

Careerpilot usage

550,000+

Active users

6 million+

Page views



Most popular sections:

Job sectors and quiz

Start with a subject

Buzz quiz

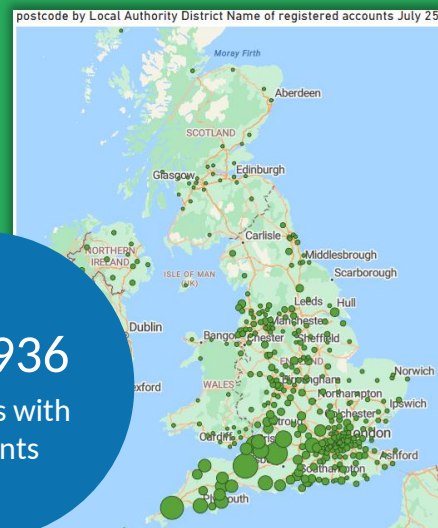
Skills profile

Course search

Start with a value

298,936

Students with accounts



School/college engagement

Engaged Schools/colleges

684

Schools/colleges meeting top engagement criteria

1

167

2

192

3

121

3 = Super Users

Meeting outputs to mitigate risks to inequality for APPs

Risk 1: Knowledge and Skills

Outputs

As at 31/8/25

200,000 students (Y10+) will be registered

244,885

200,000 users will have used 'Start with you'

277,635

450,000 users will have used 'Explore options'

547,481

Risk 2: Information & Guidance

Outputs

As at 31/8/25

545,000 users will access the web tools nationally

556,143

200,000 students will be registered with own account (Y10+)

244,885

100 schools will be Super Users

121

Majority of schools subscribing engage with CareerPilot

98%

Risk 3: Perception of HE

Outputs

As at 31/8/25

50,000 use the Provider or Course Search tool

53,063

60,000 students use Start with a subject

67,444

13,000 students access video stories

13,582

Registered users meeting indicators of disadvantage

30% are from IMD Q1 or 2

45% are TUNDRA Q1 or 2

(data collated through the HEAT Tracker by postcode of registered users)

Learning Outcomes assess how Careerpivot contributes to mitigating risks identified through APPs*

Did Careerpivot help you learn these things?

(learning outcomes related to three APP risks to equality)*

Year group	Strongly agree/agree	Couldn't comment
Y7: 3 outcomes	66%	28%
Y8: 3 outcomes	65%	29%
Y9: 4 outcomes	80%	11%
Y10: 3 outcomes	72%	20%
Y11: 4 outcomes	71%	18%
Y12/13: 5 outcomes	71%	24%

Example learning outcomes: Year 9

- Careerpivot has given me ideas of future jobs/courses linked to a subject I could study at GCSE
- Careerpivot has helped me learn more about the pathways and qualifications I can do at 16
- Careerpivot has help me make more informed decisions about which GCSE subjects I might do
- Careerpivot has helped me think more about which pathway I might choose when I am 16

*For further information about how Careerpivot can help mitigate risks to equality as identified by the Office for Students please [see this document](#)

"Careerpivot helped me cut through the confusion and find a path that actually suits me. I had no idea what direction to take but using the tools and exploring the job profiles gave me real confidence in my next steps."

"It has really helped me widen my view on suitable jobs and helped me feel ready to choose my GCSE's."

"It has made me the most ready for my life in the last half an hour than in all my 13 years of life"

"I feel more knowledgeable about how my subjects at A Level links to certain jobs."

What do you think of CP in general? (774 users on Careerpivot 24-25 survey)

	Strongly agree/agree
Useful	98%
Would recommend to a friend?	90%
Will you use again in future?	94%

If you would like to know more or would like training for your team please contact the Helpline



Careerpivot
HELPLINE

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