



# Understanding the 2026 cohort

Intriguing insights and subject spotlights



## LET'S WARM UP!

How are you feeling this new academic year?

Do you feel like you know 2026 entry students well?

# Welcome!



**Ashley Walshe**

HE Partnerships Manager

## Unifrog in numbers

62%

Of **UK state schools** are  
partnered with us



2.3 million

The no. of **opportunities** Y12  
students **shortlisted** when  
researching their next step  
in the **2023/24 academic year**



2.2 million

Active **students** on the platform

30,000

**Students login** to  
Unifrog **every day**



# Today's session



## **The new Year 13s:**

What do we know about 2026 leavers?



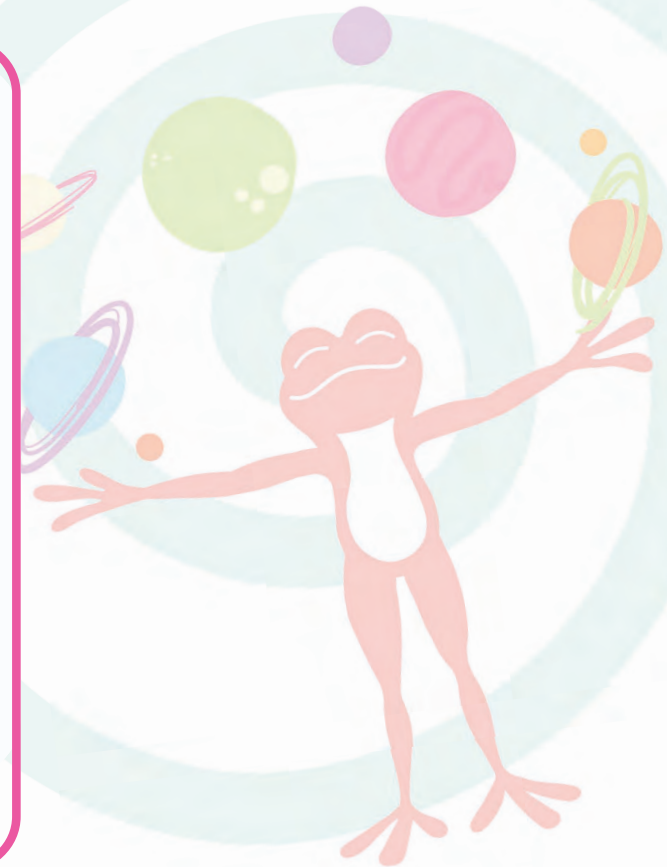
## **Shortlisting NW and NI:**

Where is interest coming from?



## **Subject preferences:**

Which subjects are being shortlisted?



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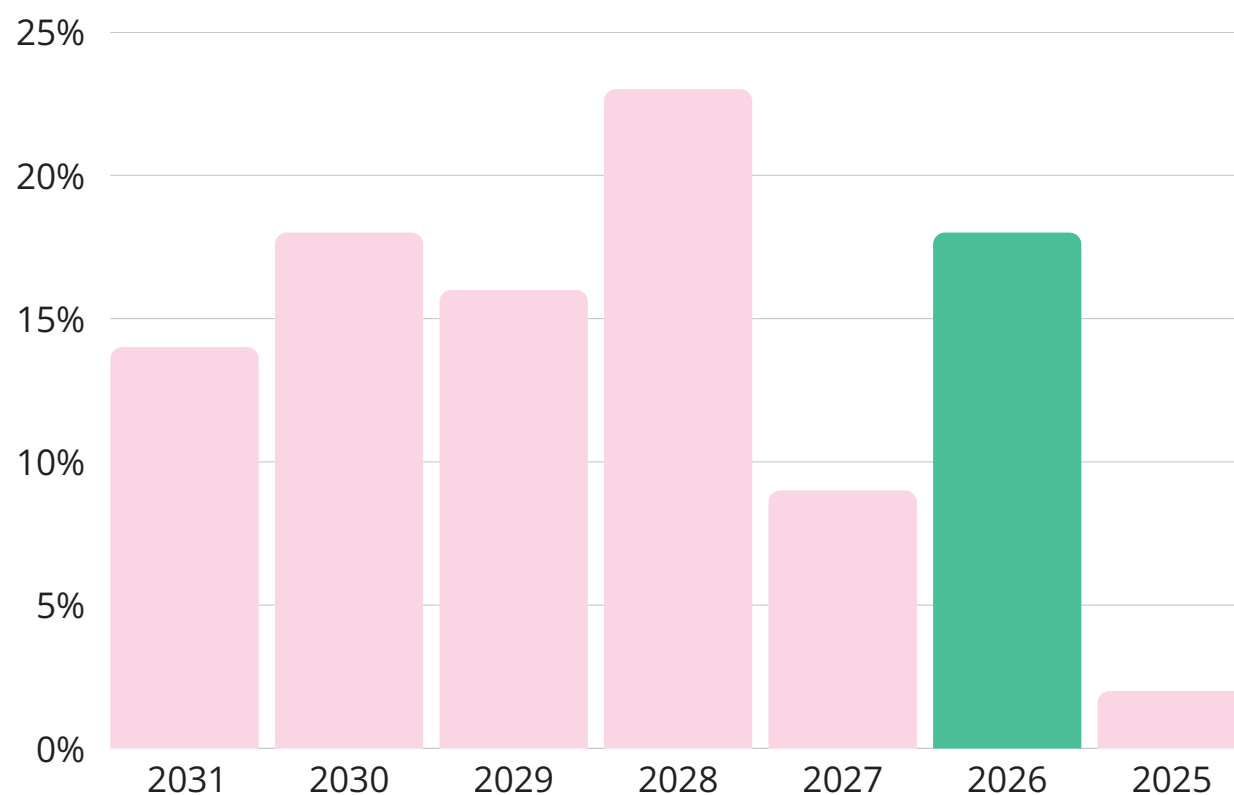
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Which subjects are being shortlisted?



# Unifrog's Student Survey

*Percentage of survey completions from different year groups.*



**40,000+**

students completed the survey in Spring 2025.

**7,400+**

2026 entry students completed the survey (18%).

## ACTIVITY TIME

What is most important to 2026 leavers  
when choosing a university?



**RANK THESE 9 FACTORS**

Fees

How likely I am to get in

Environmentally friendly campus

Accommodation

Graduate employment rate

Social life

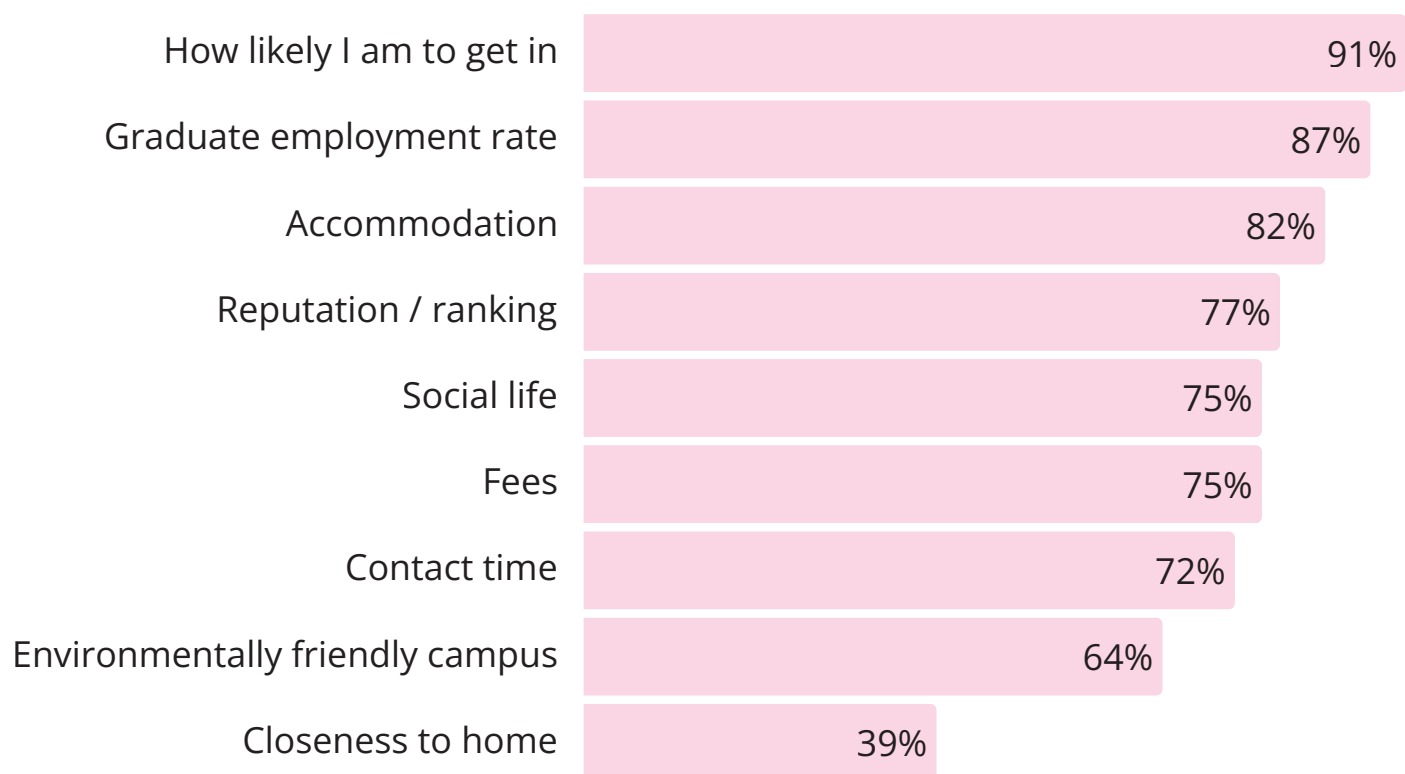
Reputation / ranking

Closeness to home

Contact time

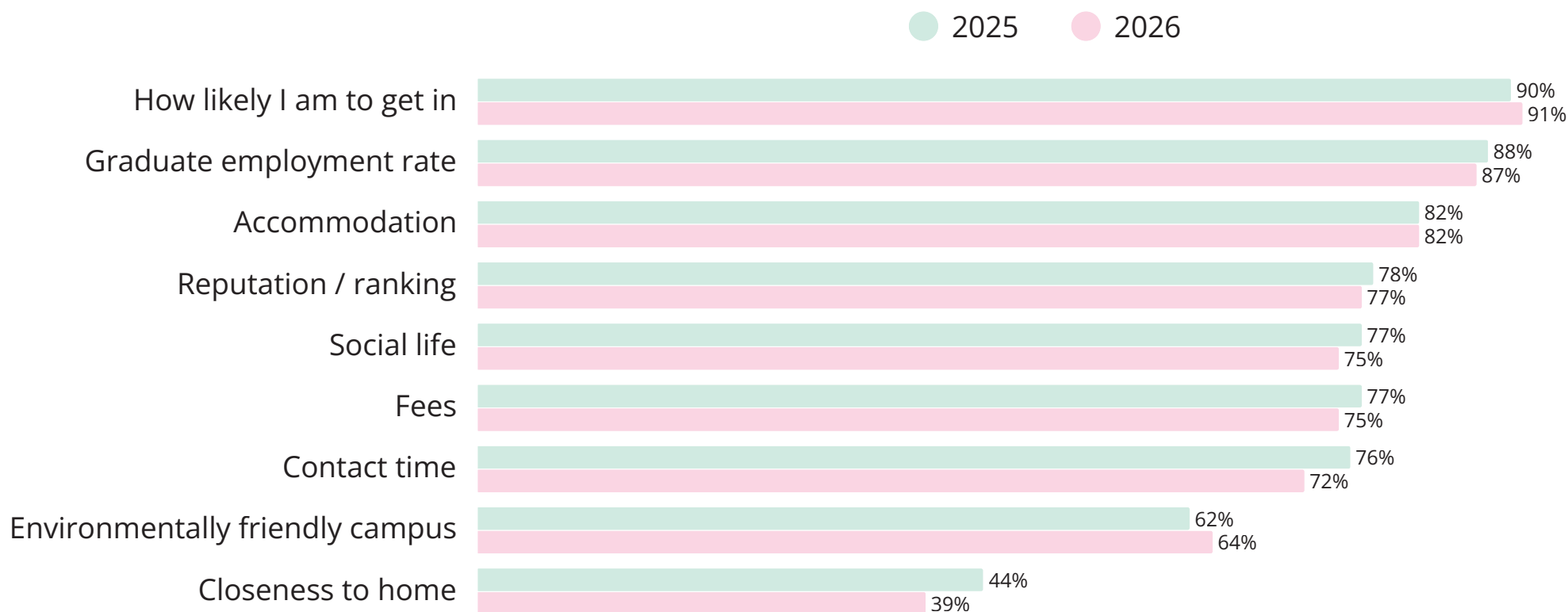
# How important are different factors to 2026 leavers?

*Percentage of students who answered "important" or "very important". 2026 only, 7,407 responses.*



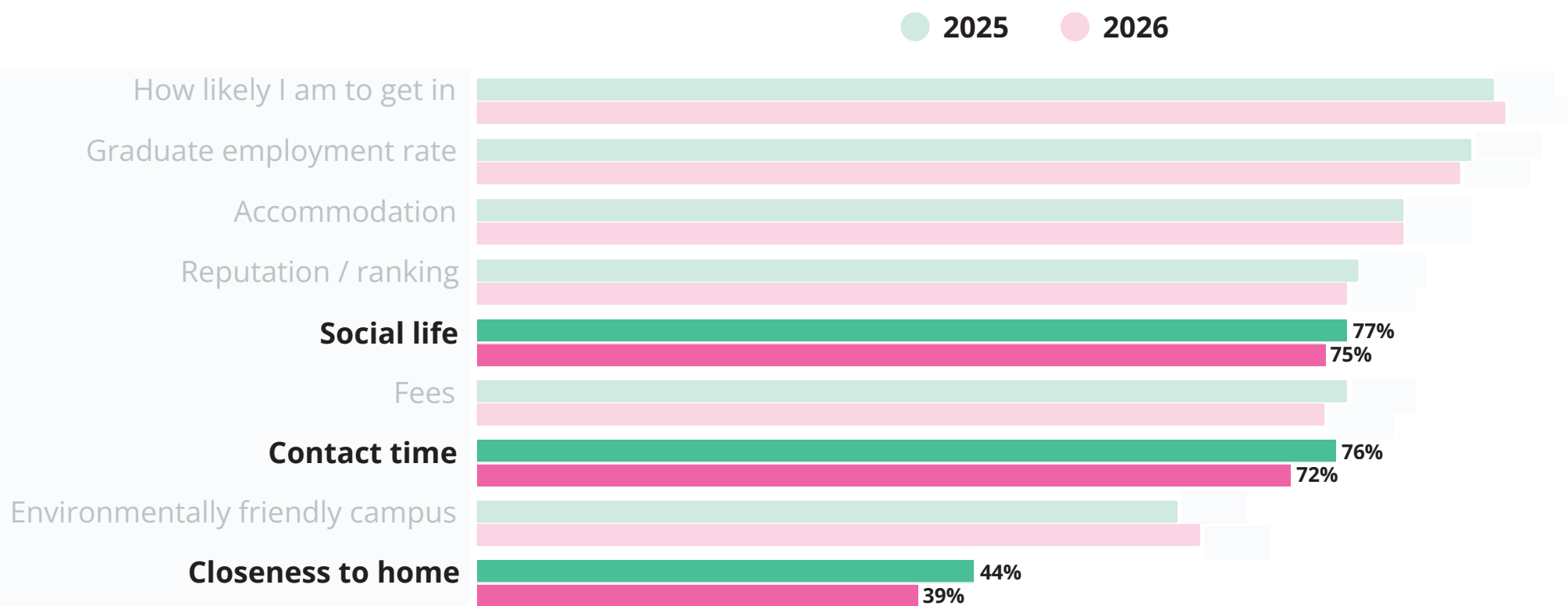
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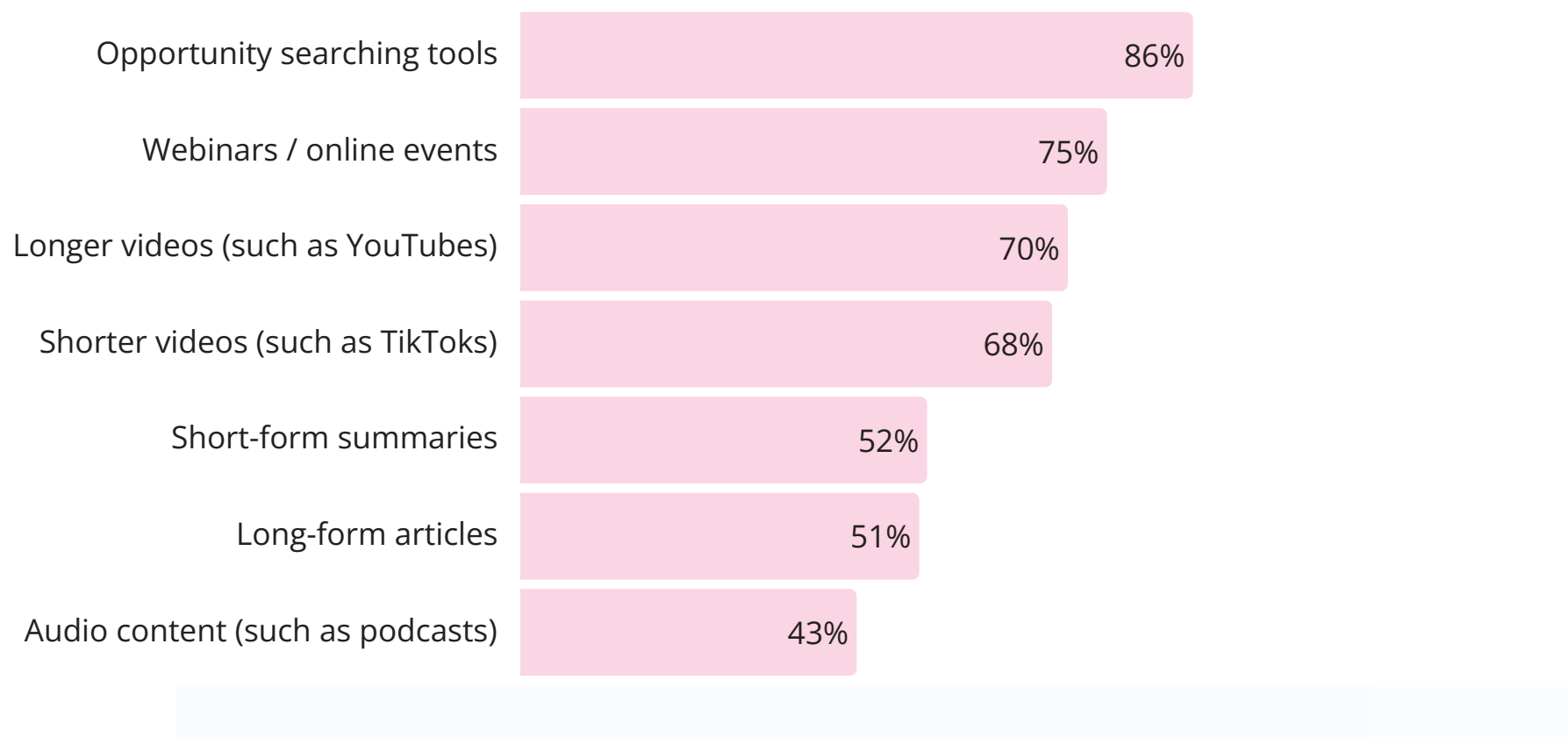
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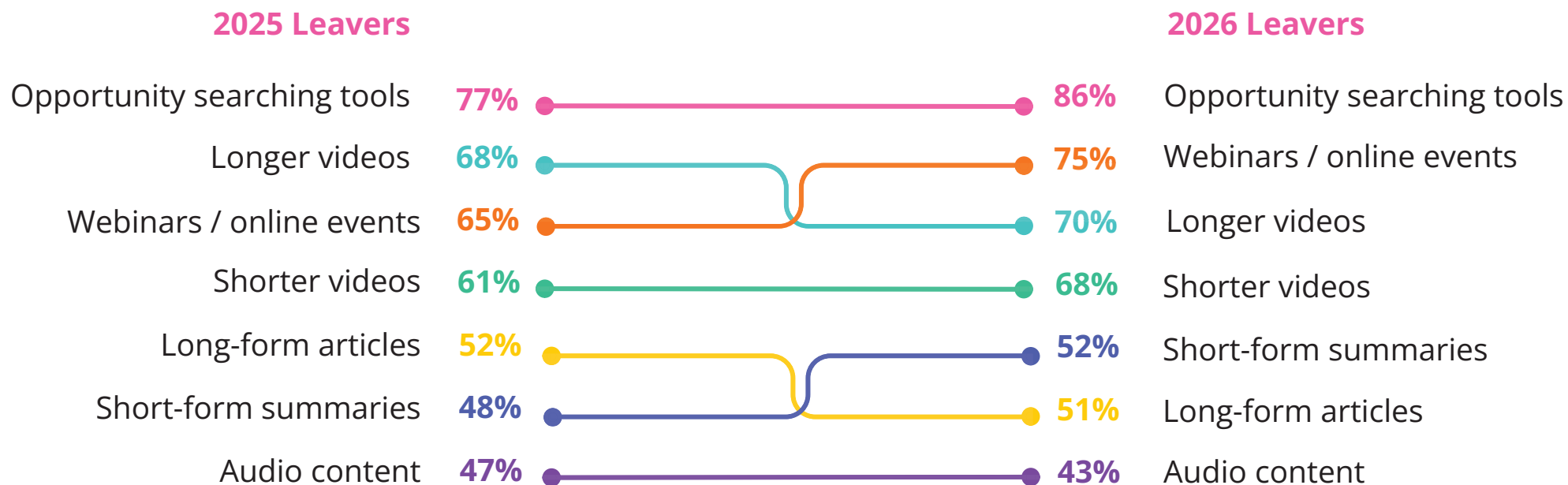
## How useful are different resources to 2026 leavers?

*Percentage of students who answered “useful” or “very useful”. 2026 only, 7,407 responses.*



## How does this compare to 2025 leavers?

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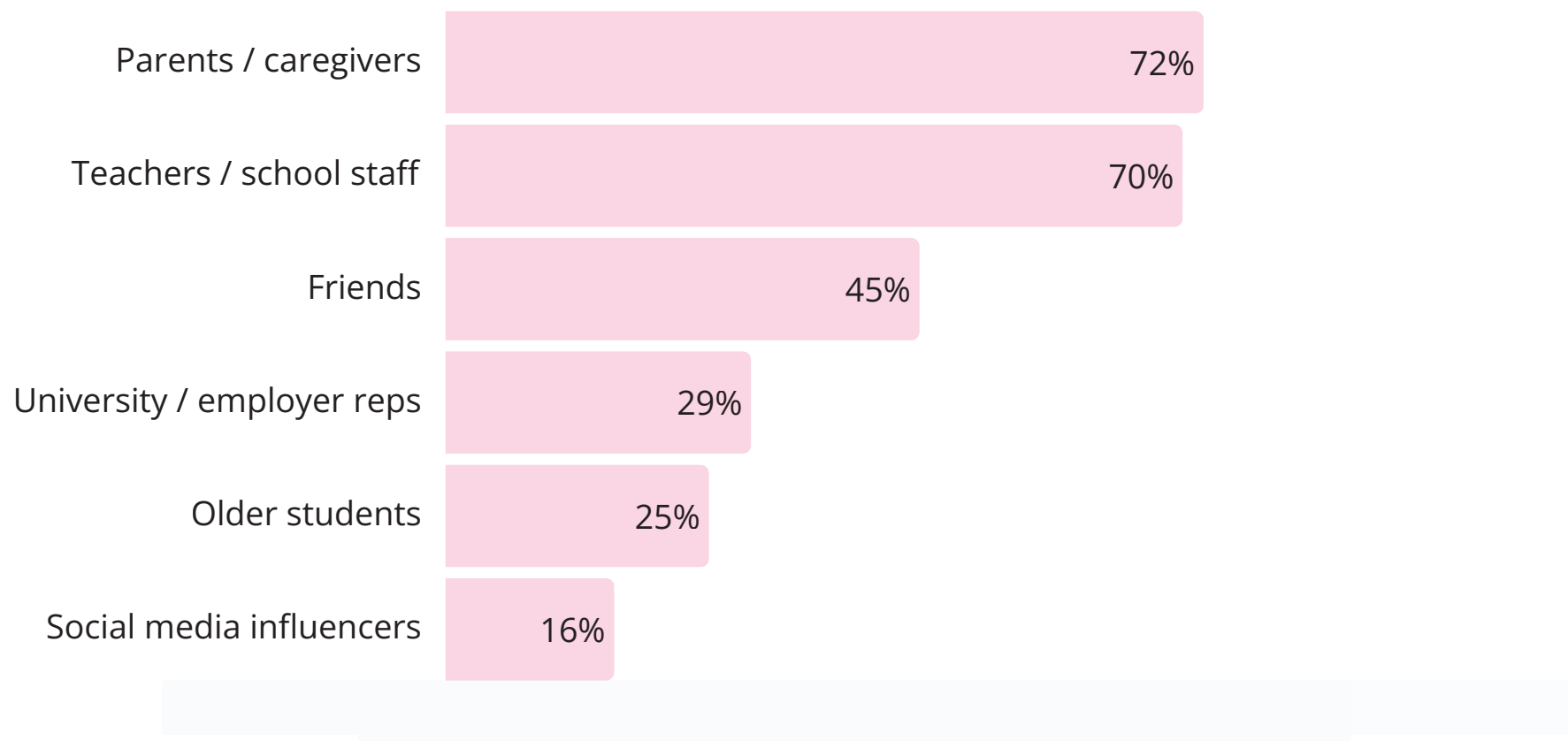
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# Where do 2026 leavers go for advice about their future?

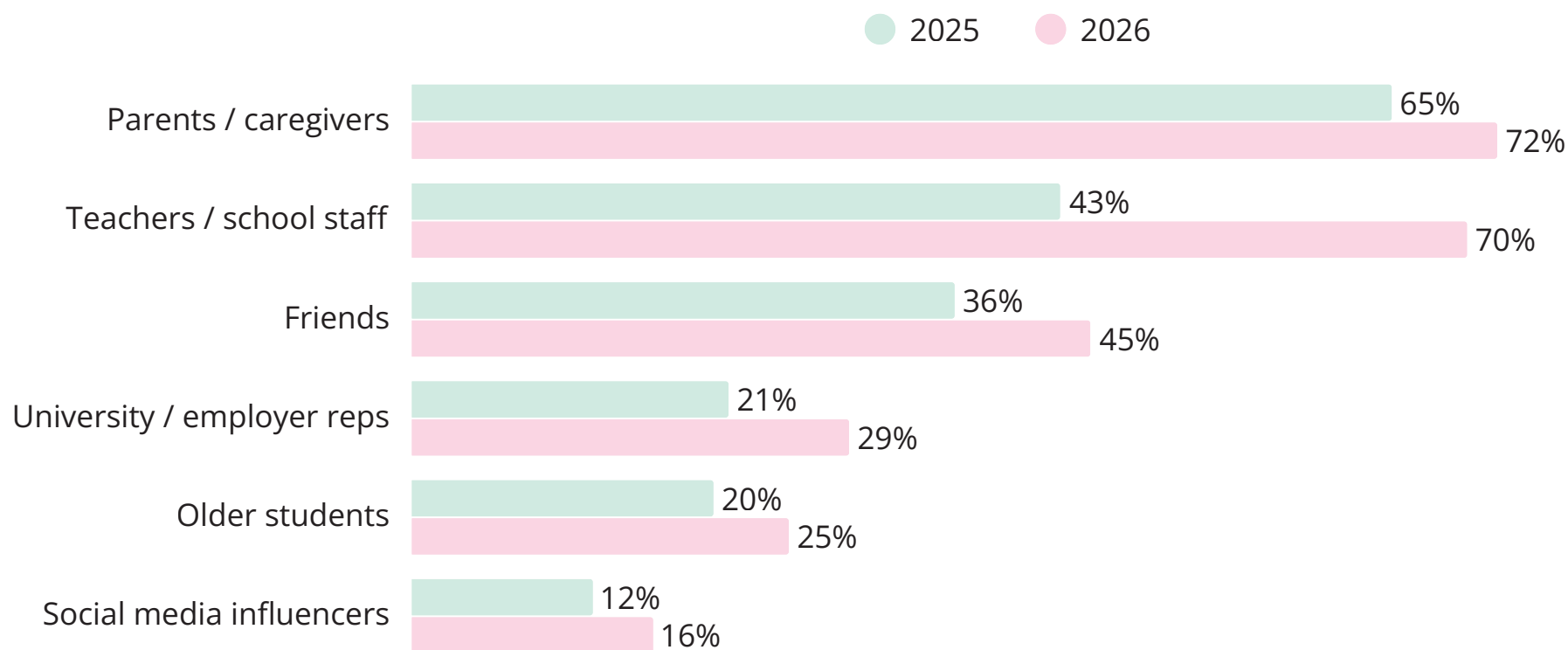
*Students were asked to "select all that apply". 2026 only, 7,407 responses.*





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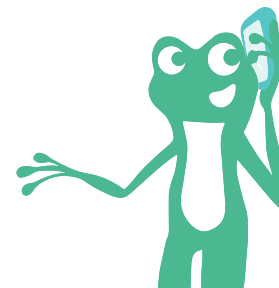


## Parents: how involved are they, and what's important?

72%

of Y13s **go to their parents** for advice about their future, more than they go to friends or teachers.

*Source: Unifrog's Student Survey 2025*



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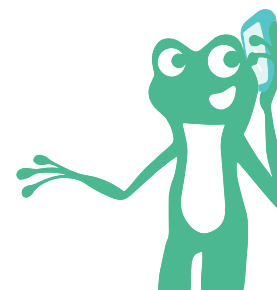
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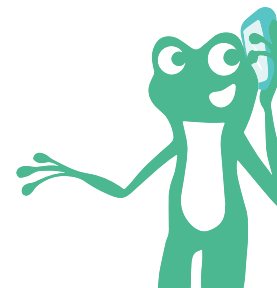
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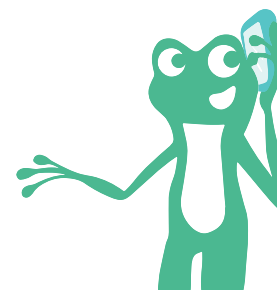
of parents said availability & quality of **accommodation** is "important or very important".

Source: Unifrog's Parent Survey 2025

30%

of parents said **ranking or reputation of universities** is "very important" when choosing a university.

Source: Unifrog's Parent Survey 2025



## Recap: what do we know about 2026 leavers?



**Entry requirements, graduate employment and accommodation** are the most important factors when they're choosing a university.



They are **actively using comparison tools**, with nearly 90% of students finding these useful or very useful.



**Webinars and online events** are very popular for research!



They are very **reliant on their support systems** at home and at school. Connecting with parents and teachers is important.

# Today's session



## **The new Year 13s:**

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## **Shortlisting NW and NI:**

Where is interest coming from?



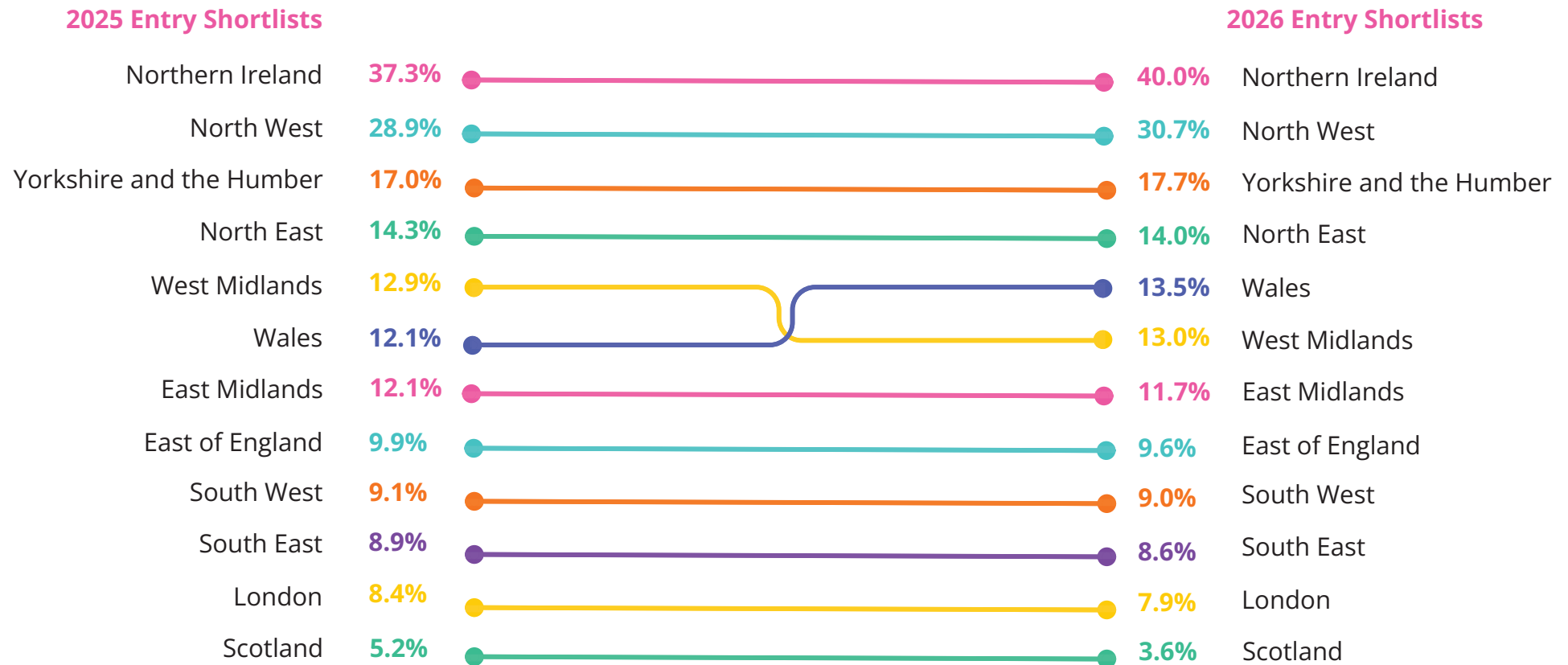
## **Subject preferences:**

Which subjects are being shortlisted?



# Who is shortlisting universities in NW and NI?

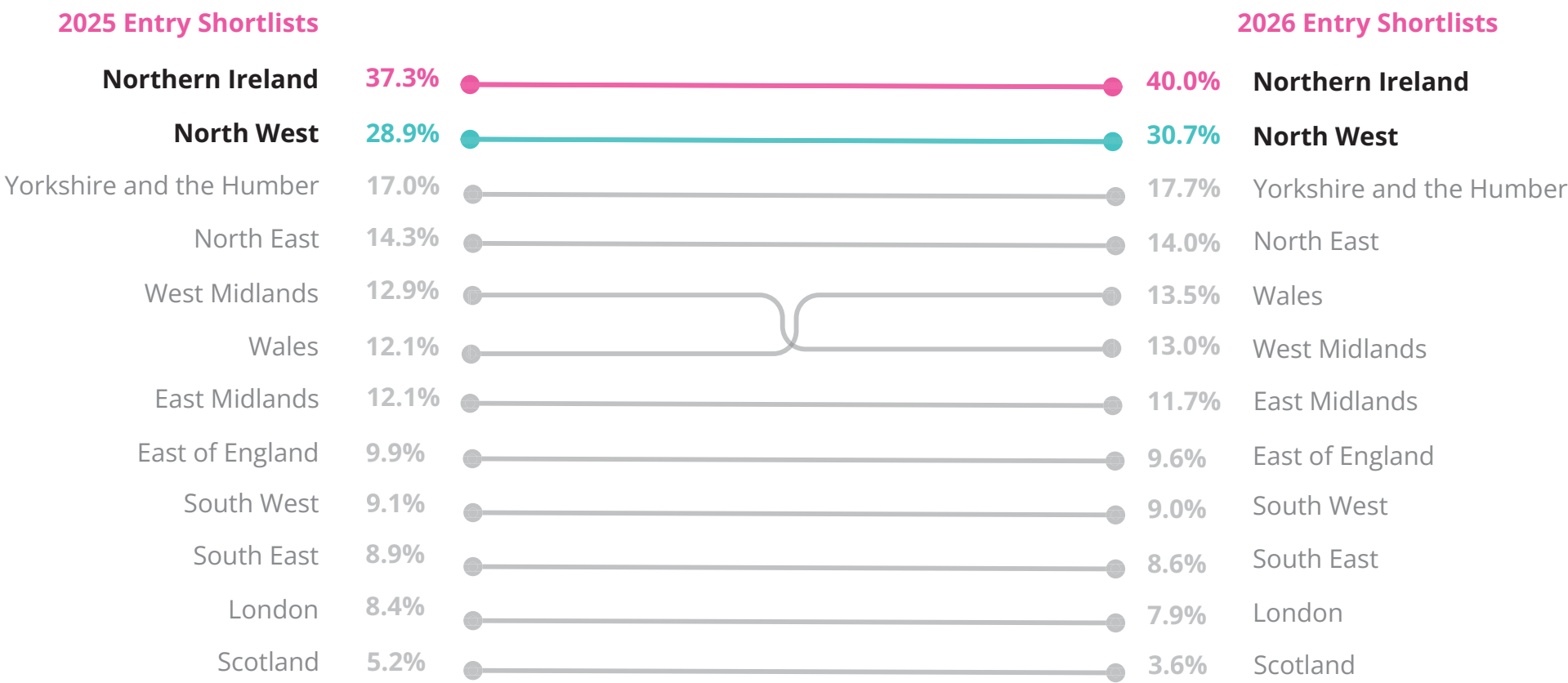
*Percentage of shortlisted opportunities within each UK region that were for an institution in the North West or Northern Ireland.*





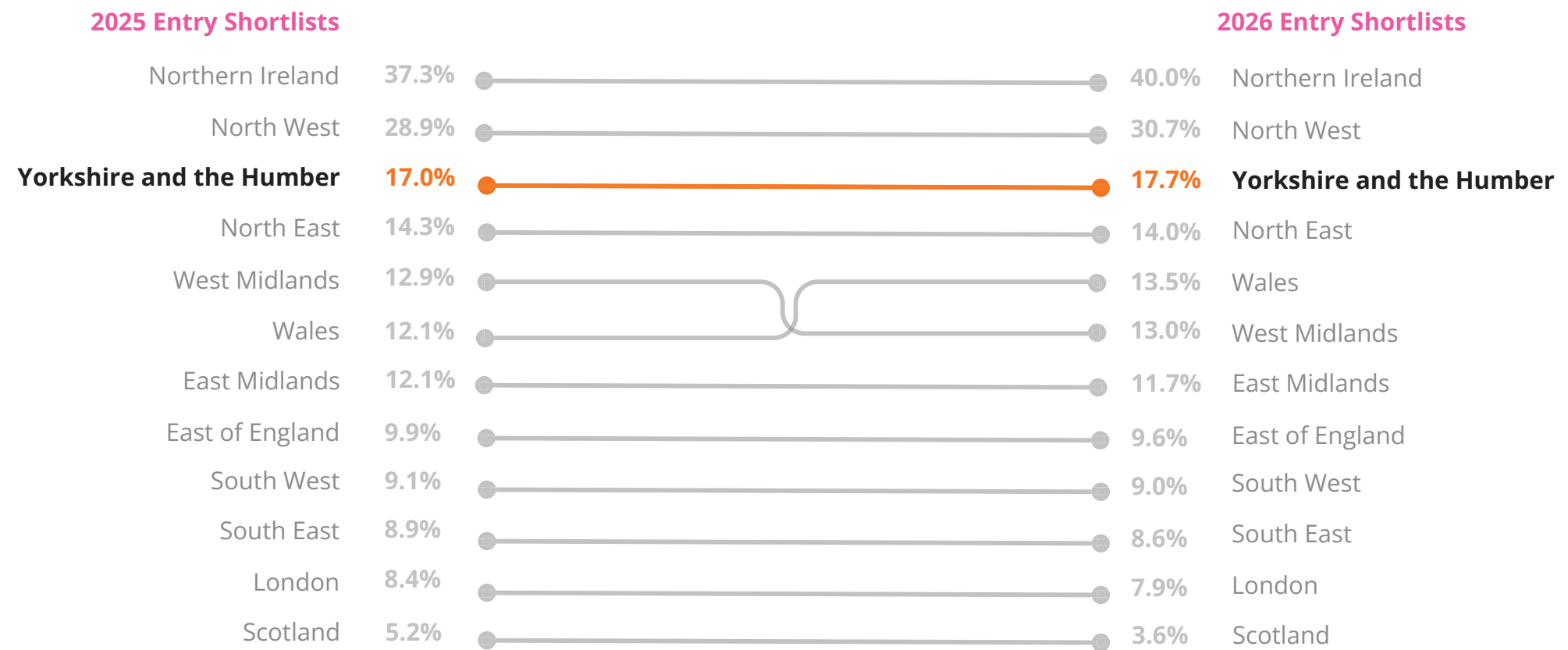
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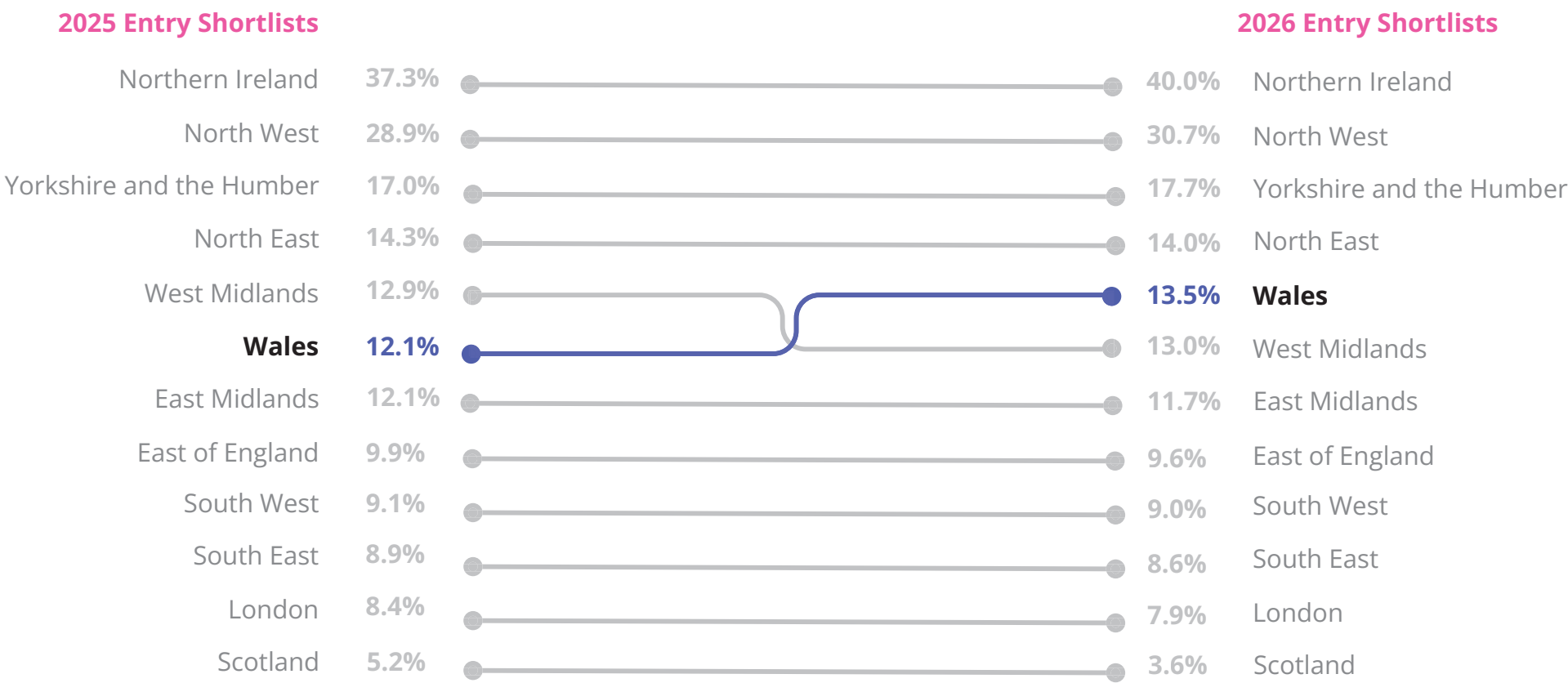
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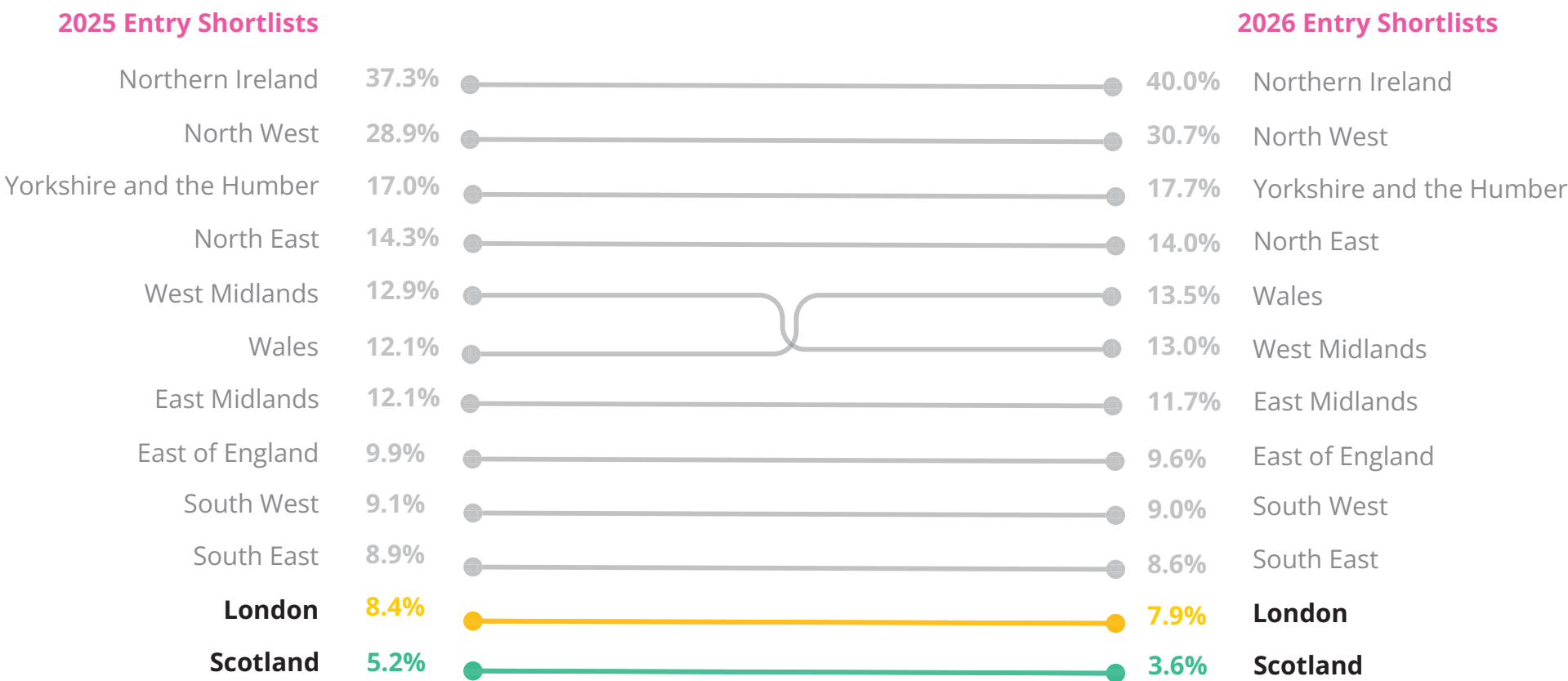
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## Zooming in: North West and Northern Ireland independently

### North West

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### Northern Ireland

- **Nearly 30% of NI students have shortlisted a Northern Irish university, up 4.3% on 2025.**
- A transfer in shortlisting interest from the NW to studying in NI?

## Recap: where is interest in NW and NI coming from?



We're seeing growth in interest from the **North West, Northern Ireland, Yorkshire, and Wales** for 2026 entry.



Shortlisting from **London and Scotland** looks to be declining for 2026 entry.

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## ACTIVITY TIME

Can you guess which CAH1s are going to be the most popular for 2026 entry?

Law

Medicine and  
Dentistry

Design, Creative  
and Performing  
Arts

Language and  
Area Studies

Psychology

Historical,  
Philosophical and  
Religious Studies

Social Sciences

Physical Sciences

Engineering and  
Technology

Subjects Allied  
to Medicine

Biological and  
Sport Sciences

Business and  
Management

# Which subjects are most popular at NW & NI universities?

Percentage share of shortlists per CAH1 subject (showing top 12 CAH1s).

## 2025 Entry Shortlists

Social Sciences	15.3%
Business and Management	10.7%
Medicine and Dentistry	10.3%
Law	8.3%
Language and Area Studies	8.2%
Subjects Allied to Medicine	7.8%
Psychology	7.0%
Engineering and Technology	7.0%
Historical, Philosophical & Religious	6.8%
Design Creative & Performing Arts	6.6%
Biological and Sport Sciences	6.2%
Physical Sciences	5.0%

## 2026 Entry Shortlists

Social Sciences	15.7%
Business and Management	11.1%
Medicine and Dentistry	10.6%
Law	8.7%
Subjects Allied to Medicine	8.4%
Psychology	7.3%
Engineering and Technology	7.0%
Languages and Area Studies	6.9%
Historical, Philosophical & Religious	6.5%
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## Recap: which subjects are most popular at NW & NI universities?

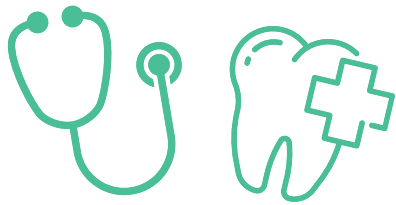


**Social Sciences, Law, Medicine and Dentistry** and **Subjects Allied to Medicine** are all up for 2026.

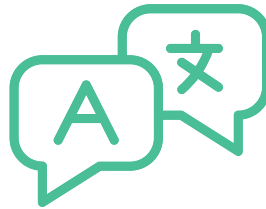


**Languages and Area Studies** is experiencing a significant decline in interest for 2026 entry.

## How does this differ from the rest of the UK?



**Medicine and Dentistry** is significantly more popular in NW & NI.



Despite a decline for 2026, **Language and Area Studies** is still more popular in NW & NI than elsewhere.



**Social Sciences and Law** are more popular in NW & NI than the UK as a whole.



## How does this differ from the rest of the UK?



**Business and Management** is a little less popular in NW & NI.



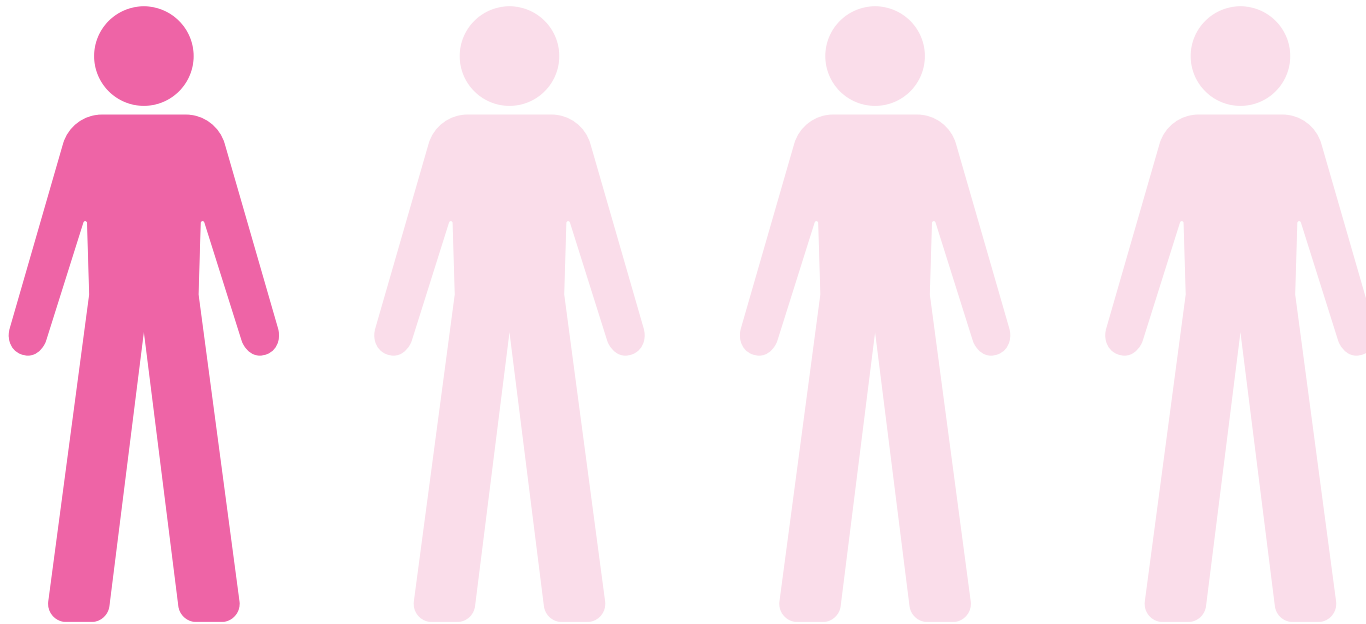
**Computing** is less popular for NW & NI, and interest is decreasing for 2026.




**Mathematical Sciences** is less popular at NW & NI universities.

**1 in 4 students have shortlisted either Social Sciences or Law!**

How are universities promoting these courses?



# How are universities promoting these courses?



**Criminal law taster: how is grievous bodily harm prosecuted? For students**

In this interactive session, you'll explore a fictional crime case with Dr Prejal Shah, Senior Lecturer in Law at the University of Lincoln. In the case, a violent attack is carried out on a transgender woman during a Pride event. The prosecution are seeking a charge of grievous bodily harm (GBH). Join Dr Shah to explore elements of criminal law to understand the importance of GBH as a criminal charge, and learn how the prosecution and defence handle different aspects of GBH cases.

A webinar from the University of Lincoln


450 sign ups

**10 Jul 2025**  
at 17:00

Sponsored by London South Bank University

**Free webinar: Learn more about studying Law, with personal statement tips!**

[Sign up](#)



Sign up to our webinar on Thursday 10th July at 5:00pm. Join LSBU academics, students, and graduates to learn more about changes in criminal law, the realities of being a solicitor, what LSBU can do to jumpstart your future career plans and get some top tips for your personal statement!

A campaign from London South Bank University

4.7% CTR

**12 Dec 2024**  
at 17:00

Sponsored by University of Birmingham

**Tackle societal challenges: Learn more about studying Social Policy, Sociology and Criminology at Birmingham**

[Book webinar](#)



Do you want to shape a fairer, more sustainable world? Our International Development programmes at Birmingham explore some of the world's biggest challenges—like poverty, inequality, and climate change—while helping you develop the innovative ideas to make a real difference. Join us online on 12th December to meet our world-leading academics, connect with our global student community, and get all your questions answered. Register now and save the date!

A campaign from the University of Birmingham

3.9% CTR

**Taster webinars are fantastic for capitalising on subject interest, and turning research into recruitment.**

We've explored Social Sciences and Law modules on offer across your universities which could be converted into amazing taster webinars.

But which of these modules are fact, and which are fiction?

## **Module mystery: fact or fiction?**

Sociology of Human Animal Relations

Crimes of the Powerful: States, Corporations and Organised Crime

Cancel Culture: Exploring Modern Social Ostracism

Hate Crime and 'The Stigmatised Other'

## Module mystery: fact or fiction?

Sociology of Human Animal Relations **University of Manchester**



Crimes of the Powerful **Manchester Metropolitan University**



Cancel Culture: Exploring Modern Social Ostracism

**FICTION**

Hate Crime and 'The Stigmatised Other' **University of Liverpool**



## **Module mystery: fact or fiction?**

Political Morality and Dirty Hands

Aliens and Asylum: Scapegoating in UK Politics

Parties, Populism and Protest

Earth, Energy, Ethics and Economy: The Politics of Unsustainability

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Aliens and Asylum: Scapegoating in UK Politics

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Parties, Populism and Protest **Lancaster University**



Earth, Energy, Ethics and Economy **Queen's University Belfast**





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Necessary Crimes: The Law in Extraordinary Circumstances

Cybercrime and Cybercriminality

The Law and the Dead

Artificial Intelligence and the Future of Legal Services

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The Law and the Dead **Queen's University Belfast**



Artificial Intelligence and the Future **University of Liverpool**



## Key takeaways



2026 leavers are finding **comparison tools and webinars** more useful for conducting university research than previous years.



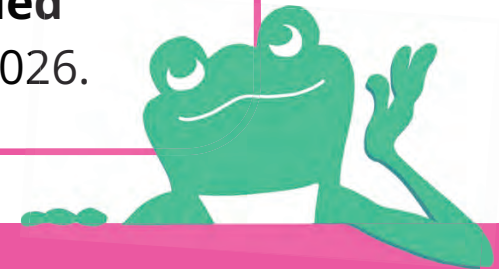
**Parents and teachers are very important** to this year group.



More students from the **North West, Northern Ireland, Yorkshire** and **Wales** are shortlisting NW & NI universities for 2026 entry.



**Social Sciences, Law, Medicine & Dentistry** and **Subjects Allied to Medicine** are all seeing strong increases in shortlisting for 2026.



Thank you for listening!

**Any questions?**

**Ashley Walshe**

HE Partnerships Manager

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

