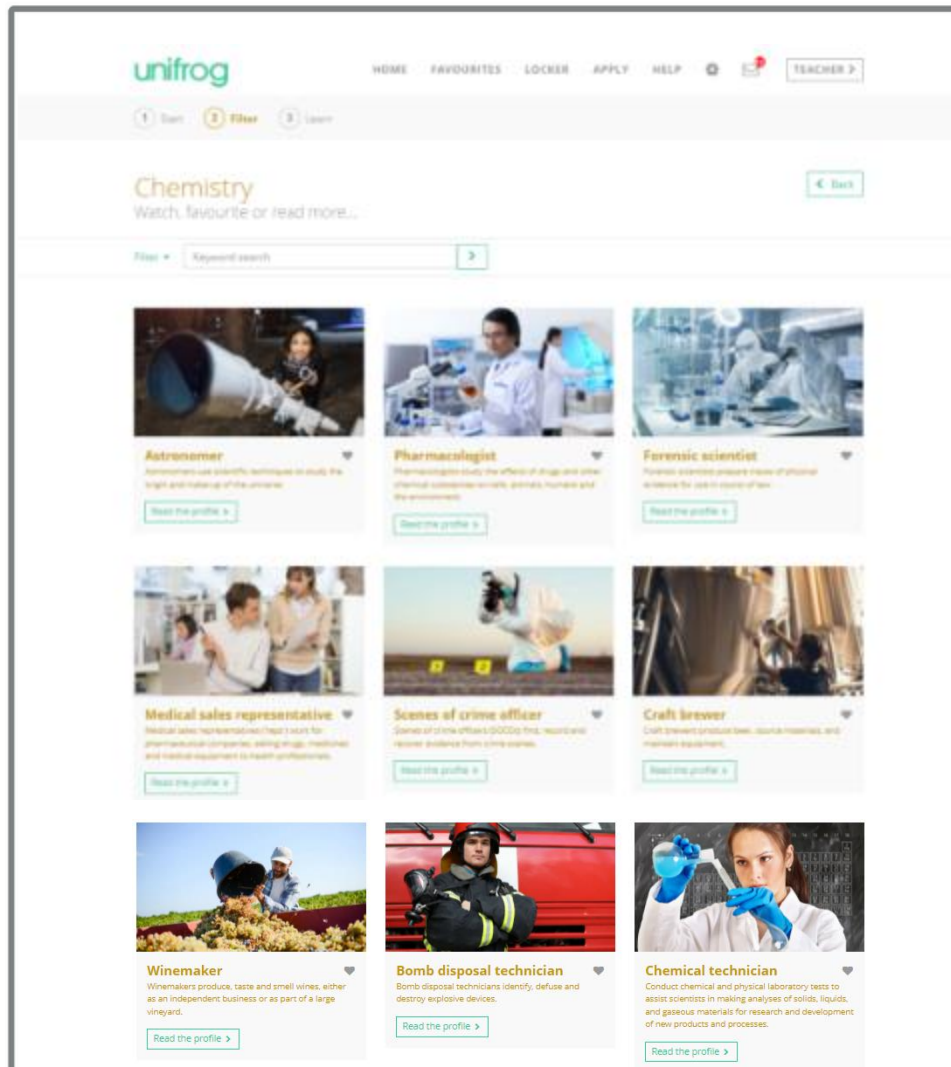


# Unifrog Insights



## OUR IMPACT



1.2 million

active students



3,000+

schools and colleges around the world



50%

of secondary schools and colleges in the UK



100+

countries around the world

Unifrog is the universal destinations platform.

Our mission is to **level the playing field** when it comes to young people finding the **best opportunities** for them; we put having a **positive social impact** before anything else.

“ Unifrog has had a massive impact on student motivation, on opening doors and making students aware of where they can go, and raising their aspirations. ”



Chris Wilson, **Director of Post-16**  
Outwood Grange Academy

## OUR ENGAGEMENT



“ I don't want to come on too strong but for both students and teachers Unifrog is liberating, exciting, and rewarding! ”



Stuart Miller, **Assistant Head**  
Wisbech Grammar School

We achieve this impact by working closely with our partner schools and colleges. Over the last academic year...

### 85,000+ teachers and advisors

- ★ Downloaded **100,000+ plug-and-play lessons** from the Unifrog Resources library

### 1.2 million+ young people

- ★ Shortlisted over **2.6 million destinations** on our university, apprenticeship, and college search tools
- ★ Explored Careers library profiles over **9 million times** to make better informed choices
- ★ Logged **1.25 million skills and activities** to get them ready for their next steps

## THE ASPIRATIONS GAP FOR DISADVANTAGED STUDENTS

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Among 2022 graduates, advantaged (IMD 4-10) students were 9% more likely to **complete university shortlists**.

However, advantaged and disadvantaged students were both just as likely to **complete apprenticeship shortlists**

# WHAT IS A SHORTLIST?

Rank ▲ Filter ▼

Keyword search

Entry requirements

Randomised

Average points

Fees

Rent

Salary

% Graduate jobs

Dropout rate

% Satisfaction

Hours of Uni sessions

Hours of Independent study

Hours of Placements

% Application success (overall)

% Application success (UK)

Size of uni

% Disabled

% Ethnic minority

% International

Guardian rank

Guardian Biosciences rank

Guardian Anatomy & Physiology rank

Guardian Philosophy rank

QS world rank

THE Impact rank

People and Planet rank

Distance from London

Student welfare



Spend on Access


Social life

**Aspirational (193)**  
Top of your range



**Solid (192)**  
In the middle


**Safe (155)**  
At the bottom

 **Biochemistry (Molecular and Cellular) - 4FT MBiochem** 



 University of Oxford  
A Level: A\*,A,A


RG

 **Biology - 4FT MBiol (Hons)** 



 University of Oxford  
A Level: A\*,A,A


RG

 **Biology - 3FT/4FT BSc (Hons)** 



 University of St Andrews  
A Level: A,A,A


TT

 **Biochemistry - 3FT BSc (Hons)** 



 UCL (University College London)  
A Level: A,A,A


RG


 **Biology - 4FT MBiolSci** 

 University of Sheffield  
A Level: A,A,A


RG


 **Biological Sciences with Professional** 


 **Biological Sciences with a Foundation Year - 4FT BSc (Hons)**


 Loughborough University  
A Level: B,B,B  
Foundation year


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 **Biochemistry - 4FT/4SW BSc (Hons)**


 Aston University, Birmingham  
A Level: B,B,B


 **Zoology with Professional Experience - 4SW BSc (Hons)**


 University of Reading  
A Level: B,B,B

 **Zoology with a Year Abroad - 4FT + Abroad BSc (Hons)**


 Swansea University  
A Level: B,B,B-A,B,B


 **Biology with a Year Abroad - 4FT + Abroad BSc (Hons)**

 **Biological Sciences with Foundation - 4FT BSc (Hons)**


 Durham University  
Foundation year


RG

 **Biosciences with a Foundation Year - 4FT/5FT BSc**


 University of Manchester  
Foundation year


RG


 **Biology with Foundation Year - 4FT BSc (Hons)**

 University of Sheffield  
Foundation year

RG

 **Animal Behaviour (with integrated foundation year) - 4FT BSc (Hons)**

 Aberystwyth University  
Foundation year

 **Zoology (with integrated foundation year) - 4FT BSc (Hons)**

next ▶

or go back



## GUIDANCE ON HOW TO CLOSE THIS GAP

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- 1 Identify students** from disadvantaged backgrounds early, provide **comprehensive and aspirational guidance** and track their progress;
- 2 Start talking about all pathways earlier** from KS3, KS4 and throughout the curriculum;
- 3** Engage with your widening participation teams at local unis to deliver sessions to **inspire students** and **highlight available support**;
- 4** Provide more information to both students and parents/carers on **bursaries, scholarships and contextual offers**.

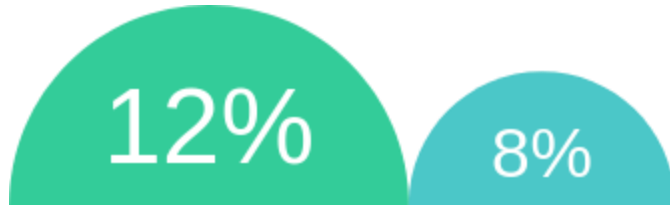


## THE ASPIRATIONS GAP FOR GIRLS VS BOYS

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### BOYS

More likely to use "Top ranked universities" filter



£40,958

boys

average median annual  
earnings for careers favoured

### GIRLS

More likely to use "Study abroad" filter



£37,973

girls

average median annual  
earnings for careers favoured

Sixth form girls are more likely to want to **study abroad** as part of their degrees, whereas boys more interested in **prestige and higher salaries**.

## THE ASPIRATIONS GAP FOR GIRLS VS BOYS CONT.

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### BOYS

#### TOP CAREER SECTORS

1.	Natural Sciences
2.	Computers
3.	Finance
4.	Mechanical Engineering
5.	Social Sciences

### GIRLS

#### TOP CAREER SECTORS

1.	Psychology and Therapy
2.	Natural Sciences
3.	Media and Publishing
4.	Hospital Medicine
5.	Allied Health

The **STEM gender gap persists** in Sixth Form career favourites, with Computers and Mechanical Science appearing in boys' top 5 but not even girls' top 10. Highlighted careers in the table don't show in the top 10 list for the opposite gender.



## KEY TAKEAWAYS

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- Enable **all students** to have access to information about the **full spectrum of career destinations**
- Delivering careers within the curriculum, **especially within STEM subjects**, and **providing role models to underrepresented groups** to inspire and motivate
- Above all, delivering **relevant careers advice earlier on**, is crucial to providing a balanced set of opportunities. e.g. **Embedding careers in the curriculum from KS3 onwards**

## NEXT STEP

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Talk to your Area Manager for more tips on closing the gap





## LMI INSIGHTS FOR GIRLS VS BOYS

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There are 25 SOC career categories on Unifrog:

- 14 are growing according to LMI figures
- Out of the 10 most popular, 9 are growing

girls

**8.7%**

average sector growth of favoured  
careers profiles

boys

**9.6%**

average sector growth of favoured  
careers profiles

The difference here is largely driven by the interest disparity in 'health professional' careers. When we take these out of the average, the figures are closely matched between boys and girls.



We know that good, effective careers education motivates and inspires children and young people. We also know that it can excite them about subjects, increase motivation and confidence, and improve their attainment and progression in education



**Careers Wales**

GET IN TOUCH

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# unifrog

Would you like to find out more?



**Jacob Lovick**  
Area Manager



[jacob@unifrog.org](mailto:jacob@unifrog.org)

