



**BrightSparks**

BY CAREERBUILDER SINGAPORE

BRIGHTSPARKS

# Scholarship & Education

SURVEY  
REPORT  
EXTRACT 2019

# Introduction

**Running for the 12th consecutive year, the BrightSparks Scholarship & Higher Education Survey 2019 reached out to GCE 'A' Level and International Baccalaureate (IB) students and graduates, polytechnic students, and university undergraduates. The annual study conducted by CareerBuilder Singapore aims to understand the higher education, scholarships, and career preferences of these students.**

As mindsets and expectations change to reflect evolving education and business landscapes, it is imperative that scholarships and education providers stay up to date to remain competitive and relevant. To this end, the BrightSparks Scholarship & Higher Education Survey 2019 is updated with the latest findings and trends each year, to provide tertiary institutions and scholarship providers the comprehensive findings they need to gain greater insight into the preferences of potential students and scholars. By understanding the needs and aspirations of these young minds, scholarship providers will be better able to offer attractive scholarship packages which is desirable to young talent, and to know the most effective channels to communicate essential scholarship information to their target audience.

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# Survey Highlights

Overall Education Preferences

Overall Scholarship Preferences

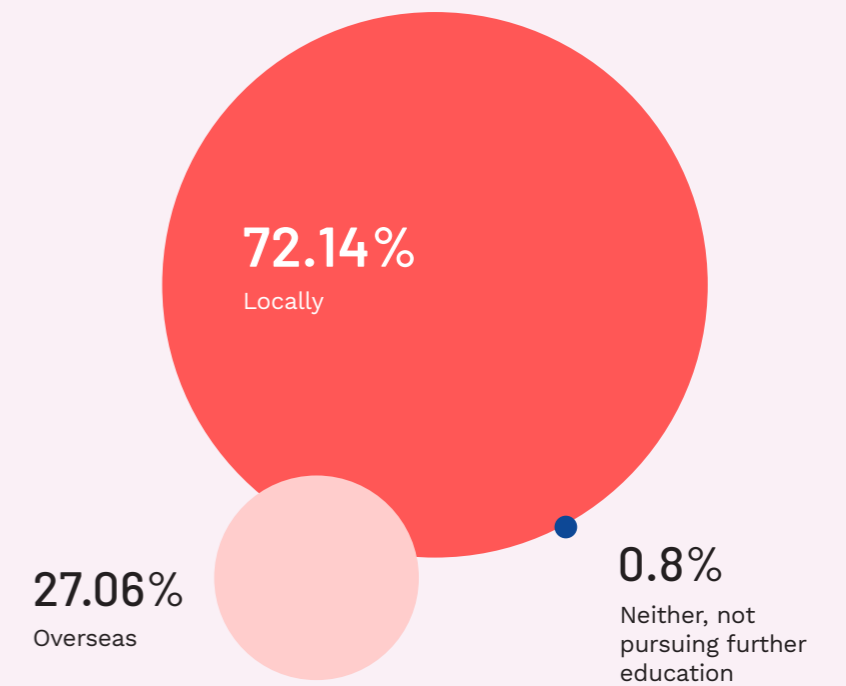
Overall Career Preferences

## Education Preferences:

### Nearly the entire cohort chose to further their studies

A majority of students intend to pursue further education, with a significant majority opting to stay within Singapore. Only less than 1% opted not to pursue further studies.

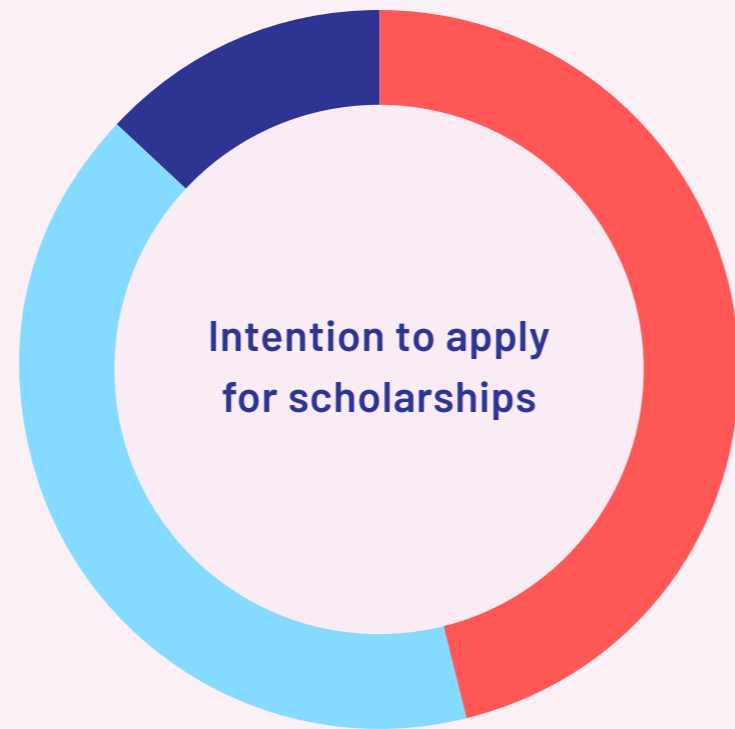
Intention to pursue further study



# Scholarship Preferences:

## Scholarship application becomes the norm

A majority of the respondents have applied, or are intending to apply for scholarships. An application, however, does not guarantee a scholarship.



**46.16%** Yes, in fact I have already applied

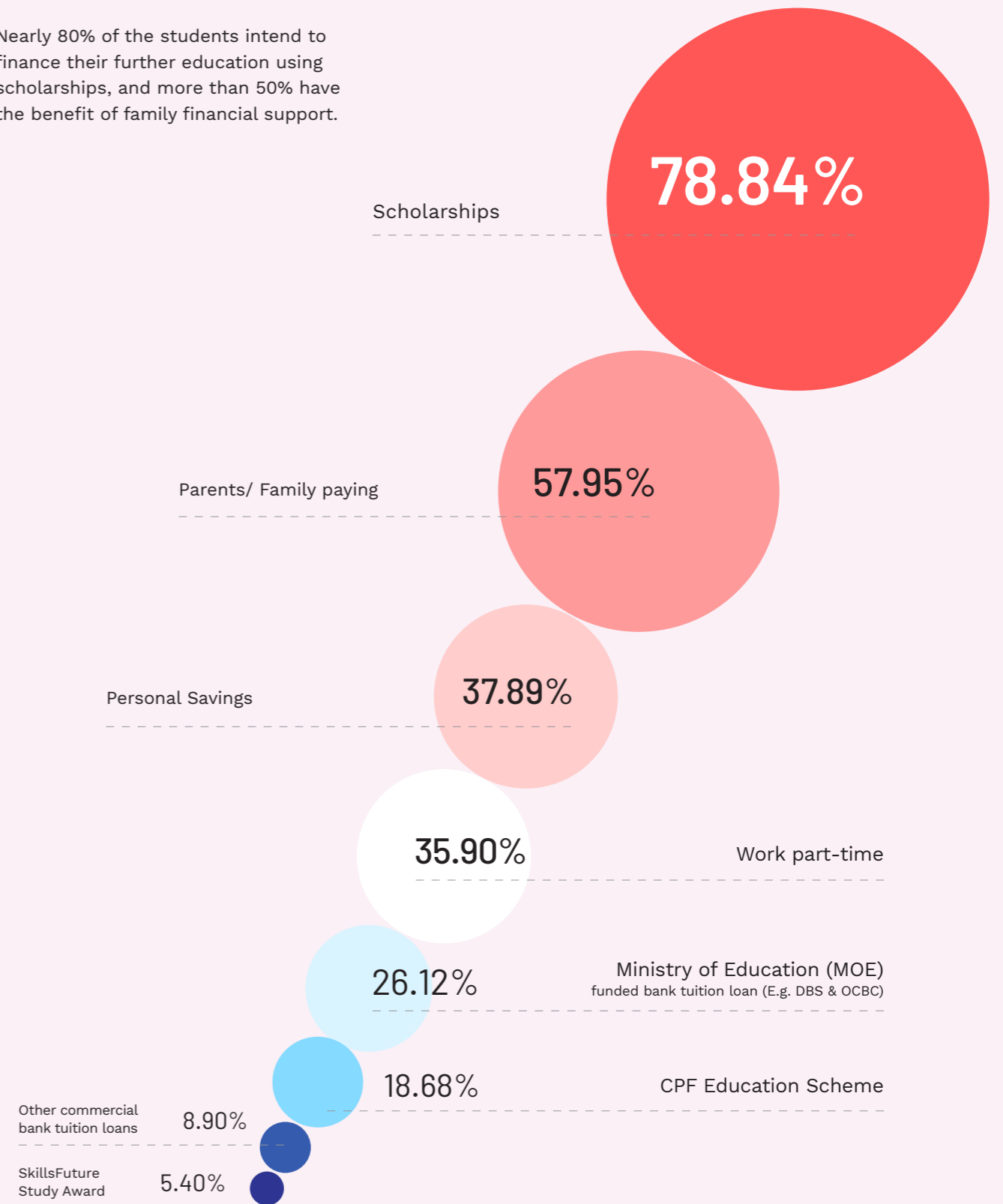
**41.06%** Yes, I am intending to apply

**12.78%** No

## Significant majority desire for a scholarship to finance their further education

Nearly 80% of the students intend to finance their further education using scholarships, and more than 50% have the benefit of family financial support.

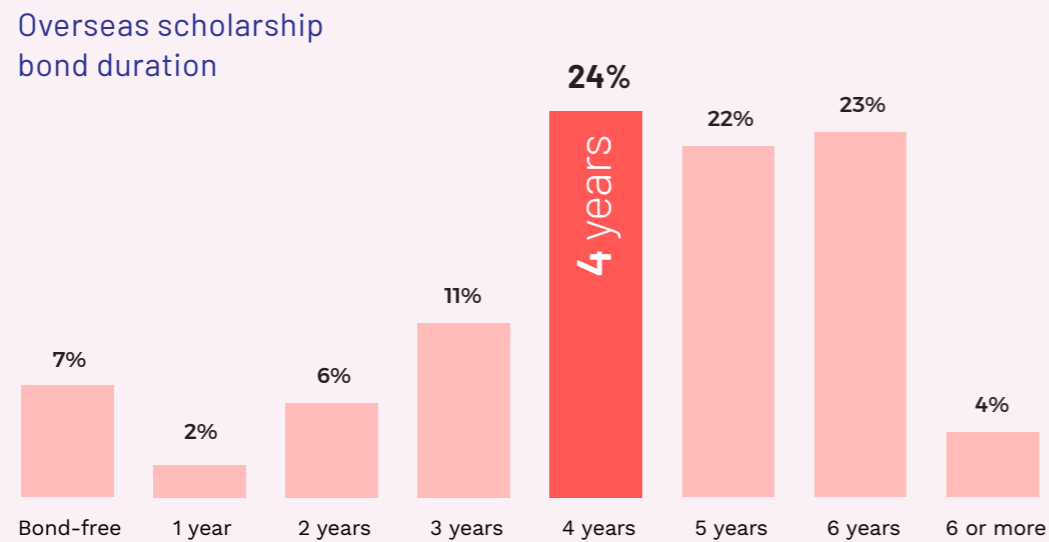
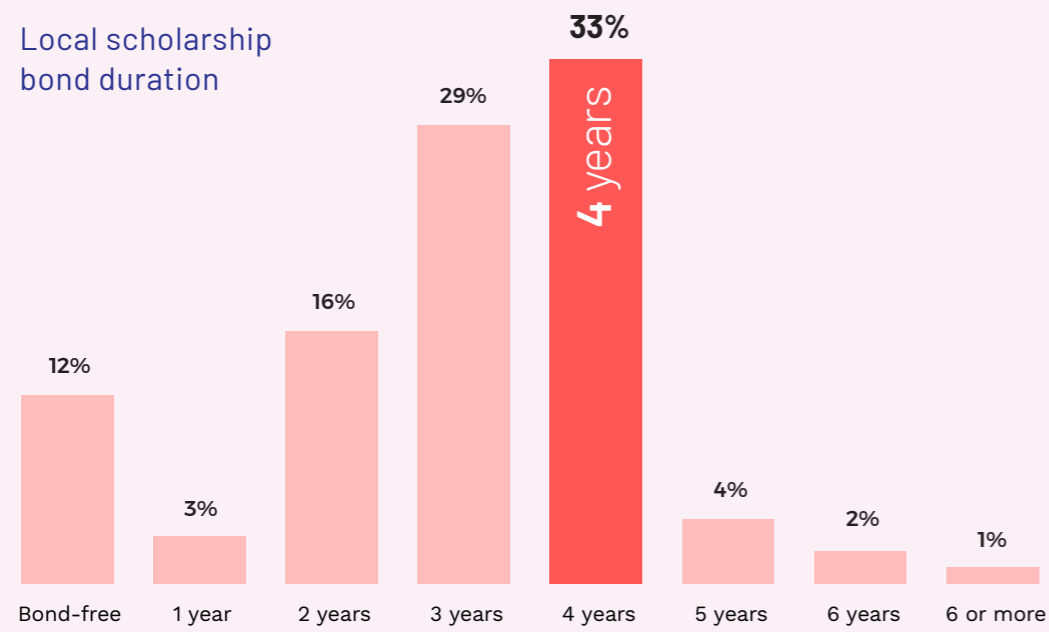
### Methods to finance further education



### Scholarship duration does not matter

When asked what is considered an acceptable bond duration, students cited between two to four years for a partial or full local scholarship, and four to six years for a partial or full overseas scholarship.

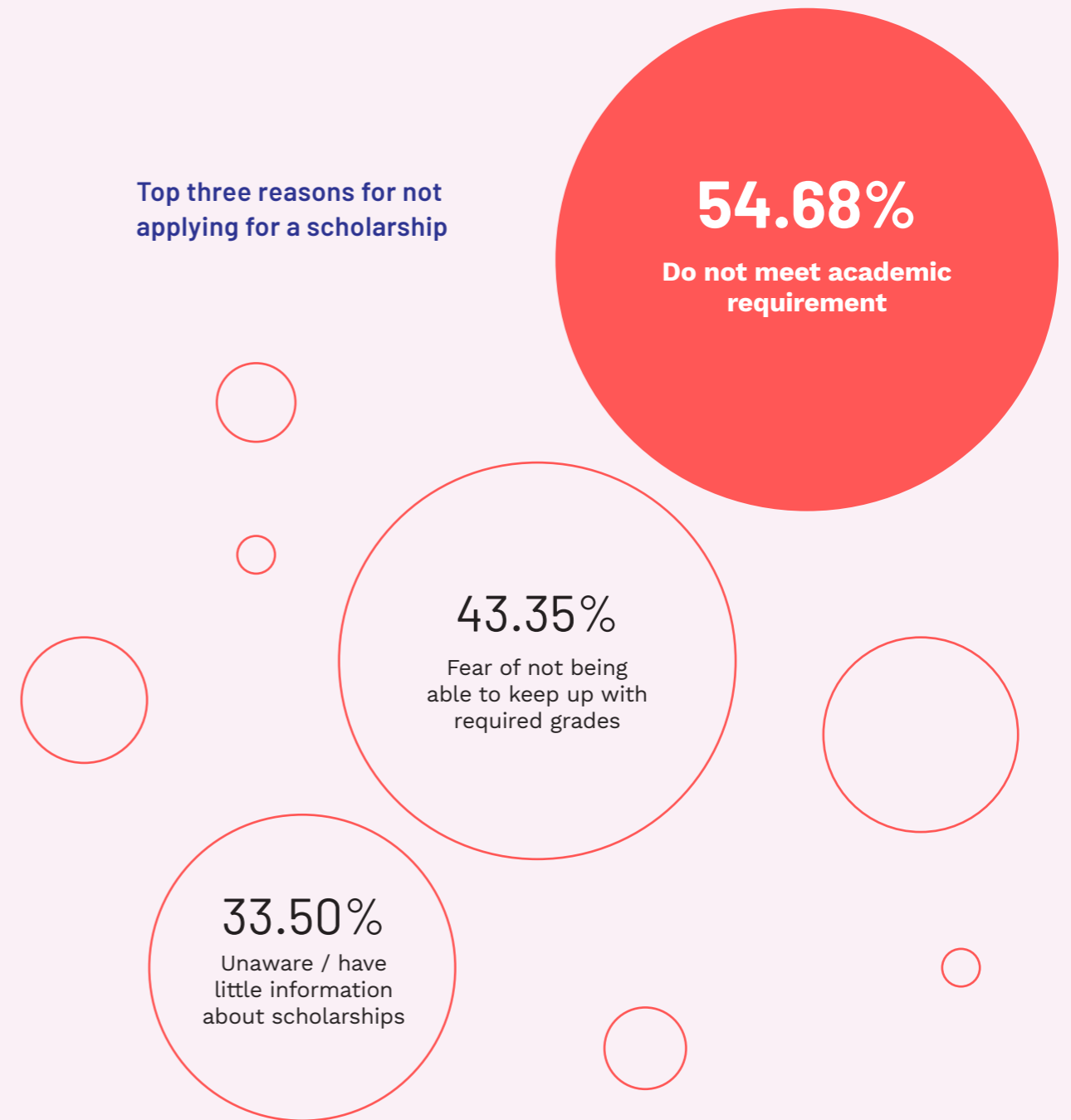
Acceptable scholarship bond duration



### Consequential reasons behind students' decision not to apply for a scholarship

Most students opted not apply for a scholarship because they did not meet academic requirement or have a fear of not keeping up with the required grades. It is worth noting that "Do not want to be bonded" was ranked fourth this year at 24.63%.

Top three reasons for not applying for a scholarship



## Scholarship offered by tertiary institutions top provider rankings

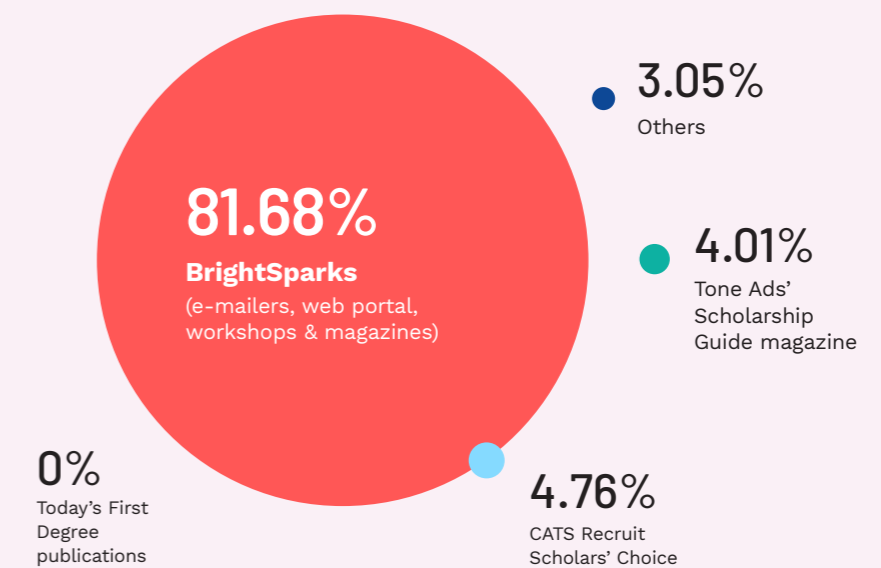
The top-10 scholarship providers remained popular among respondents in 2018 and 2019.

Scholarship Providers	2018	2019
National University of Singapore (NUS)	1	1
Nanyang Technological University (NTU)	2	2
MOH Holdings Pte Ltd (MOHH)	3	3
Changi Airport Group (CAG)	6	4
Singapore-Industry Scholarship (SgIS)	5	5
Agency for Science, Technology & Research (A*Star)	4	6
Ministry of Education (MOE)	7	7
Defence Science and Technology Agency (DSTA)	9	8
Oversea - Chinese Banking Corporation Limited (OCBC)	8	9
Civil Aviation Authority of Singapore (CAAS)	10	10

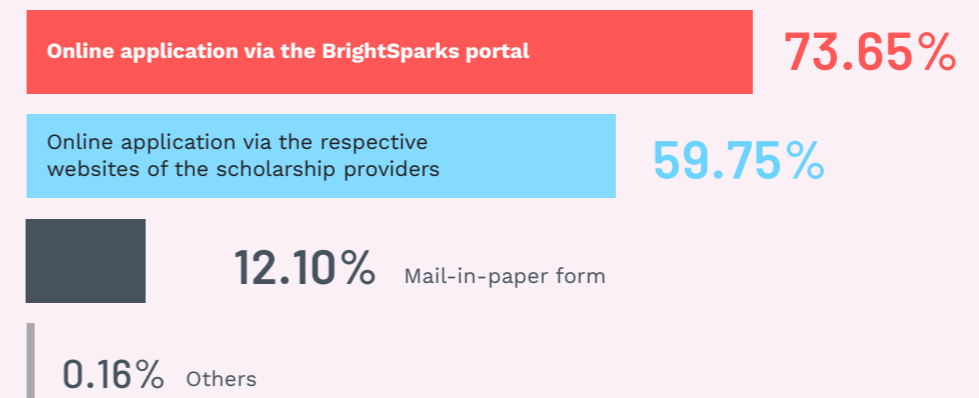
## The BrightSparks portal was the cohort's choice for research and application

BrightSparks was the leading source of comprehensive scholarship information. Online application was the most preferred method for students to apply for scholarships, with the BrightSparks portal being preferred over application directly at the scholarship providers' websites.

### Sources for Scholarship Information



### Preferred method for scholarship application



# Career Preferences:

## Job security over job scope

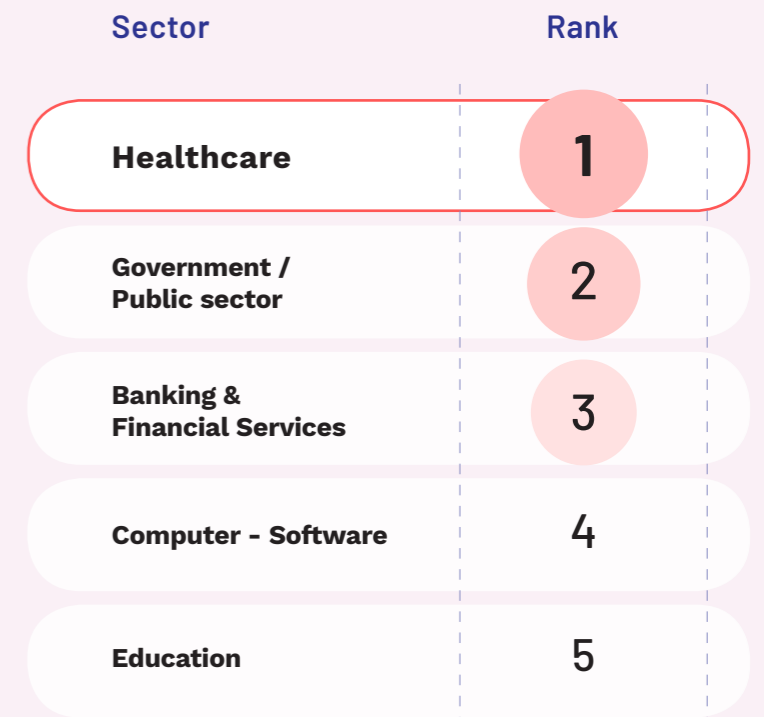
On the topic of attributes that are viewed as important in an ideal job, students placed an increasing emphasis on “job security” as a key criterion. The attribute rose from third in 2018 to second place in 2019 – overtaking “interesting job scope”. Career growth and opportunities remain to be a top attribute in ideal jobs.

### Attributes that are important to students to their ideal job



## Healthcare still the most attractive sector

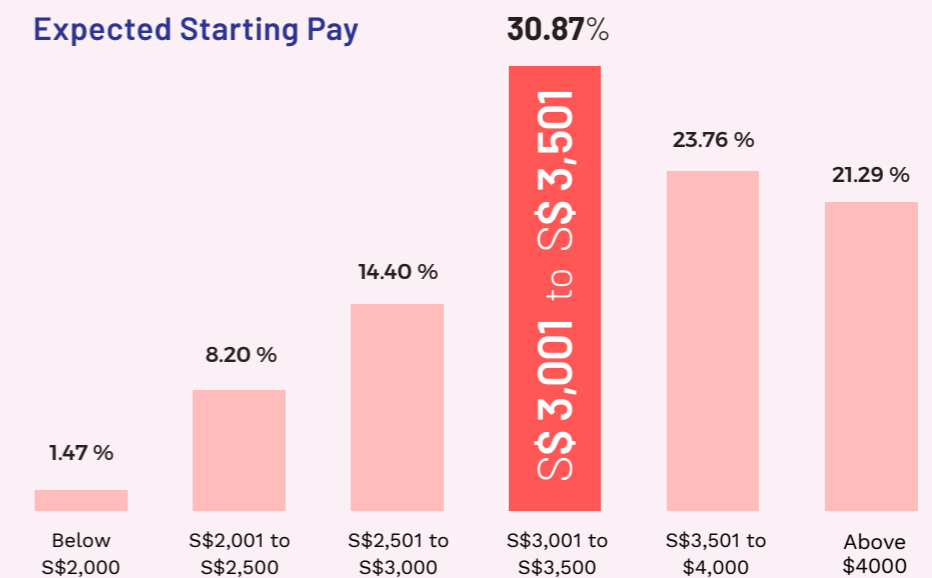
The healthcare sector remains to be the preferred job industry amongst respondents. The government sector, perceived to be an “iron rice bowl”, is ranked second. This validates the findings where the respondents prefer job stability over job scope.



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

It is also worth noting that a significant percentage of respondents are expecting more than \$4,000 from their first job.

### Expected Starting Pay



# About BrightSparks

First established in 2004, BrightSparks, owned by CareerBuilder Singapore, has since grown over the years and is now Singapore's most preferred Scholarship and Higher Education portal amongst students. It seeks to offer Junior College (JC), Polytechnic, and Undergraduate students a wealth of comprehensive information on scholarships and higher education choices to assist them to make the most appropriate decision in their scholarship research and application needs.

## 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

To view more results gathered from the survey, please contact us at [sg.enquiry@careerbuilder.com](mailto:sg.enquiry@careerbuilder.com).

## This report is published by:

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