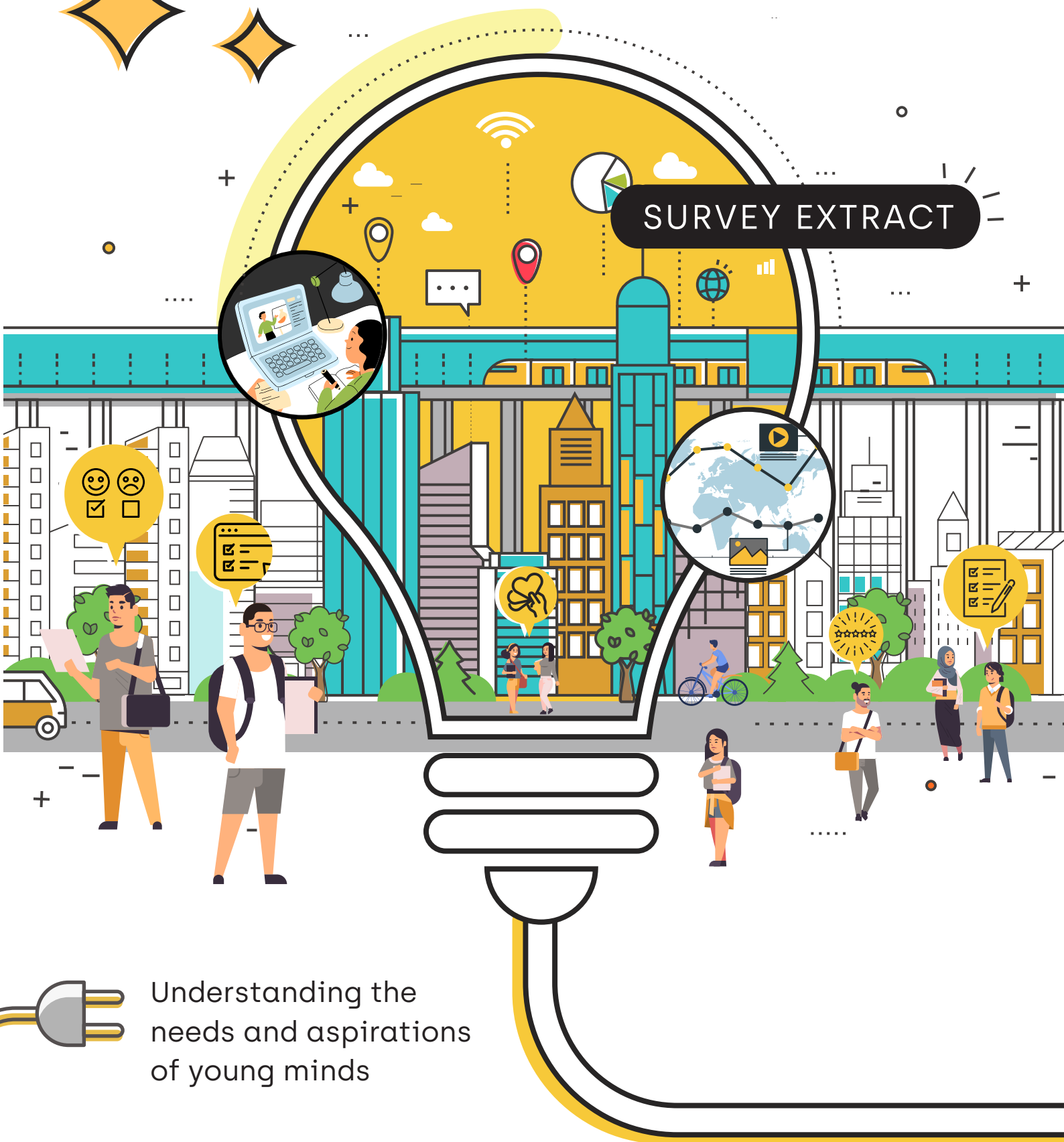


BrightSparks Scholarship & Education Survey 2021

SURVEY EXTRACT



Understanding the
needs and aspirations
of young minds

INTRODUCTION

For over a decade, the BrightSparks Scholarship & Education Survey has provided an in-depth examination into student mindsets, priorities and sources of information and guidance. This year, too, the results of the survey provide a wellspring of insights as how GCE-A Level and International Baccalaureate students, as well as polytechnic students and graduates think and feel about the educational and employment landscape. With the survey findings as a basis, scholarship providers can better formulate marketing, communication and outreach efforts that connect deeply with their target audience.

We thank you for your continued support of BrightSparks.



Survey Highlights

Categories

Overall Outlook of students' preferences

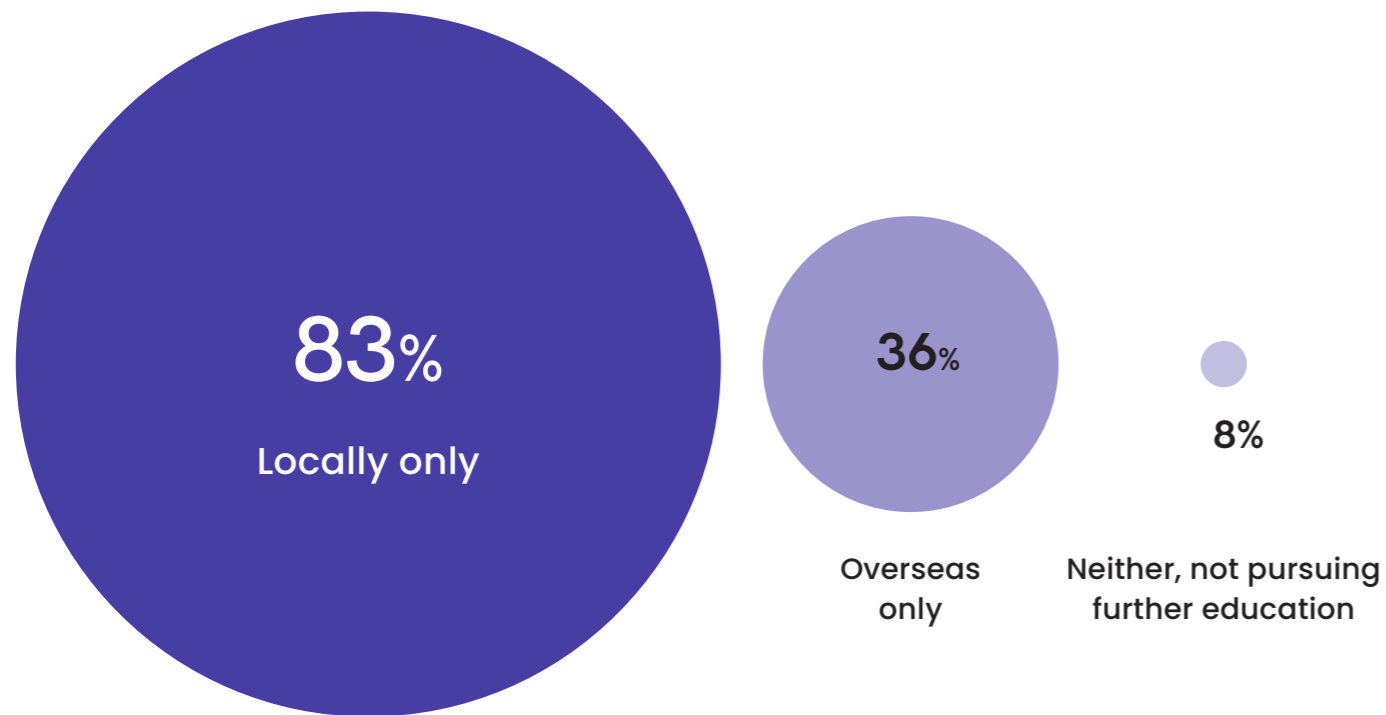
○ Education, Scholarship and Career Preferences

- Intention to Pursue Further Studies
- Intention to Apply for Scholarships
- Method(s) to finance further education locally
- Acceptable Bond Duration for Full Scholarships
- Reason(s) for not applying for a scholarship
- Scholarship Provider Rankings (Top 10)
- Preferred Sources for Scholarship Information
- Preferred Method of Scholarship Application
- Attractive characteristics in an organisation
- Preferred Sector to Work in (Top 10)
- Expected Starting Salary



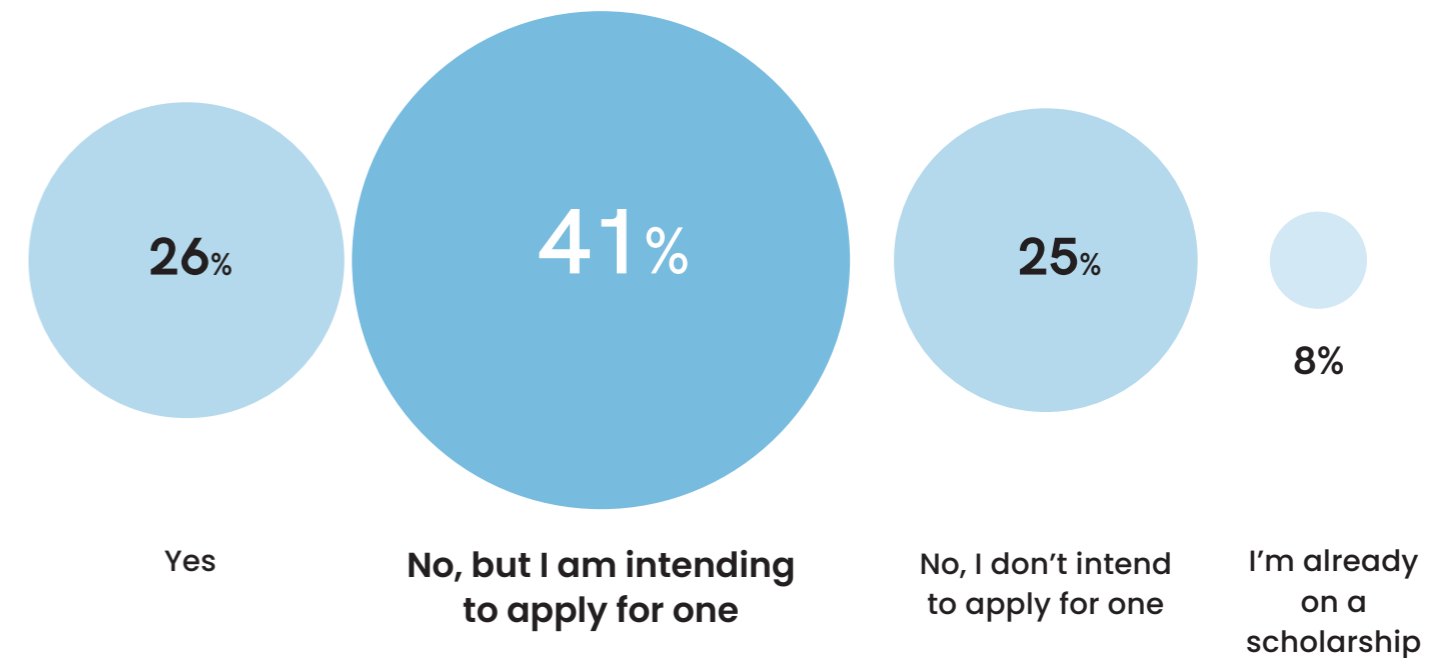
Intention to Pursue Further Studies

Unsurprisingly, the majority of pre-university and polytechnic students are looking to further their studies, with the majority of the respondents opting to stay in Singapore.



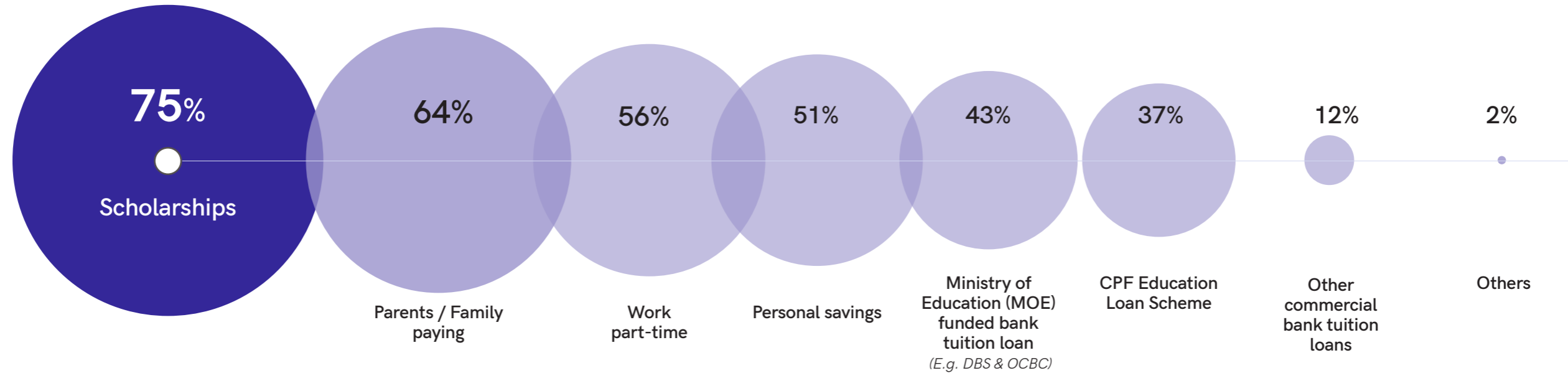
Intention to Apply for Scholarships

Scholarships are still coveted among respondents, with 75% of them either looking to apply for scholarships or already on a scholarship.



Methods to Finance Further Education Locally

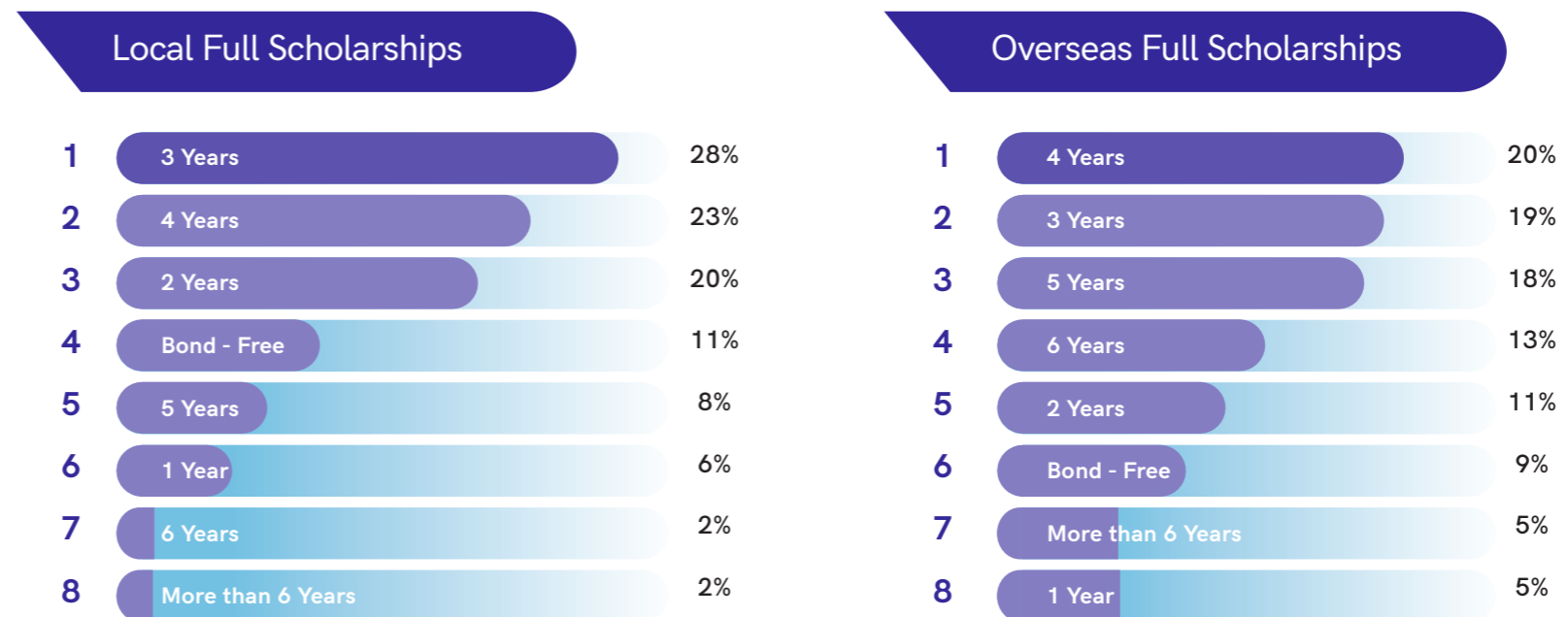
It can be seen that respondents would prefer to have their further education in Singapore sponsored by a scholarship provider, failing which, they would rely on their parents to pay for their degree.



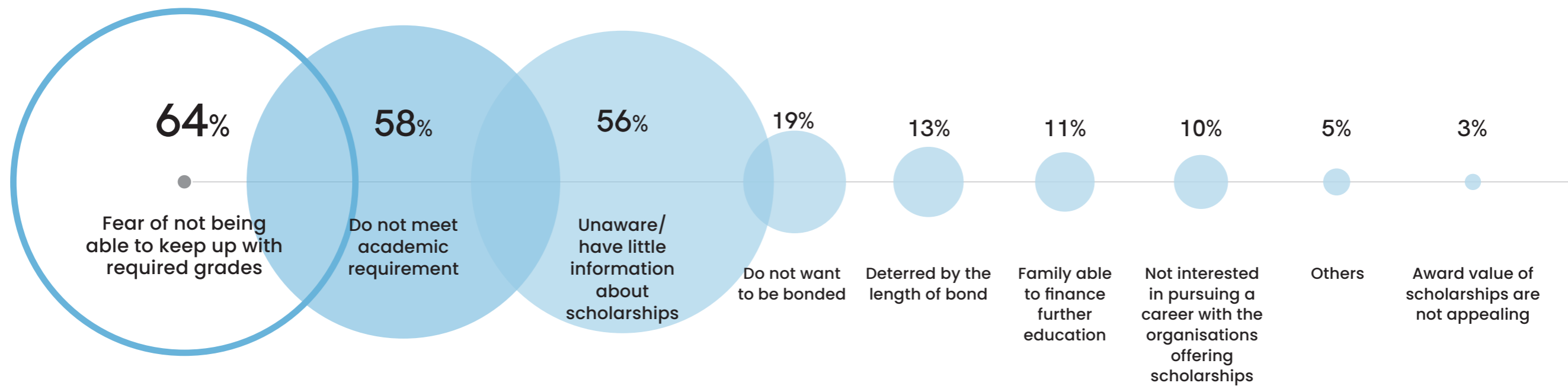
Acceptable Bond Duration for Full Scholarships

Desire for a Shorter Bond Duration

2021's cohort may have misunderstood the requirements of a full overseas scholarship, as the majority of them finds a 3 to 4-year bond acceptable, when most overseas scholarships require a 5 to 6-year bond. It could also reflect their genuine preference for scholarships to have a shorter bond duration.



Reasons For Not Applying For a Scholarship



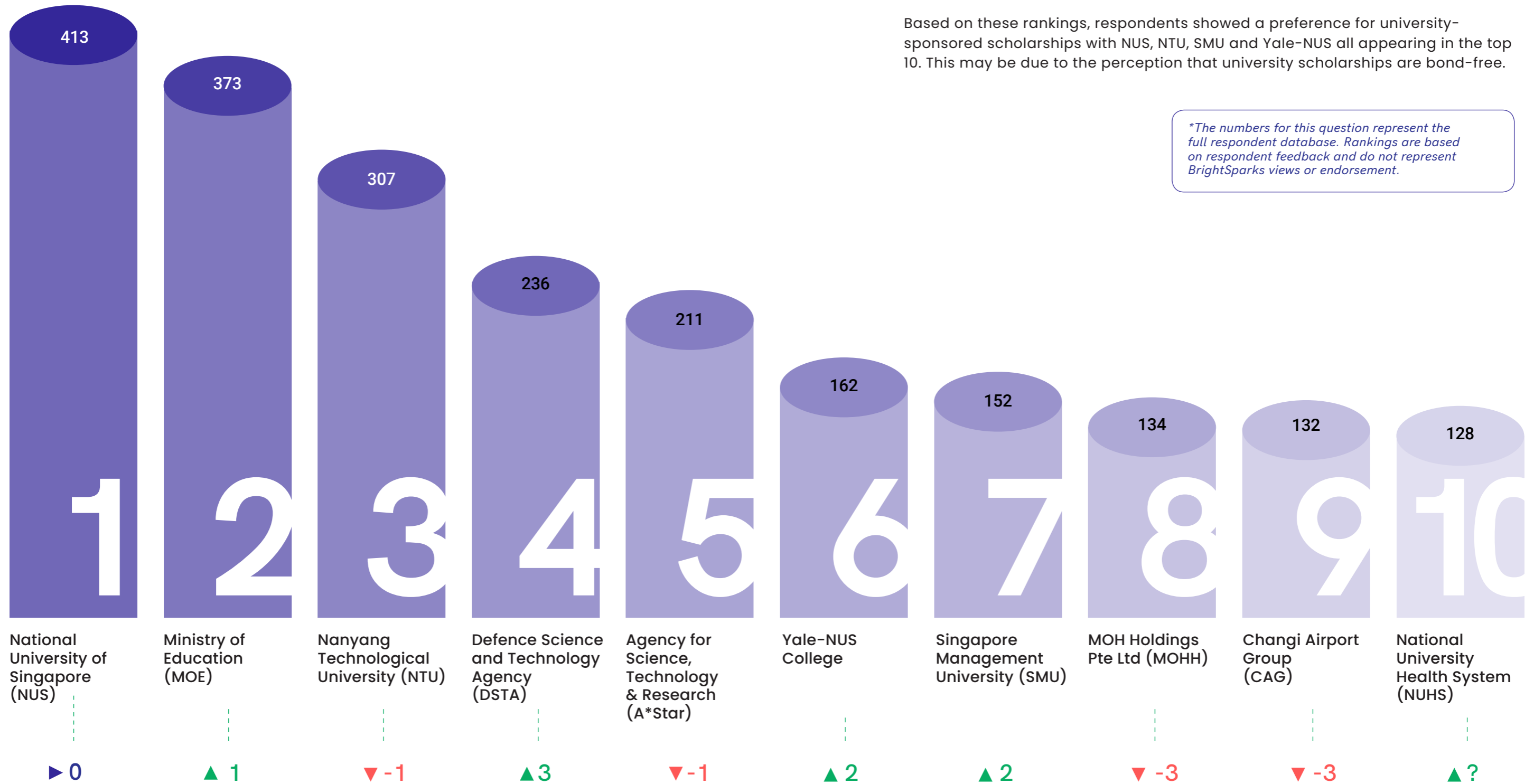
Out those who have no intentions to apply for a scholsrhips, the majority cited academic-related reasons. Notably, 56% of them are unaware of scholarships.

Scholarship Provider Rankings (Top 10)

Respondents were asked to select scholarship providers they had applied to or were intending to apply to. Based on those results, NUS remained the top preferred scholarship provider since 2019. However, MOE moved up to 2nd place and NTU dropped to 3rd.

Based on these rankings, respondents showed a preference for university-sponsored scholarships with NUS, NTU, SMU and Yale-NUS all appearing in the top 10. This may be due to the perception that university scholarships are bond-free.

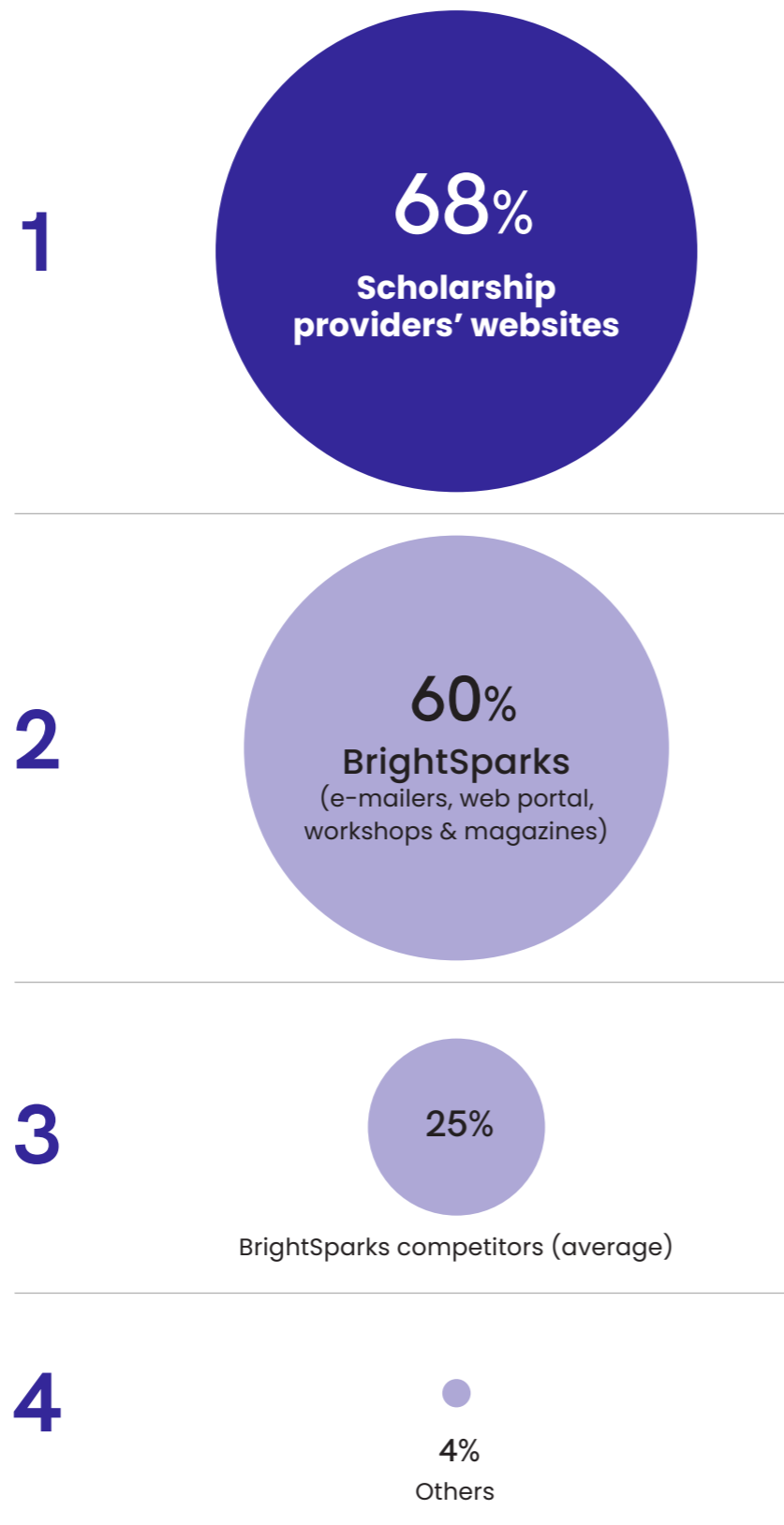
**The numbers for this question represent the full respondent database. Rankings are based on respondent feedback and do not represent BrightSparks views or endorsement.*



Preferred Sources for Scholarship Information

While BrightSparks remained a preferred source of information on scholarships, providers' websites enjoyed a strong showing in 2021, perhaps validating the efforts they have put into building awareness.

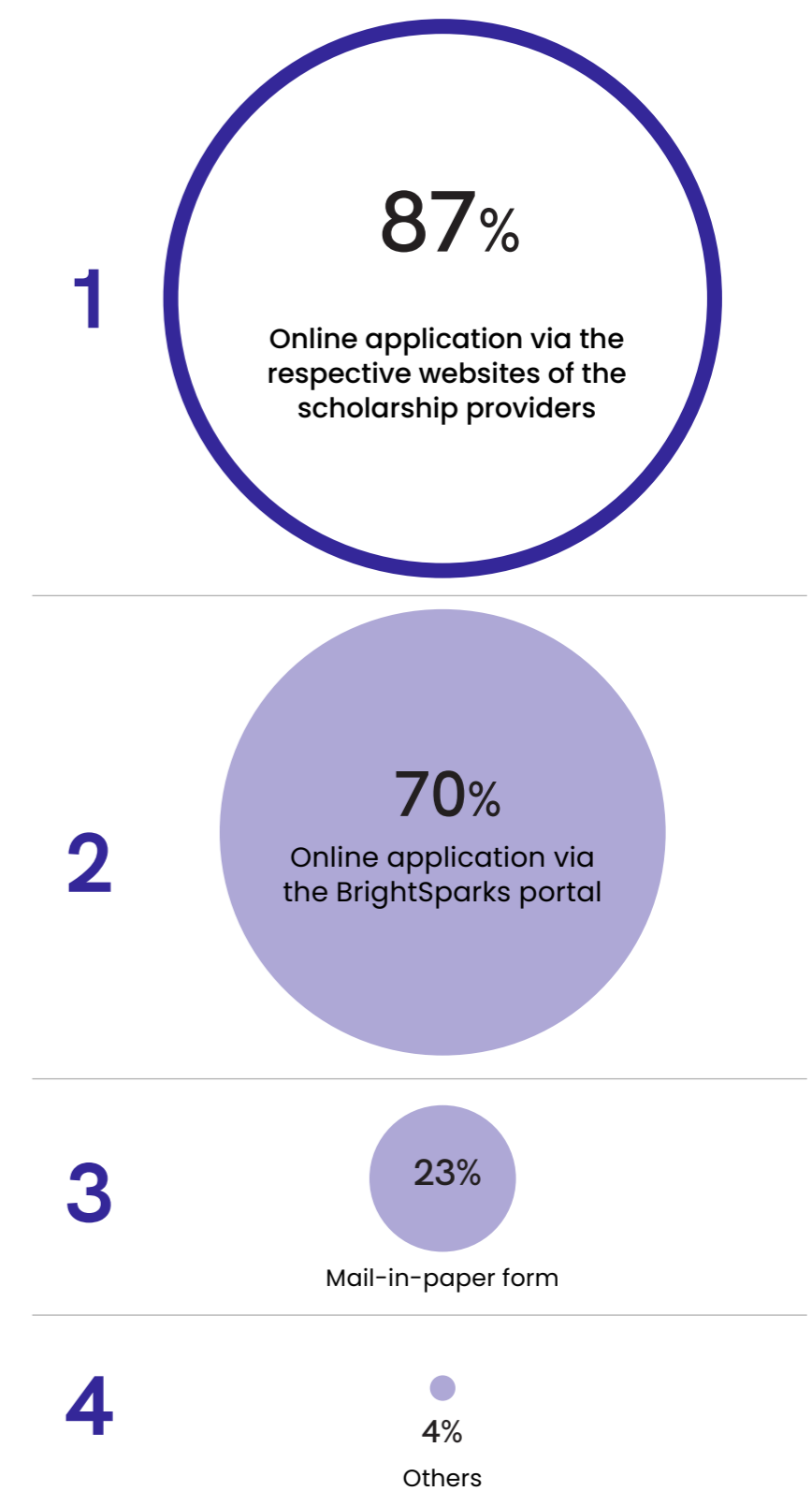
Preferred Sources for Scholarship Information



Preferred Method of Scholarship Application

Online applications via scholarship provider websites continued to gain since 2020.

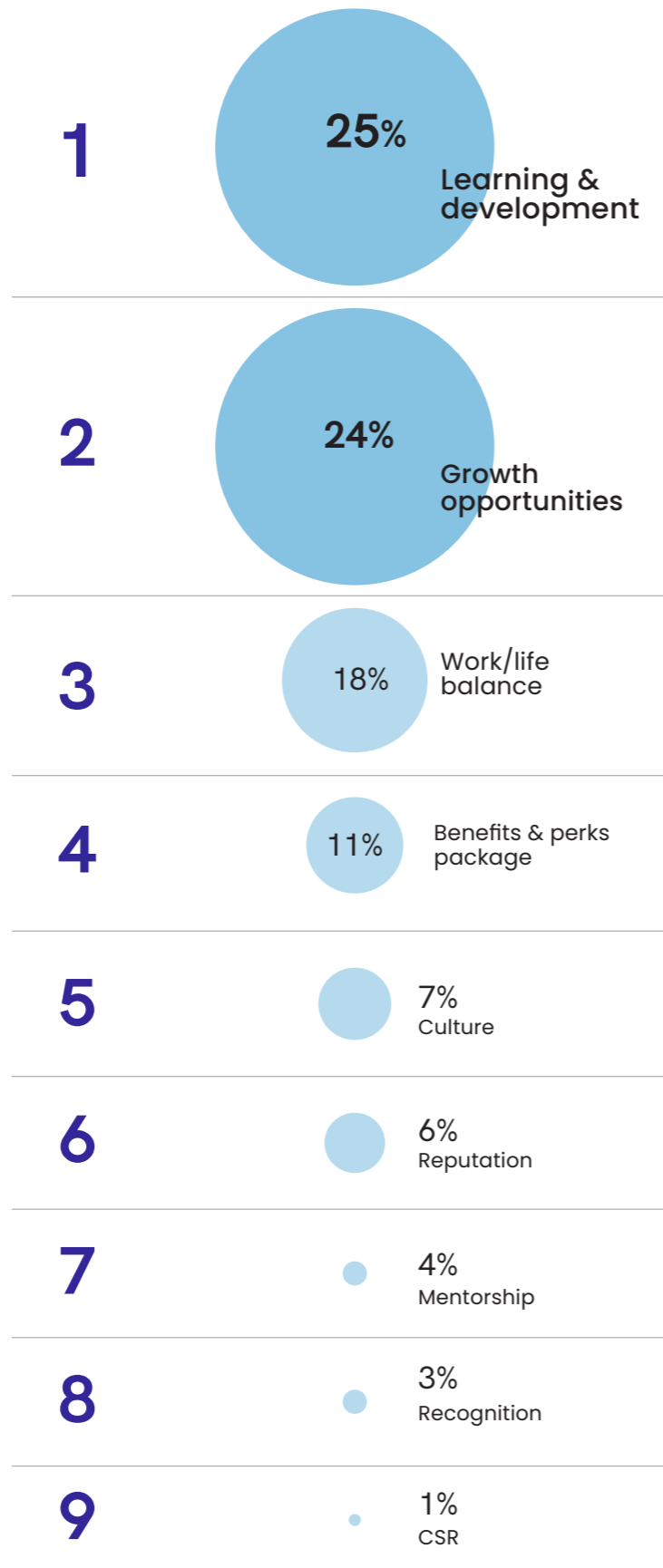
Preferred Method of Scholarship Application



Organisation Expectations

It can be inferred that that respondents prefer to work in organisations where they can enrich themselves, but not at the expense of personal time. Personal growth is more important than benefits and perks.

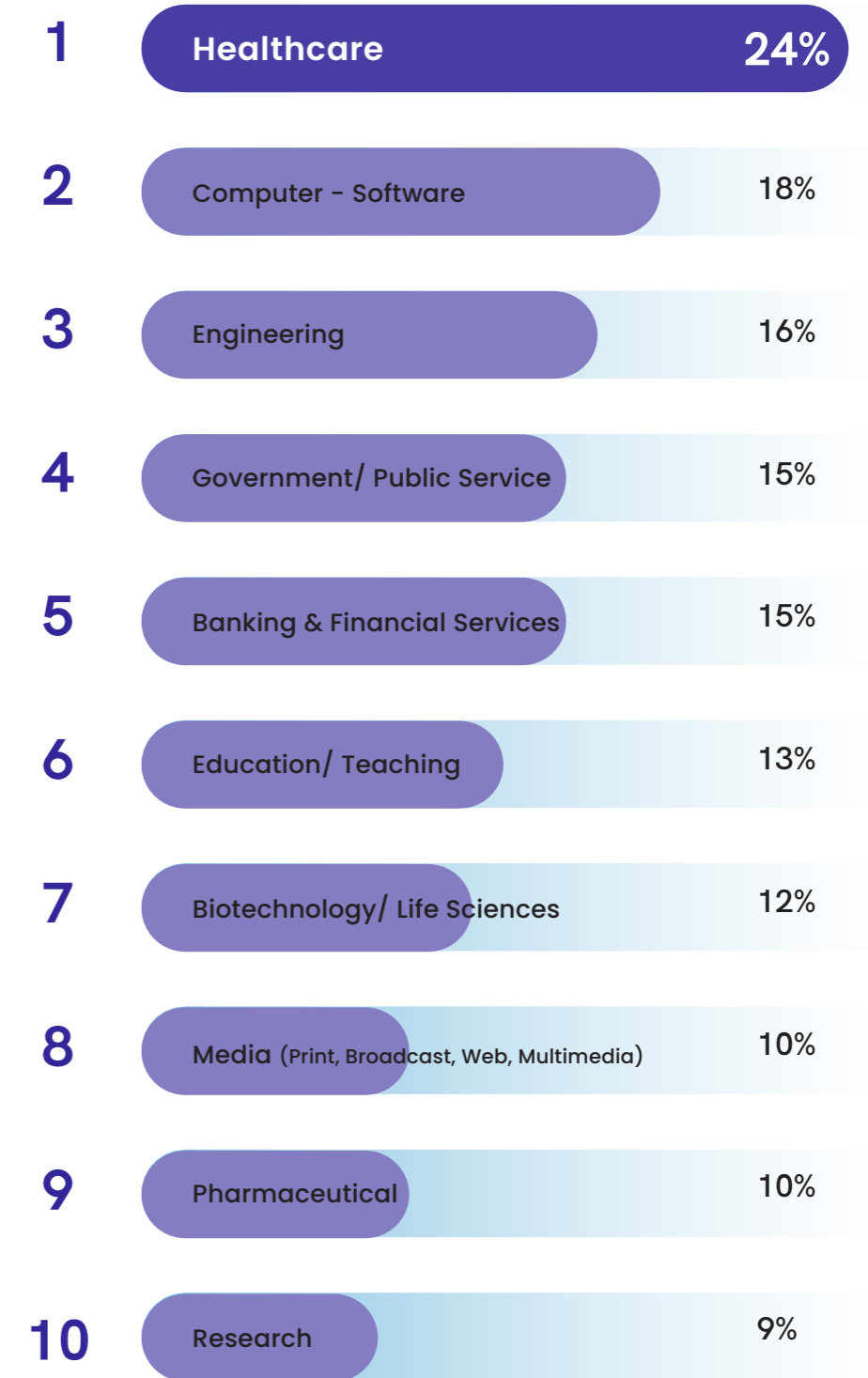
Attributes that are important to students to their ideal job



Preferred Job Sector

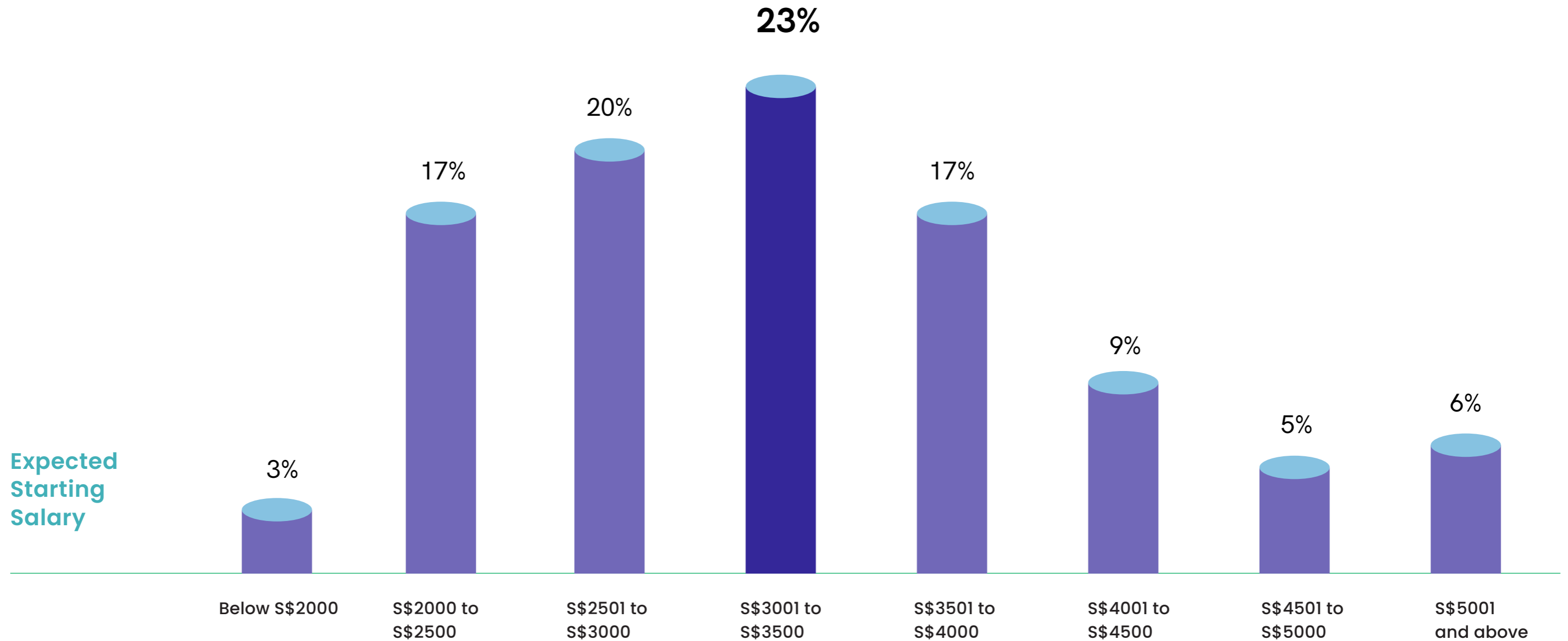
Just like in 2020, healthcare is ranked the top sector to work in.

Preferred Sector to Work in (Top 10)



Expected Starting Salary

Salary expectations in 2021 were lower compared to 2021, with the majority looking at a range between \$2,501 to \$3,500. In 2020, the majority of respondents were expecting salaries from \$3,001 to \$4,000.



Appendix: 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.

If you have any queries regarding this survey, please send an email to sg.enquiry@careerbuilder.com

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