



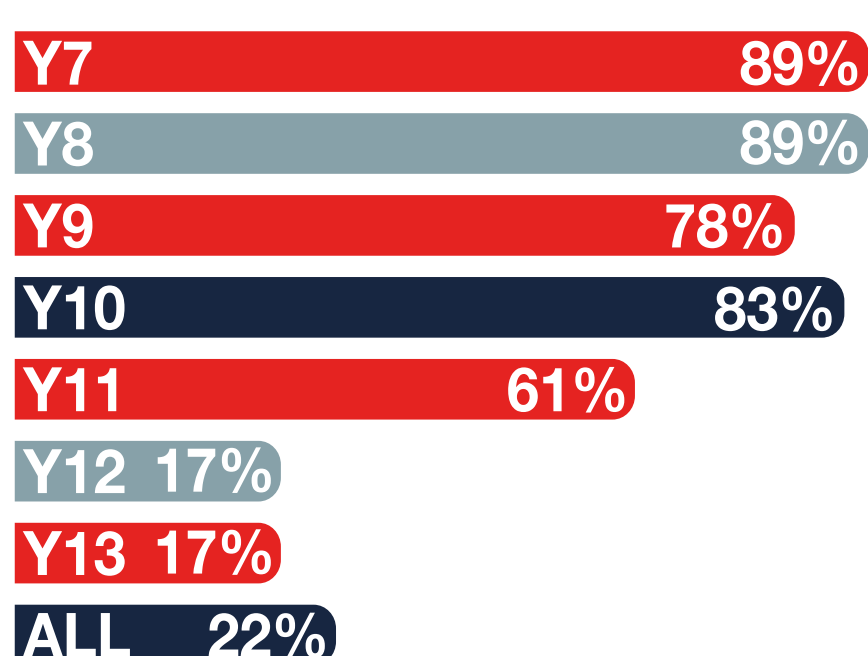
THE WOW SHOW NATIONAL CAREERS WEEK SPECIAL

The WOW Show produced a special programme to support National Careers Week from 2-7 March 2020. These statistics are based on a snapshot of responses from teachers who completed our online survey before the school shutdown on 20 March.

WHO WATCHED?

Almost all schools (89%) arranged viewing for Years 7 and 8, with a significant number of schools (60-80%) also arranging viewing for Years 9-11.

In just over 20% of schools the Show was watched by every year group.



YEARS
7-13

HOW MANY WATCHED?

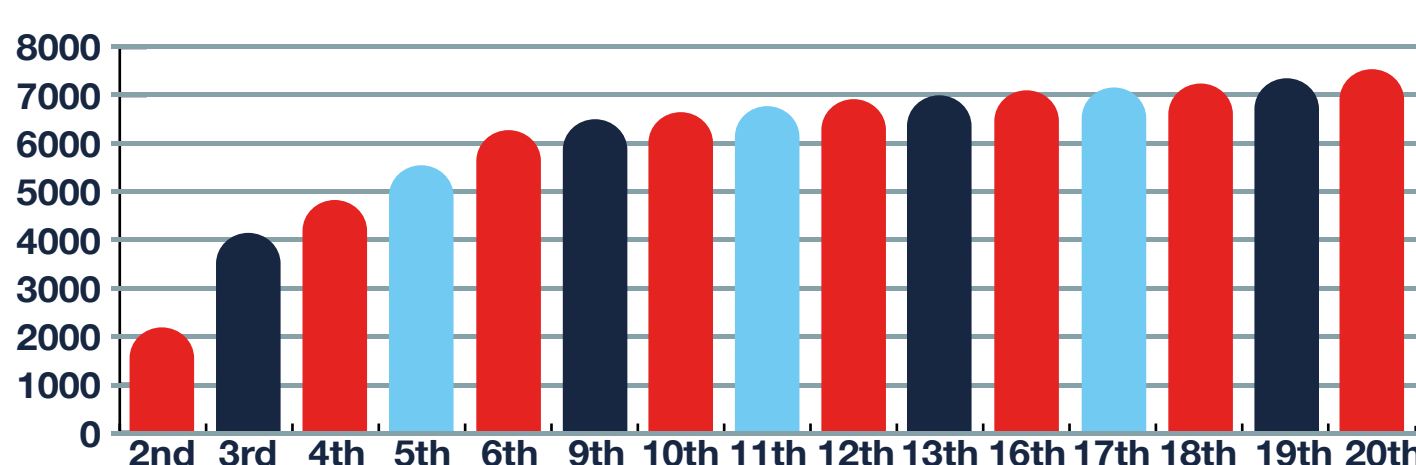
Schools were asked to confirm how many students had viewed the Show. In almost 90% of the schools the Show was seen by multiple class and year groups. Nearly 50% of respondents screened the Show to the whole school. The highest number of students was 1,200. The average viewing was 536 students.

536
ON AVERAGE
PER SCHOOL

YOUTUBE VIEWS

The total number of 'views' on our YouTube channel in the three weeks before the school shutdown on 20 March was 7,450. 'Views' on YouTube means a single connection but does not take account of how many students might be watching each connection. Given the confirmation of wide viewing across multiple classes and year groups it is assumed that these 'views' are likely to represent an audience of several hundred thousand.

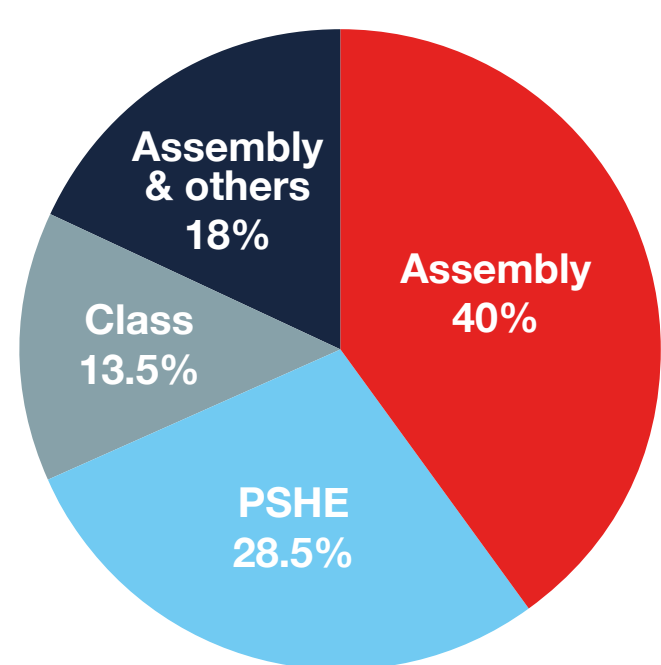
7,450 VIEWS
SIGNIFICANT REACH



WHERE DID THEY WATCH?

The flexibility of The WOW Show allowed schools to choose the best time and setting for viewing. The biggest single use was during Assembly/Registration closely followed by PSHE/Tutor time. Some schools used it across all settings.

58%
IN ASSEMBLY

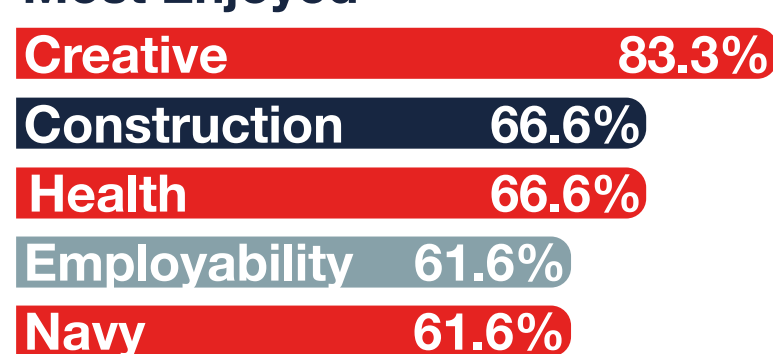


HOW DID THE SEGMENTS RATE WITH STUDENTS?

Teachers were also asked which segments they thought resonated most with their students: Creative Industries came out marginally on top while Construction and Health led the other segments.

#1
CREATIVE CAREERS

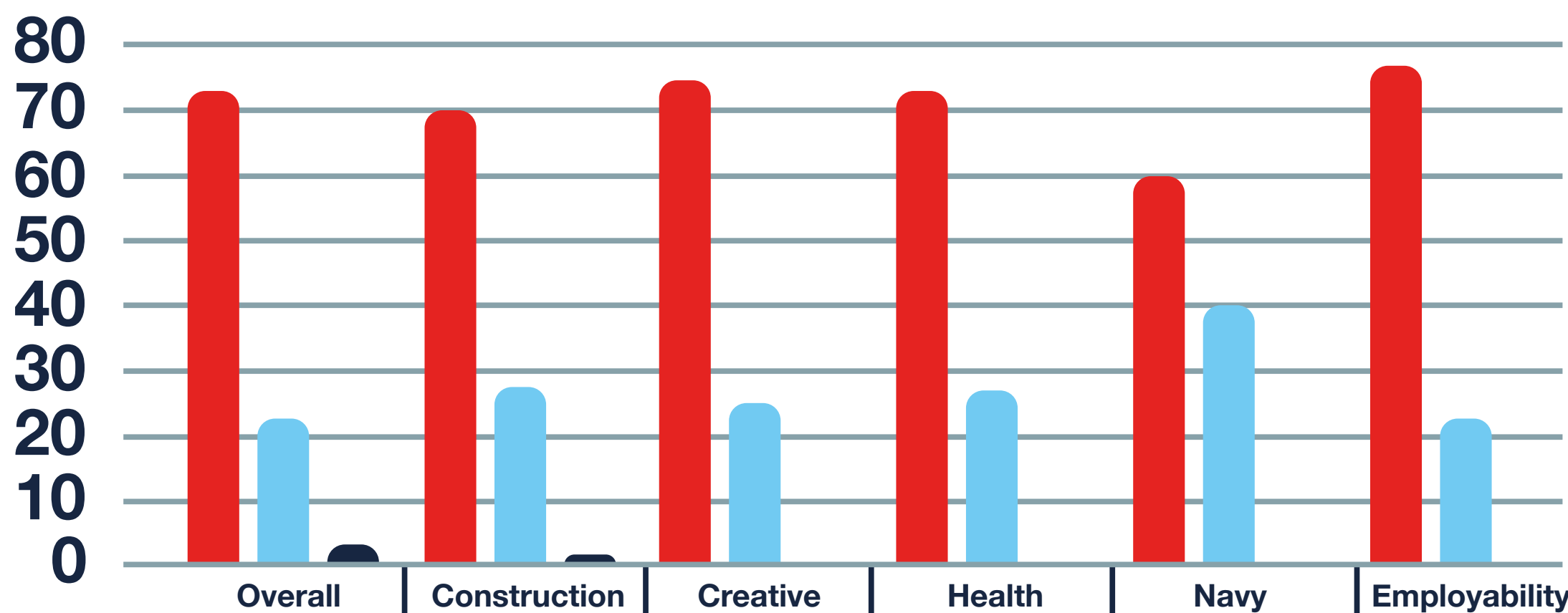
Most Enjoyed



HOW DID TEACHERS RATE THE SHOW?

Teachers were asked to rate the Show overall and also the individual segments. Employability Skills was rated number one.

74%
EXCELLENT

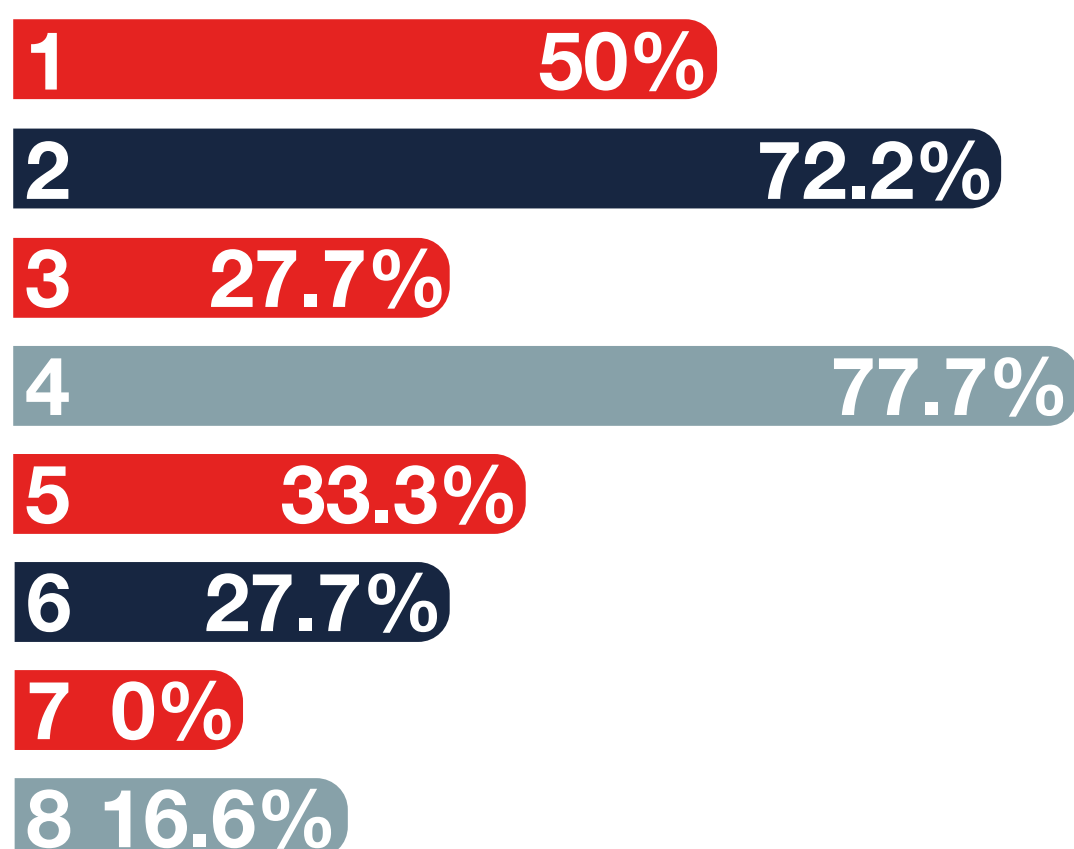


Key: **Excellent** **Good** **Average**

DELIVERING ON GATSBY

We asked teachers to tell us which Gatsby Benchmarks they felt the Show most strongly addressed. Benchmark 4 and Benchmark 2 topped the list at more than 70%.

2 & 4
ARE THE STRONGEST

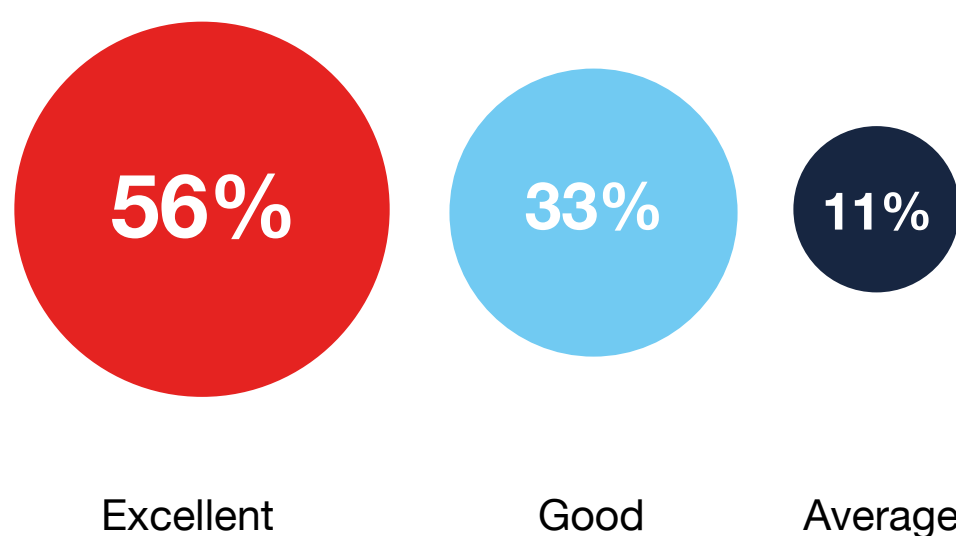


HOW DID TEACHERS ASSESS THE LESSON PLAN RESOURCES?

50% of respondents have used or intend to use the lesson plan resources and had assessed them.

56%
EXCELLENT

TEACHERS RATED THE PLANS AS FOLLOWS:



WHAT TEACHERS TOLD US:

“AS ALWAYS A FANTASTIC SET OF RESOURCES. THANK YOU.”

“MY STUDENTS REALLY ENJOYED THE VIDEO AND IT WAS GREAT FOR OUR ASSEMBLY.”

“AMAZING RESOURCE SO IMPRESSED WOULD STRONGLY RECOMMEND.”

“A BRILLIANT OVERVIEW VIDEO. WE USED IN ASSEMBLY FOR YR7 AND YR8 AND THEY WERE FULLY ENGAGED THROUGHOUT.”

TWITTER CAMPAIGN:

IMPRESSIONS: 448.6K
THE NUMBER OF TIMES CONTENT WAS VIEWED.

ENGAGEMENT RATE: 1.4%
THE NUMBER WHO VIEWED AND TOOK ACTION.

AVERAGE RATE FOR TWITTER IS 0.6%