Session Title:	3.6 Understanding the 2026 Cohort: Subject Choices and Behavioural Trends
Speaker(s):	*Lydia Derbyshire	HE Partnerships Manager	Unifrog*
Chair:	Becci Williams – Midlands Group Chair
Reporter:	Lucy Nottingham – Anglia Group Chair

Speaker/Institution Bio/Information:	• Unifrog is an online destinations platform • Students utilise the platform to research opportunities and destinations
Overview/Aim of session:	In this interactive session, Unifrog will share exclusive insights into the subject trends shaping university shortlists across the UK. We'll reflect on the motivations, behaviours, and emerging interests of the 2026 cohort, drawing on platform and survey data to explore what's resonating with students as they research their options. We'll then think about what this means for you and your university, sharing practical ideas to help you shape subject-specific sessions, promote your courses in the right way, and engage students more effectively as they make their decisions.
Workshop Content	Data from Unifrog platform usage and Unifrog survey
Case Studies/Examples:	Utilising Unifrog data from their platform • 40,000 students completed the Unifrog survey • 90,000 students use the Unifrog careers library Unifrog webinars which have had high numbers of interactions have often talked about careers, especially in the top subjects e.g. 415 sign ups for "Turn your curiosity into a career in forensics" • Webinars with employability/job insights are popular and appreciated
Scenarios/Roundtable discussions:	1. What do you think is most important to the 2026 cohort? a. Key considerations include – how likely am I to get in 92%; graduate employment rate 88%; accommodation 82% 2. How do you currently link to graduate employability?

	3. Come up with an engaging title and 1 hour session for your subject with a focus on careers

Questions and Answers:	• What was your dream career when you chose your university/course?
	    o How did your thoughts about grad jobs impact your decisions?
	    o Did you pick with a career in mind or because you enjoyed/thought you'd enjoy the subject?
	    o **END GOAL AND EMPLOYABILITY ARE NOW MORE IMPORTANT TO PROSPECTIVE STUDENTS**

Summary/Key takeaways:	• Top considerations - how likely am I to get in 92%; graduate employment rate 88%; accommodation 82% - TOP 2 HAVE REMAINED THE SAME FOR LAST 2 YEARS
	• 2025/2026 Top CAH1 subject shortlist
	    o Social sciences – chosen by approx. 1/4
	    o Business and management
	    o Subjects allied to medicine
	    o Engineering and technology
	    o THESE ARGUABLY SHARE COMMON FEATURE OF LEADING TO CAREERS/KNOWN JOBS
	• Recommend employability in all subject areas
	• Students using the Unifrog careers library are mainly looking at Social Sciences careers like Solicitor, Barrister, Entrepreneur, Psychologist which is mirrored by those using the subject library who looked at Psychology, Business and management, Law, Criminology, Finance and Economics
	• According to LMI top 10 in demand professions 6 of 10 match with those researched in the careers/course library on Unifrog
	
	Key Takeaways
	• Graduate employment rate remains a top-two driver of student decision-making
	• Students want course-specific career pathways, not generic careers advice
	• Subject popularity is linked to well-defined career opportunities
	
	CONSIDER - How can you better embed graduate outcomes into recruitment activity?