



KEYSTONE

HIGHER ED INSIGHTS

NOVEMBER 2023 - PULSE TRACKER

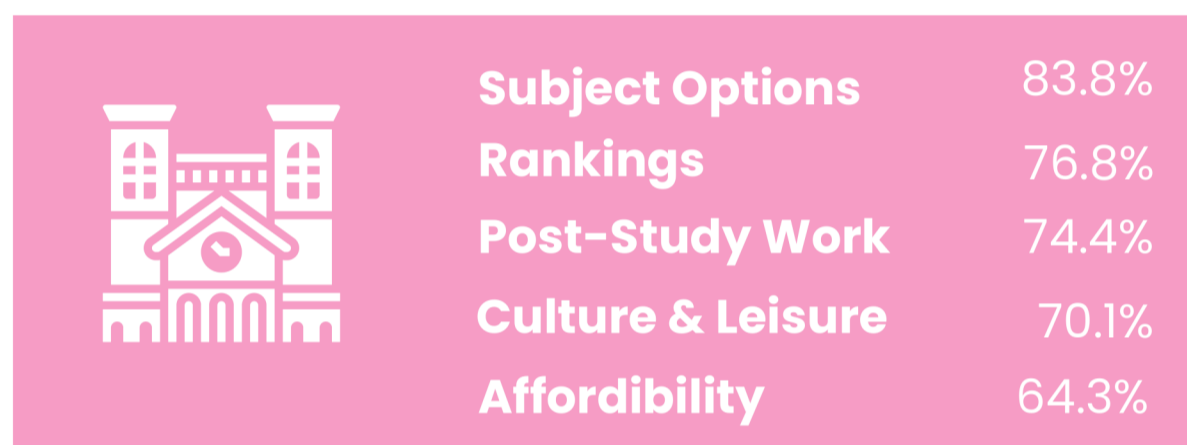
Decision-making factors

What factors are most important to students in an institution?

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On campus vs. online?

Whilst 'campus' is the most popular option, around 23% of undergraduate and 25% of graduate students would consider flexible study.



Subject area	Prefer flexible study
Social Sciences	30%
Business & Professional	29%
Healthcare & Medicine	28%
Humanities & Culture	25%
Computer Science	22%
Science and Engineering	18%



Flexible study is most popular with Social Science and Professional subjects and least popular within STEM.

Starting dates

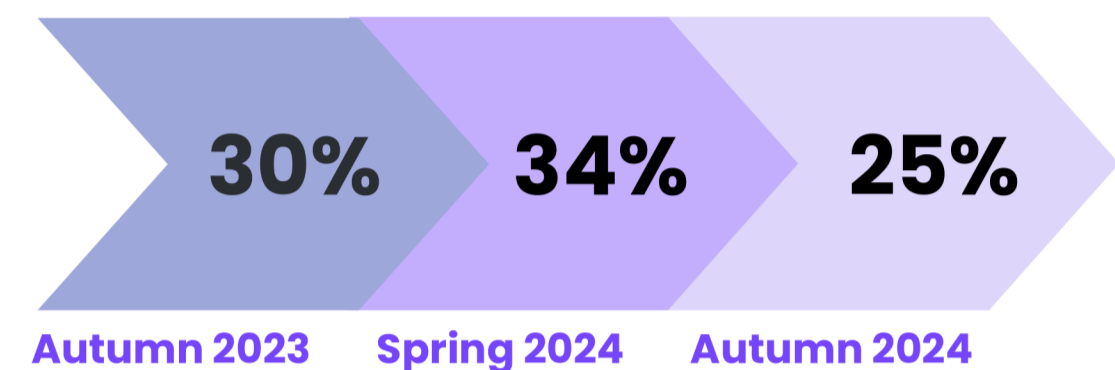


International audiences are starting to focus on **Spring 2024 entry** - especially Doctoral audiences.

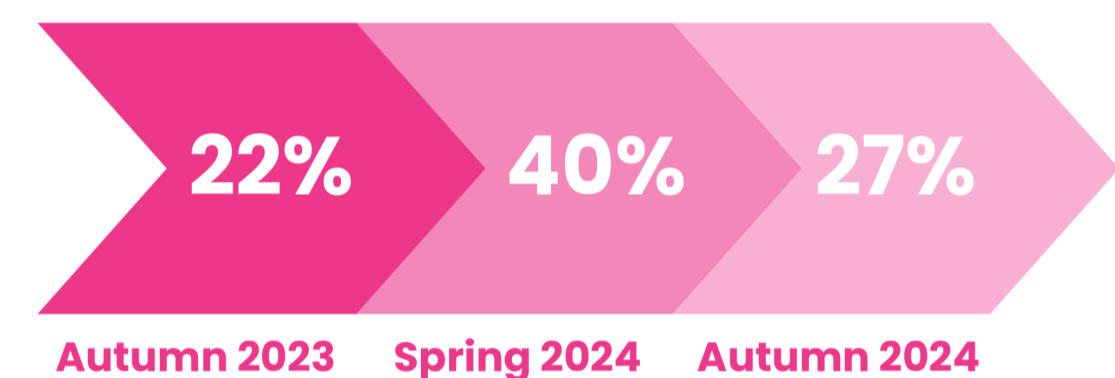
Masters audiences are the most likely to be considering Fall/Autumn 2024.

Interest in Fall/Autumn 2023 is 'stickiest' for Bachelors audiences.

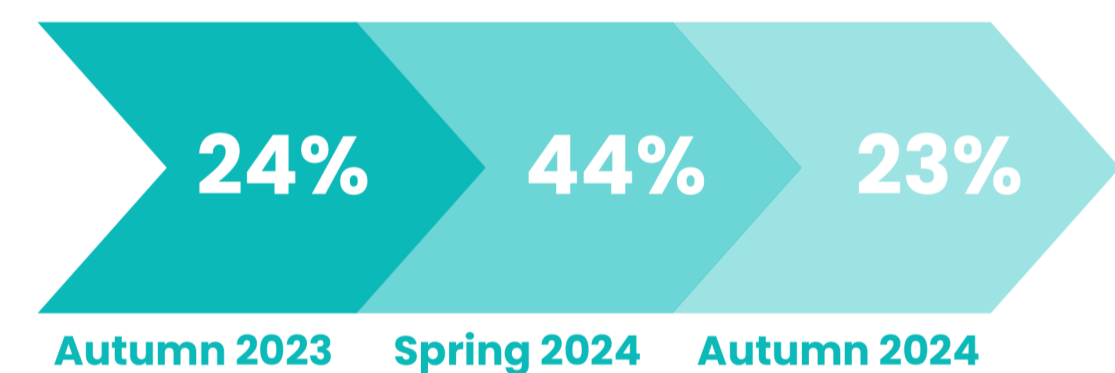
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Pakistan, Ghana and Kenya are the 'warmest' audiences for study abroad in Spring 2024.

Western audiences, such as the UK and USA, are planning ahead to next Autumn.

Interest in Spring 2024 by audience's country

Pakistan	50.3%	Ethiopia	45%
Ghana	49.7%	Iran	39.4%
Kenya	47.6%	India	38.9%
Bangladesh	46.6%	UK	33%
Nigeria	46.6%	USA	27.7%

Our data

This report is powered by Keystone Education Group's Pulse tracker, leveraging the size of our search and discovery platforms to form 'always on' insights: mapping how, when and why different audiences are planning to study.

Data is drawn from responses from over 21,000 prospective students searching for international study opportunities during Q3 2023. Visit keg.com/insights to learn more.