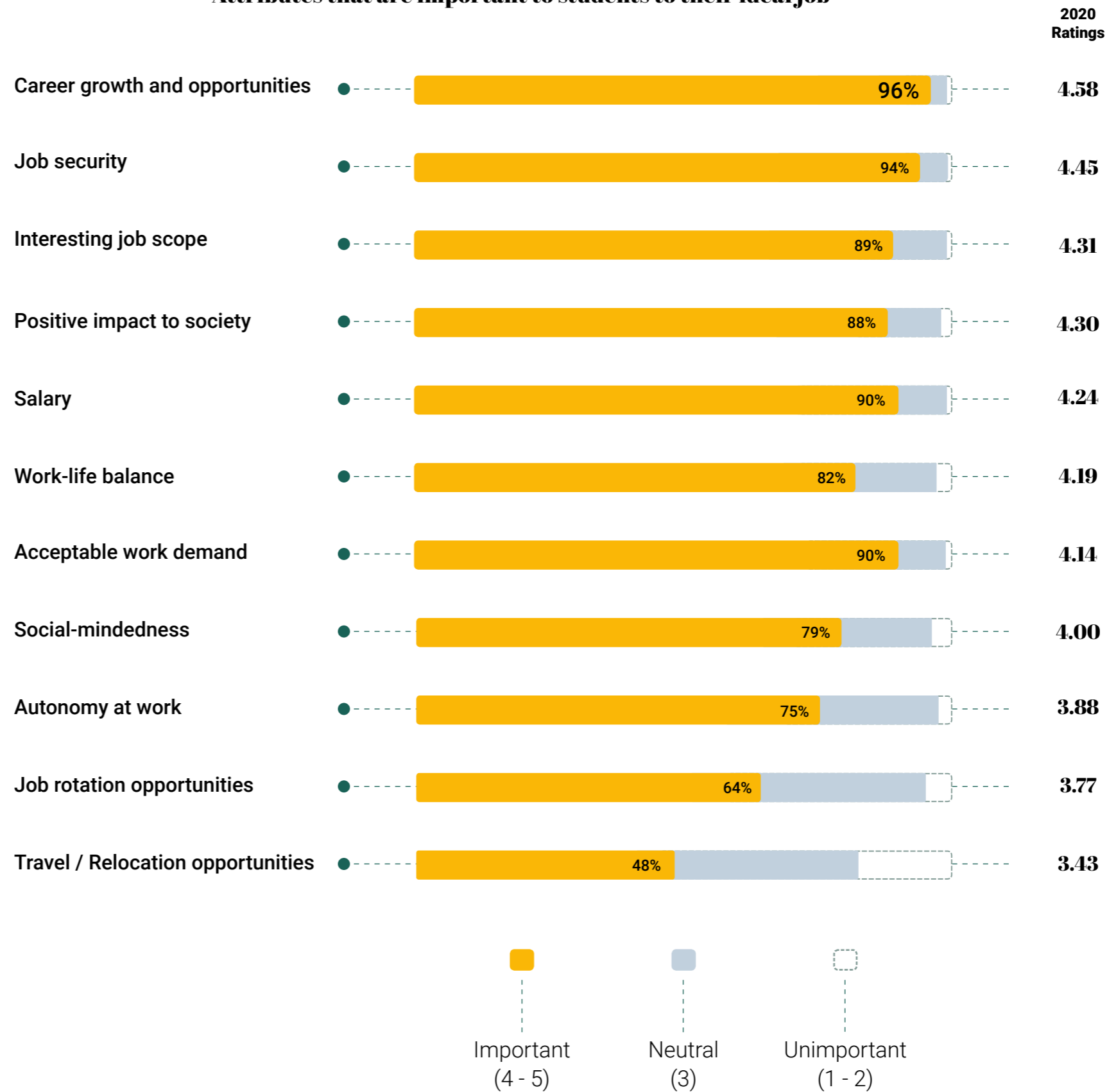
*For this question, respondents could select multiple selections.

Career Preferences

Career growth of top importance to graduates

Graduates placed a priority on career growth and opportunities when searching for jobs. Also, job security rose in importance, possibly due to the pandemic affecting hiring opportunities. However, the results remained largely similar to last year with career growth, job security and job scope being important to students.

Attributes that are important to students to their ideal job

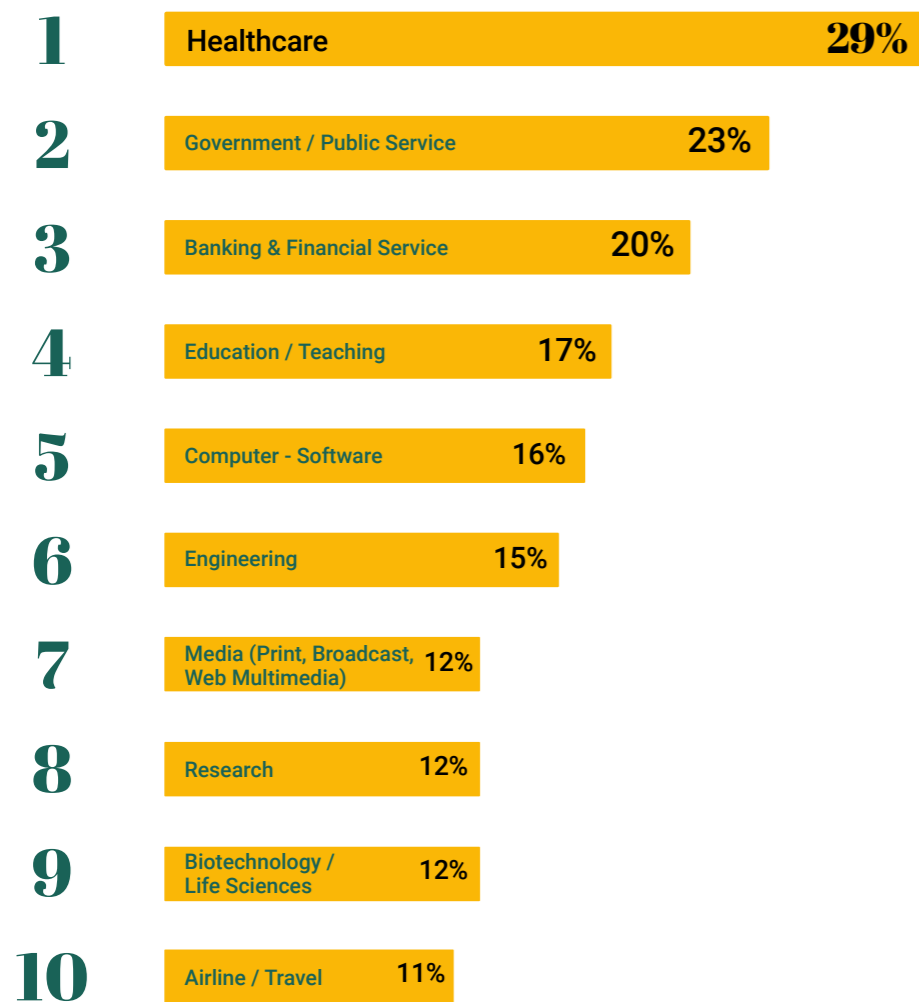


Career Preferences

Healthcare still the most attractive sector

Same as last year, healthcare and government service remained the most attractive sectors for respondents. Healthcare experienced a steady interest and government service seems to continue to be perceived as an "iron rice bowl" with little job volatility.

Top 10 Most Preferred Industry of Work

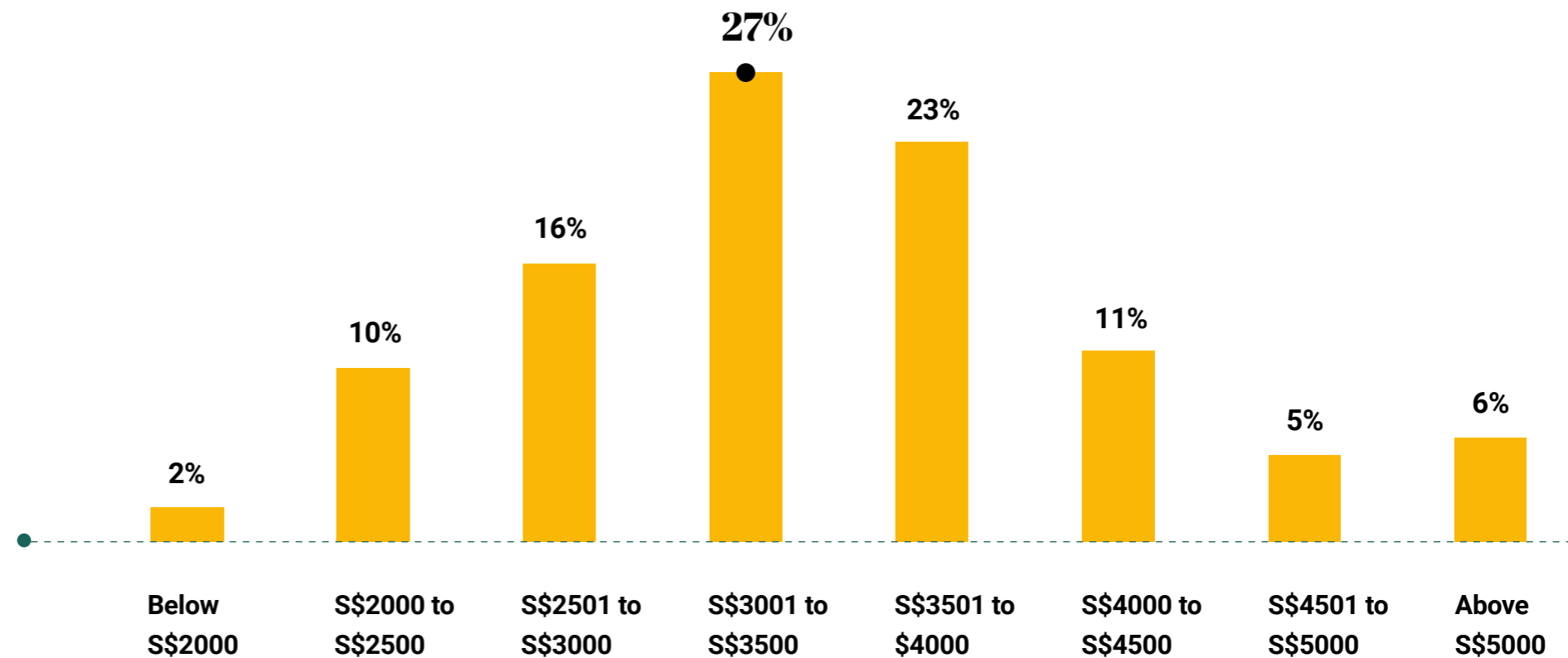


Note:

*Respondents were allowed to make multiple selections.

Graduates expect a pay of at least \$3,000

Graduate pay expectations continued to be in the \$3,000 - \$4,000/month range. However, same as last year, a significant number of respondents expected pay in the \$4,000 - \$5,000/month range.



About BrightSparks

BrightSparks by CareerBuilder Singapore, is Singapore's number one Scholarship and Higher Education portal. It is a one-stop online destination where aspiring scholars can research, compare and apply for scholarships. BrightSparks also organises scholarship networking events, and publishes the BrightSparks magazine as well as the annual BrightSparks Scholarship and Education Survey Report.

Other surveys we conduct include:

Employers of choice survey

- An annual study conducted to understand employer and career preferences in Singapore
- Primarily targeted at Employed Singaporeans and Permanent Residents (PRs) with an education qualification of Degree / Diploma as well as Fresh and Current University / Diploma graduates and undergraduates

JobsCentral Learning survey

- An annual study conducted to understand higher education preferences in Singapore
- Targeted at course-seekers above the age of 18 years old who may be interested to pursue higher education

Survey contacts

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This report is published by:

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