

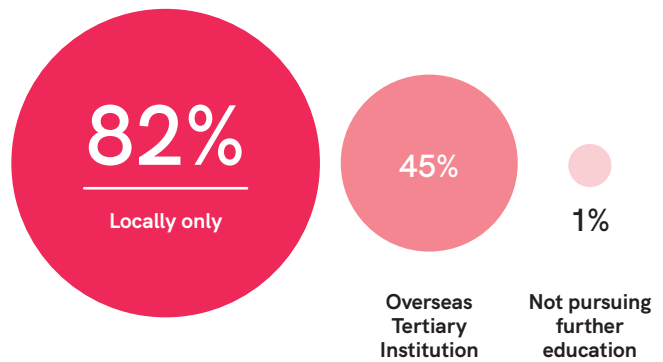
# Survey Highlights



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 (IB) 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.

## Intention to Pursue Further Studies

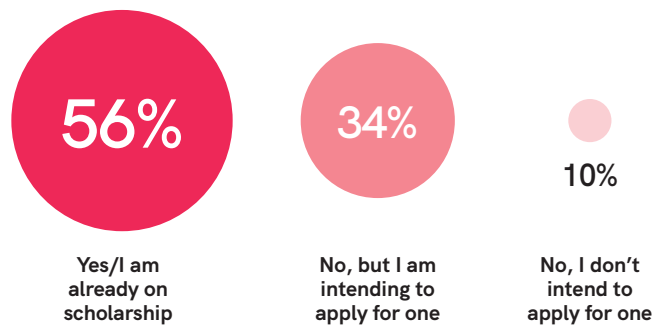
Similar to last year, students from all four cohorts showed a marked preference for local studies with the majority of respondents opting to stay in Singapore.



## Intention to Pursue Scholarship

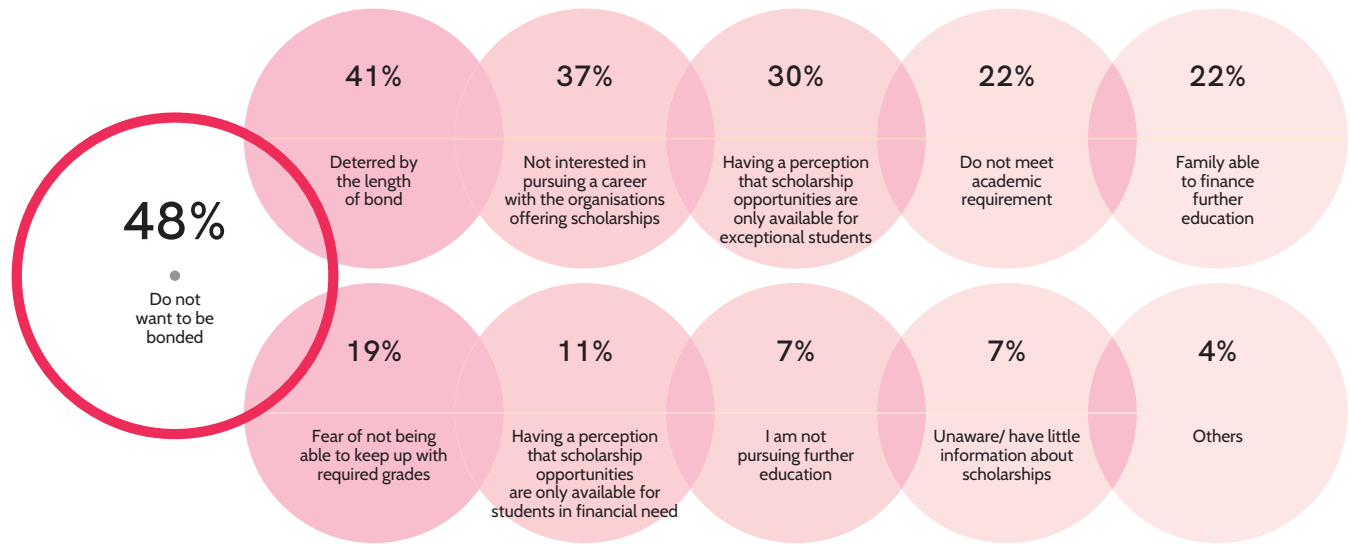
In the landscape of undergraduate scholarship applications in 2023, a notable trend emerges among JC/IB students who exhibit a substantial increase in proactive engagement.

This suggests a heightened awareness and pursuit of financial support, showcasing a more deliberate approach compared to the preceding year.



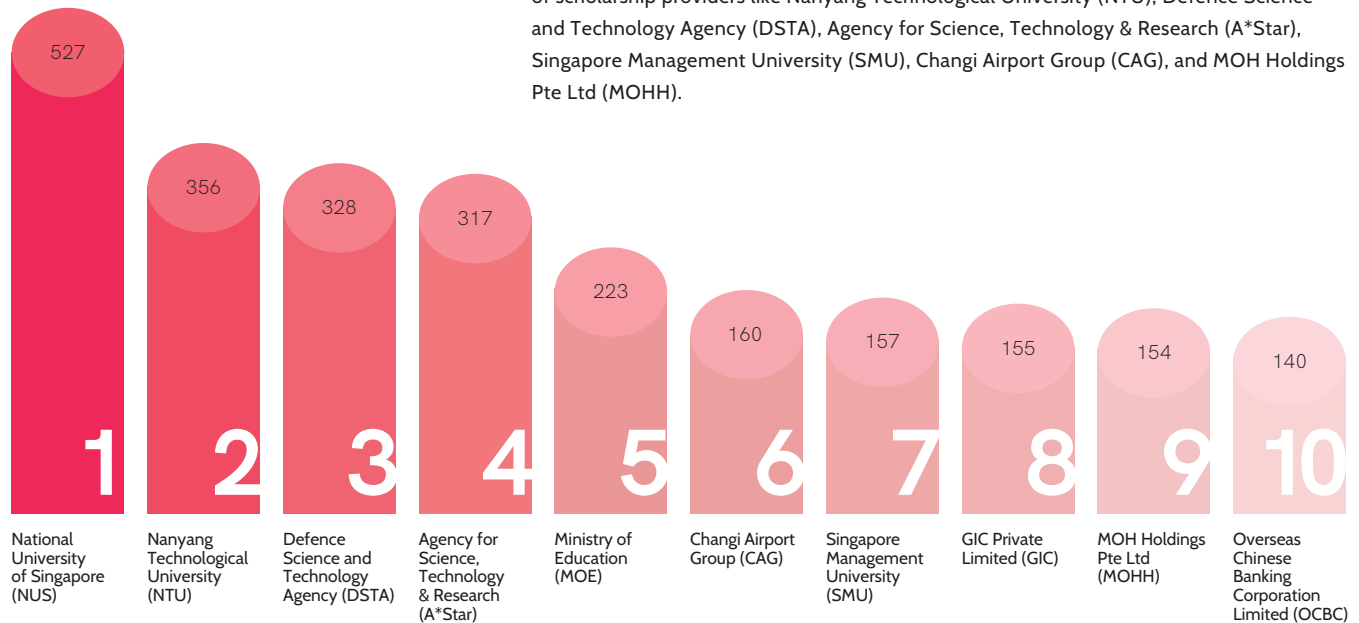
## Reasons for Not Applying for a Scholarship

In 2023, the reasons for not applying for scholarships vary among different student cohorts. Top JC/IB. Students, similar to the previous year, express concerns about not wanting to be bonded, with 48% highlighting this as the primary deterrent.



## Scholarship Provider Rankings

In the latest survey data from 2023, the National University of Singapore (NUS) continues to be the predominant choice among respondents for scholarships, a trend that has persisted since 2019. Noteworthy shifts in preferences include the increased popularity of scholarship providers like Nanyang Technological University (NTU), Defence Science and Technology Agency (DSTA), Agency for Science, Technology & Research (A\*Star), Singapore Management University (SMU), Changi Airport Group (CAG), and MOH Holdings Pte Ltd (MOHH).



## Acceptable Bond Duration

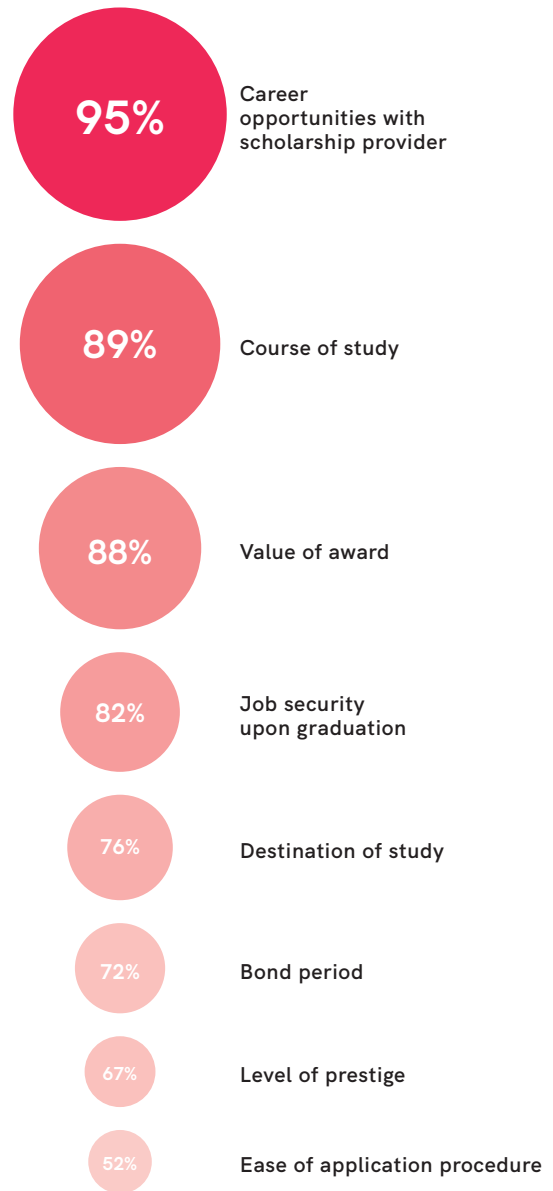
In 2023, discernible trends surface among students and graduates regarding their preferences for bond durations, shedding light on the evolving landscape compared to 2022. Specifically, Top JC/IB and Polytechnics students exhibit a shared inclination towards committing to three-year bonds for full local scholarships, signaling a consistent perspective.

Turning to overseas scholarships, a notable pattern emerges, where both Top JC/IB and JC/IB students in 2023 lean towards a three-year bond for partial overseas scholarships.

### Full Local Scholarships



### Full Overseas Scholarships

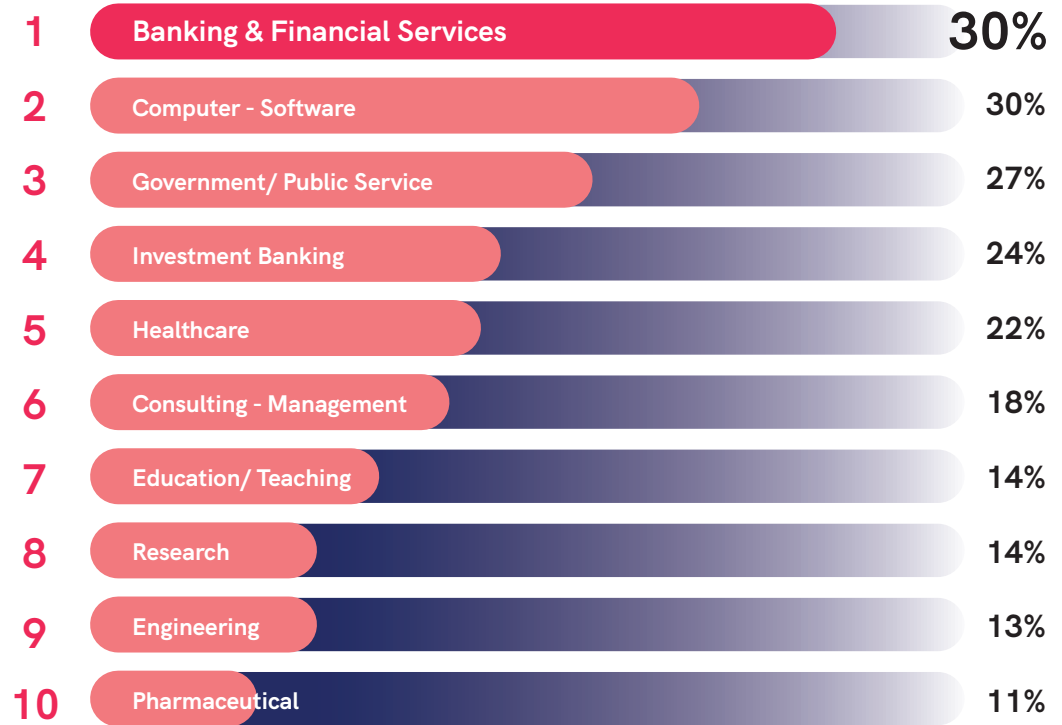


## Factors Important to a Scholarship Application

In the landscape of student priorities for 2023, the overarching themes from 2021 persist, with career opportunities, course of study, value of award, job security, and bond period retaining their positions in the top five considerations. An intriguing shift emerges among Top JC/IB Students, where the value of the award surpasses job security as the third-highest priority, signifying a potential inclination towards enhanced incentives over steadfast job assurances.

## Preferred Sector to Work In (Top 10)

In 2023, career preferences among students exhibit dynamic shifts. For Top JC/IB Students, the top industries include Banking & Financial Services, Computer - Software, and Government/ Public Service, consistent with the previous year. All JC/IB Students show a diverse range of preferences, with Banking & Financial Services, Healthcare, and Computer - Software leading the choices.



## Attributes of an Ideal Job

Career growth and opportunities take precedence as the top priority for 94% of Top JC/IB Students. Comparing with the 2022 data, there is a convergence in priorities, with career growth and opportunities consistently holding the top spot. However, the emphasis on work-life balance has strengthened in 2023, signifying an increased recognition of the importance of maintaining a healthy work-life equilibrium among students as they enter the professional sphere.

