

State of Student Recruitment

2022 Global Student Insights Report

Welcome!

Our annual State of Student Recruitment Report provides increasingly crucial insight into the world of prospective students. How are students thinking about studying abroad this year, and how can we help them make their dreams come true?

Take a look behind the scenes of the student journey with data from over 20,000 prospective students representing 195+ countries. They shared their motivations for studying abroad, study preferences, first considerations, financial and safety concerns, and how they seek out potential institutions and programs. Our year-on-year comparisons can help you understand how student behavior is changing in 2022.

Our data shows students start planning to study abroad much sooner than in previous years, and the program has grown in importance, while the school and country drop as first considerations in students' minds.

Europe and North America continue to be clear frontrunners as study abroad destinations, and on a smaller scale, Spain and Sweden have replaced South Korea and Japan in the Top 10 country destinations since 2021. What else has changed for students in 2022? Let's find out!



Take a deep dive with access to data dashboards



ACCESS DATA DASHBOARDS

ABOUT THIS REPORT

The data shared in this report is based on a global survey of 20,127 student visitors visiting Keystone Education Group websites. All survey data was collected in April 2022.

Insights shared within this report are prepared for illustrative purposes only and are not intended for use as scientific evidence of causation or behavior. In segments of the report, data points do not add up to 100% when selection of multiple options were made available.



Student Snapshot

About the Survey

20,127

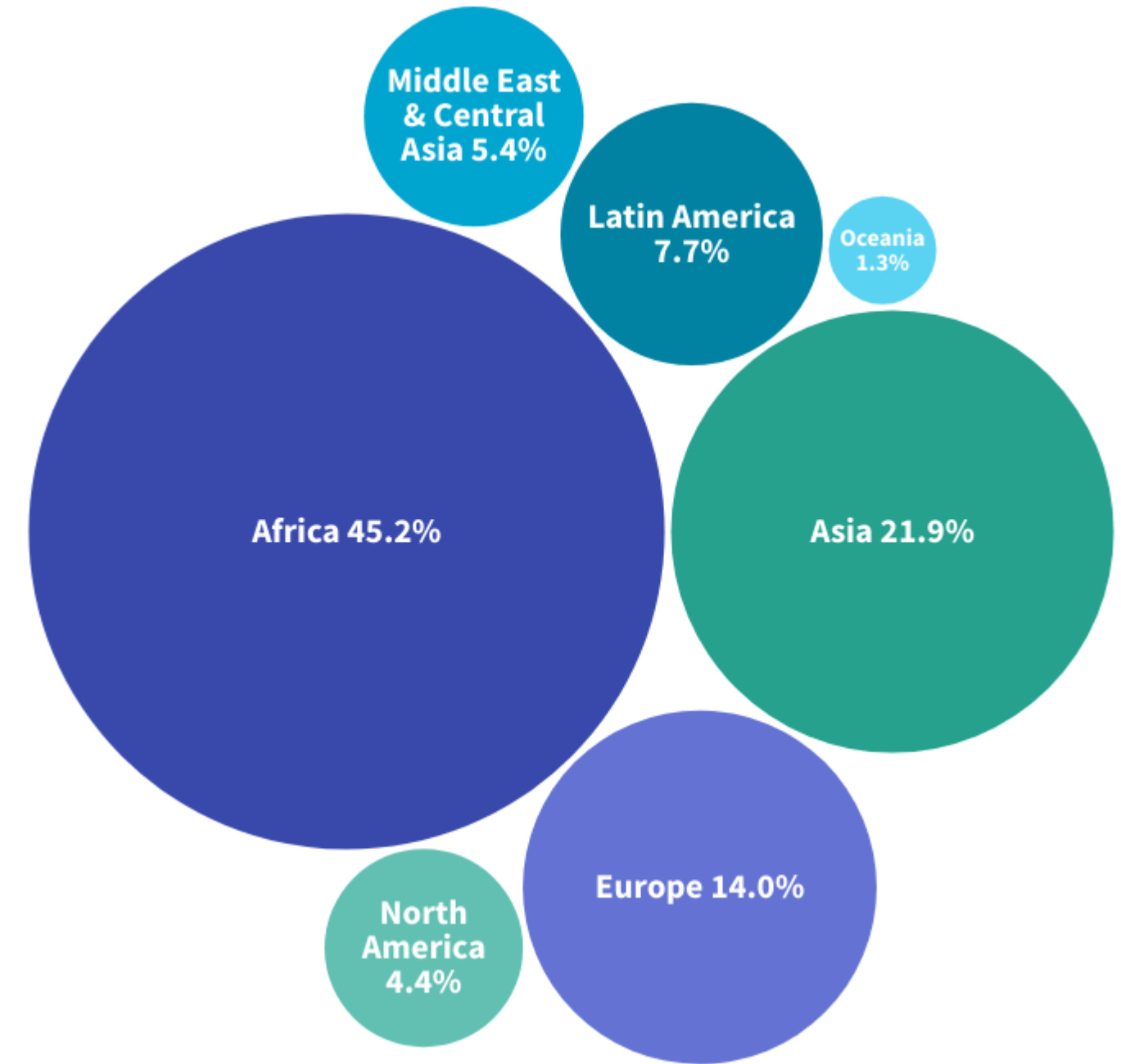
Total survey responses



195+ Represented Countries

1. Nigeria	11.9%
2. India	7.9%
3. South Africa	4.4%
4. Ghana	4.1%
5. Pakistan	4.0%
6. United States	3.0%
7. Kenya	2.8%
8. United Kingdom	2.6%
9. Ethiopia	2.3%
10. Zimbabwe	1.7%

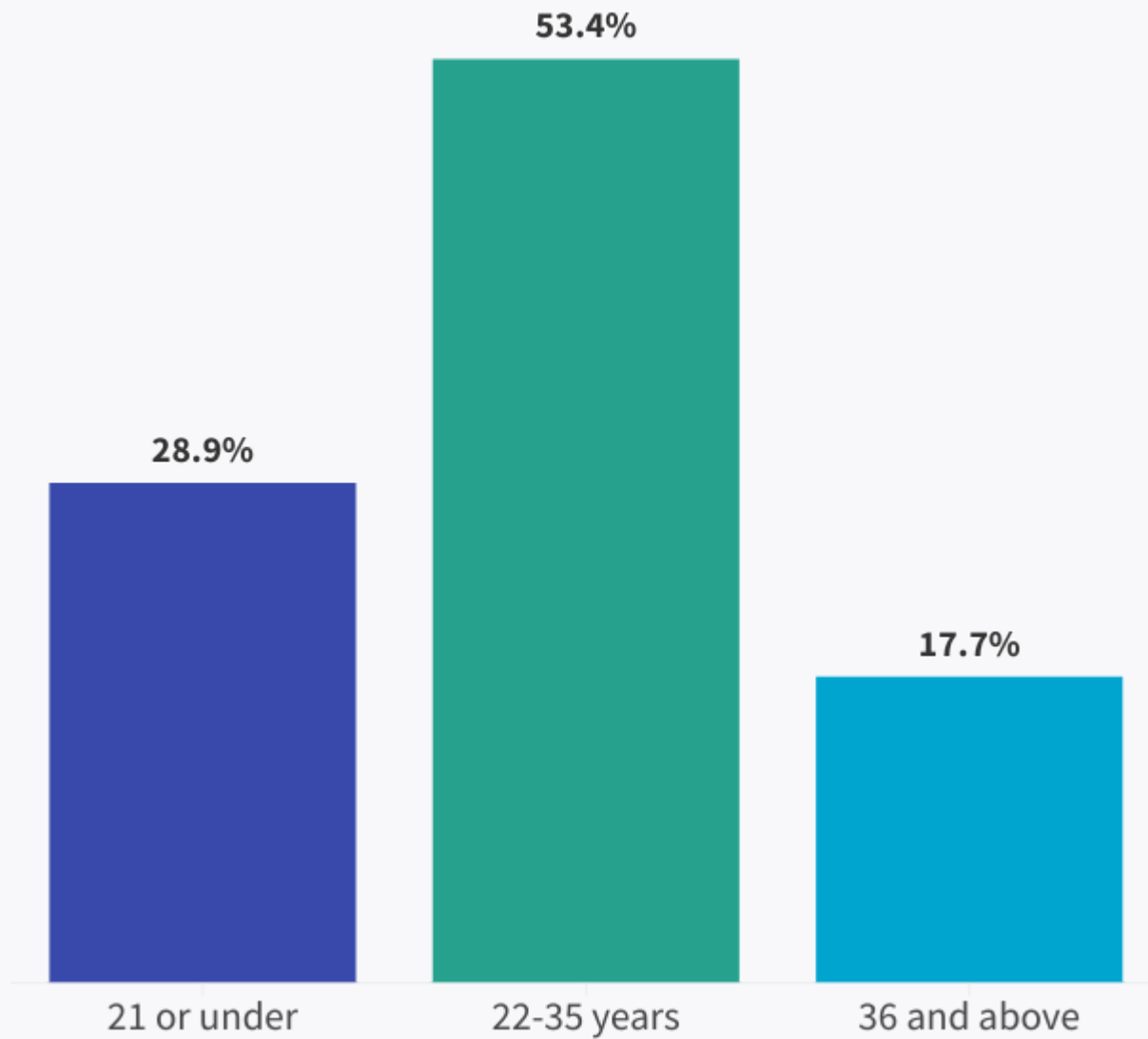
Represented Continents



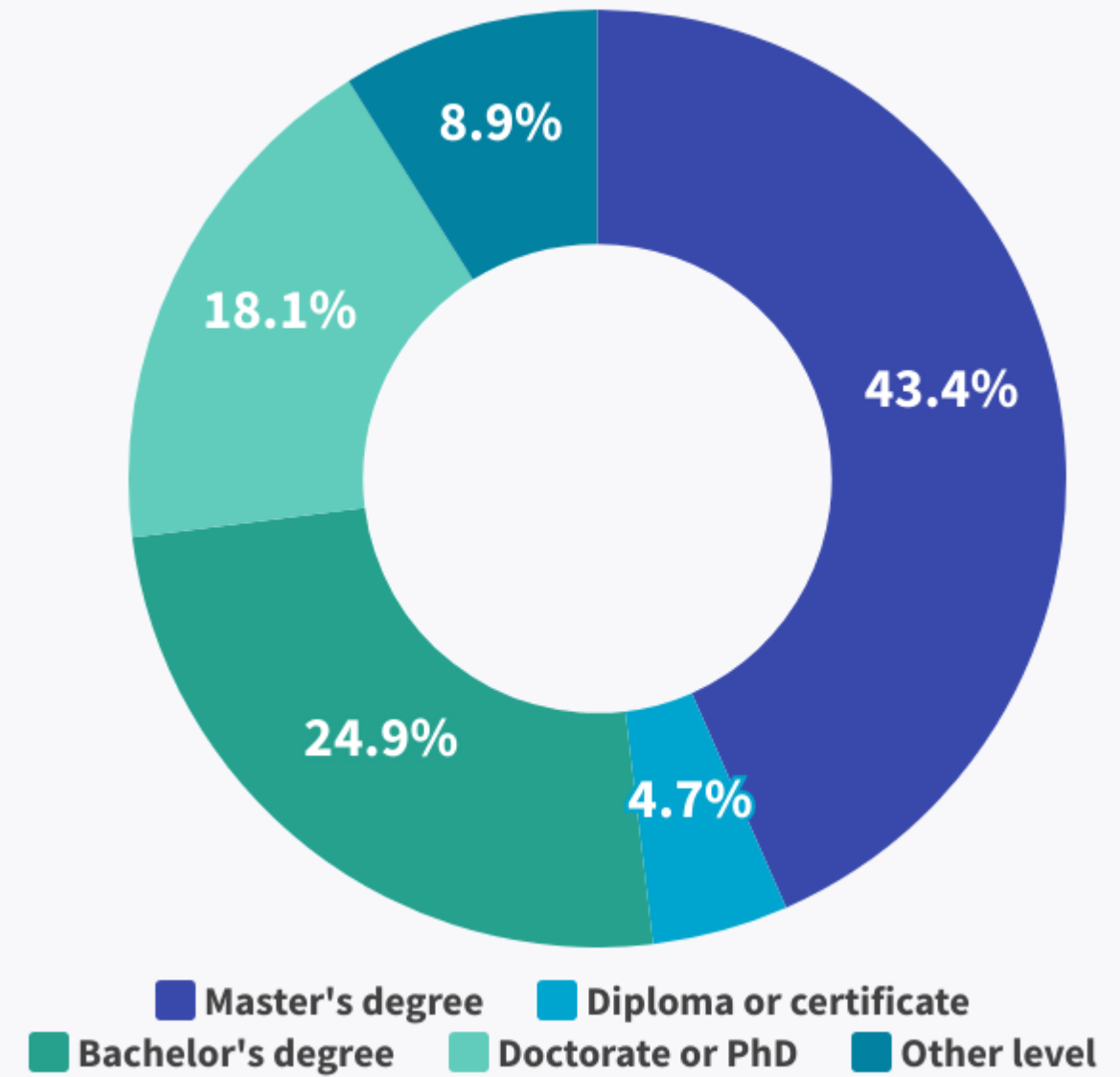
18,997
Interested in studying abroad

Demographics

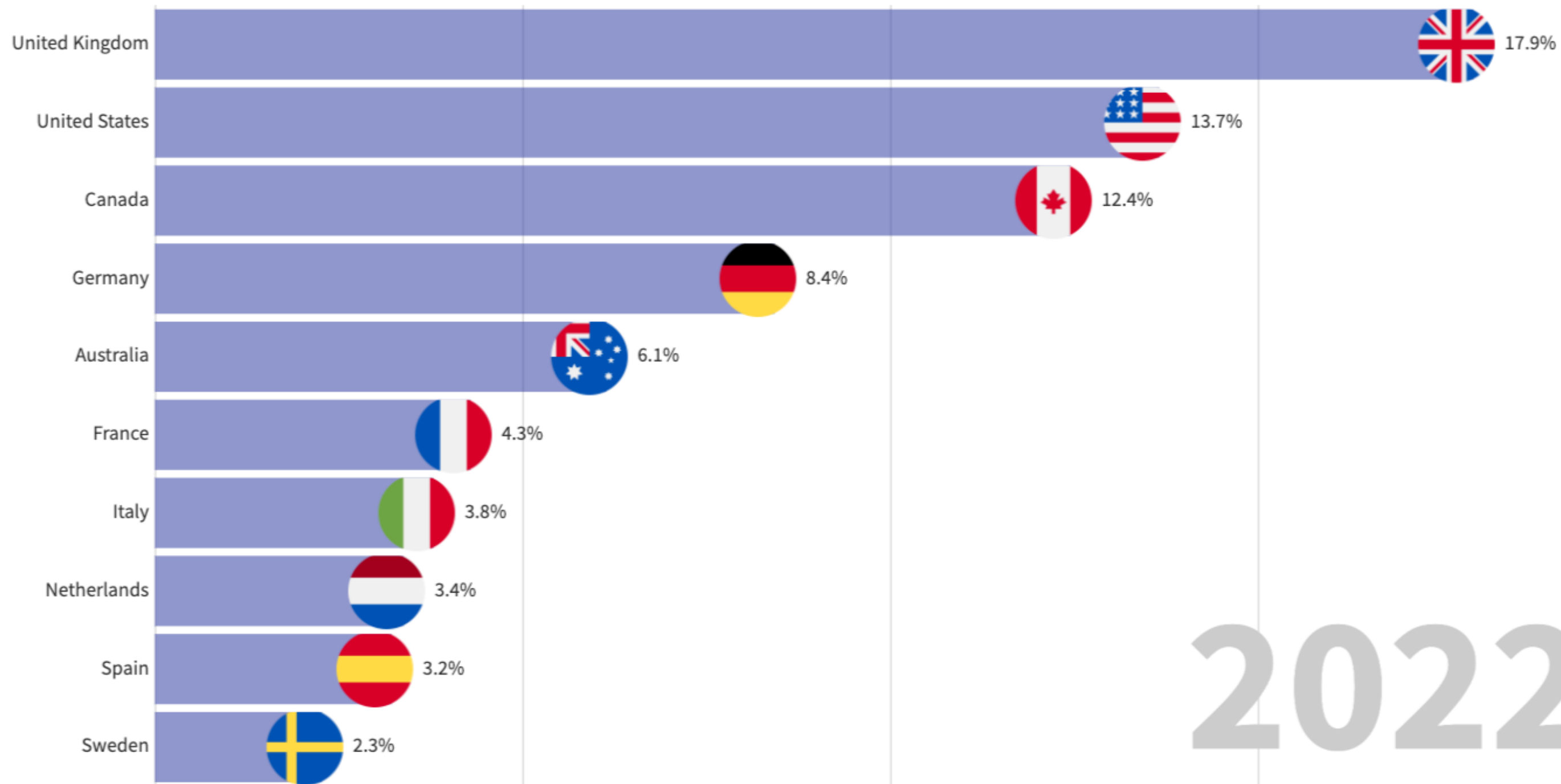
Age range



Study level of interest



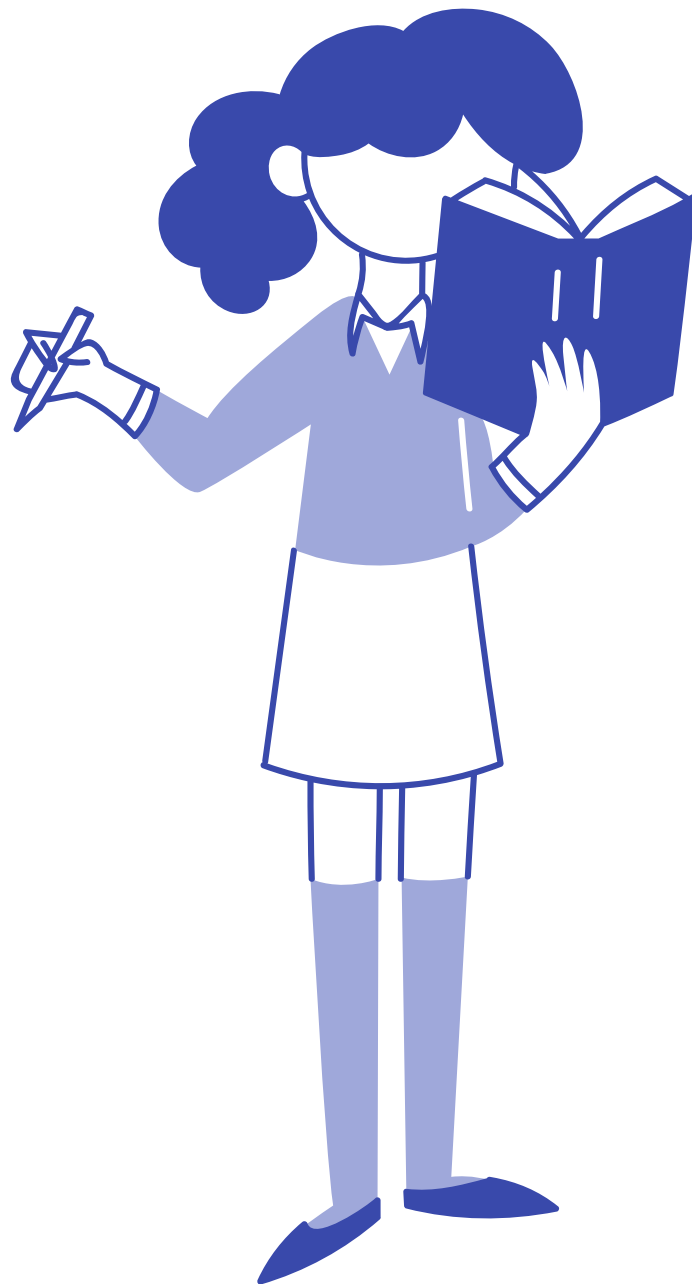
Top Study Abroad Destinations



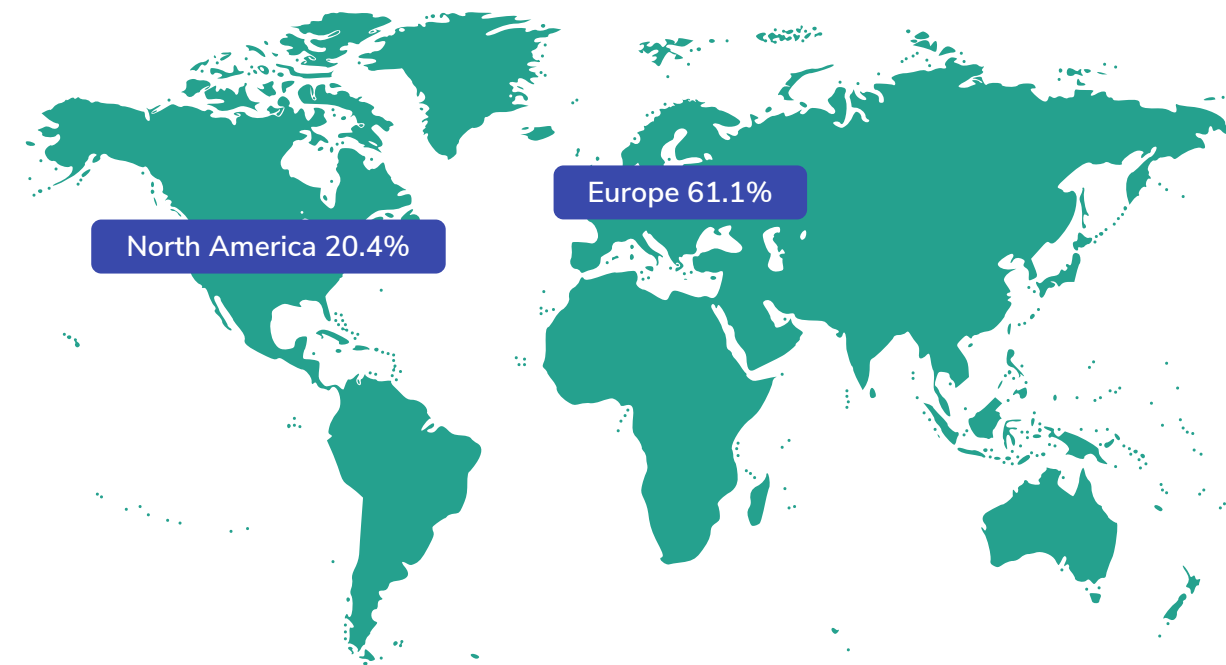
2022

Spain and Sweden replace South Korea and Japan in the Top 10 this year after failing to make the cut in 2021.

Study Preferences



Which region are students most interested in?

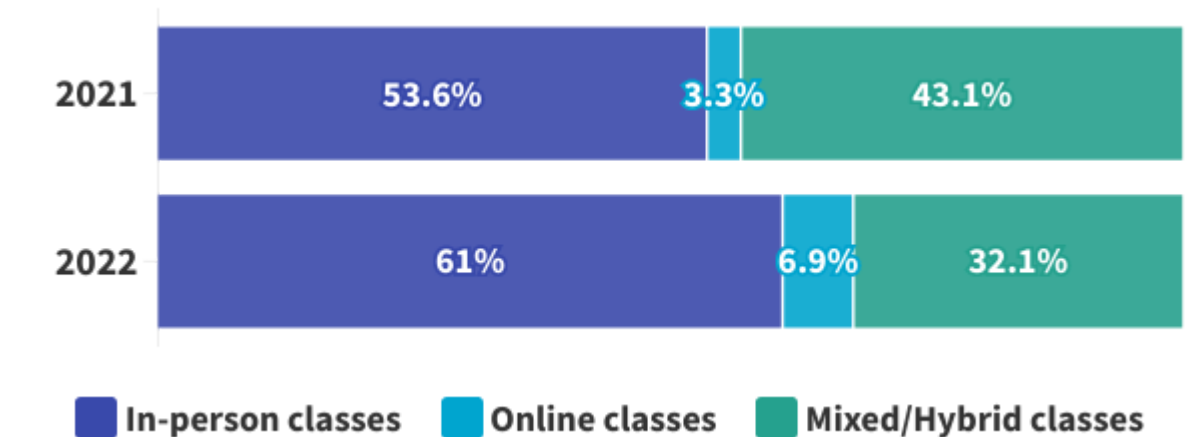


Europe 61.19% | North America 20.49%
 Australia & New Zealand 8.12% | Asia 5.25%
 South America 2.84% | Africa 2.12%

Top study languages

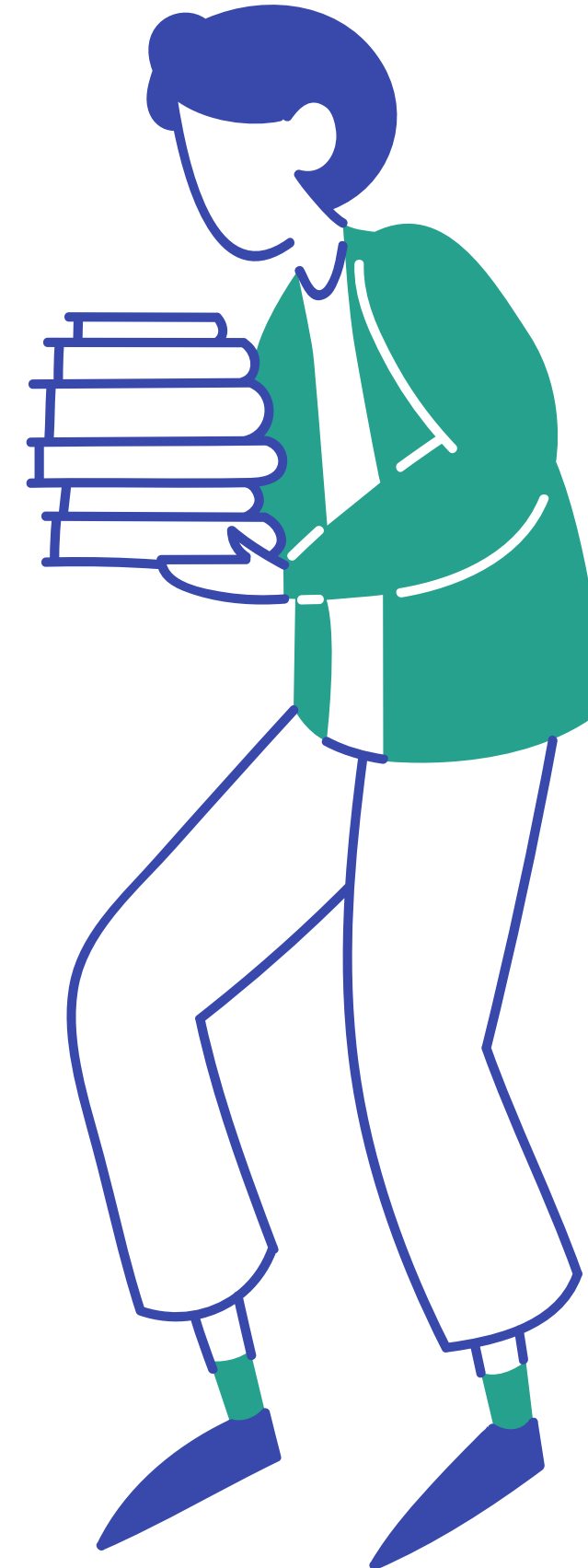
English	88.6%	Spanish	2.1%
French	4.2%	German	1.5%
		Korean	0.5%

Which class mode is most preferred by students?



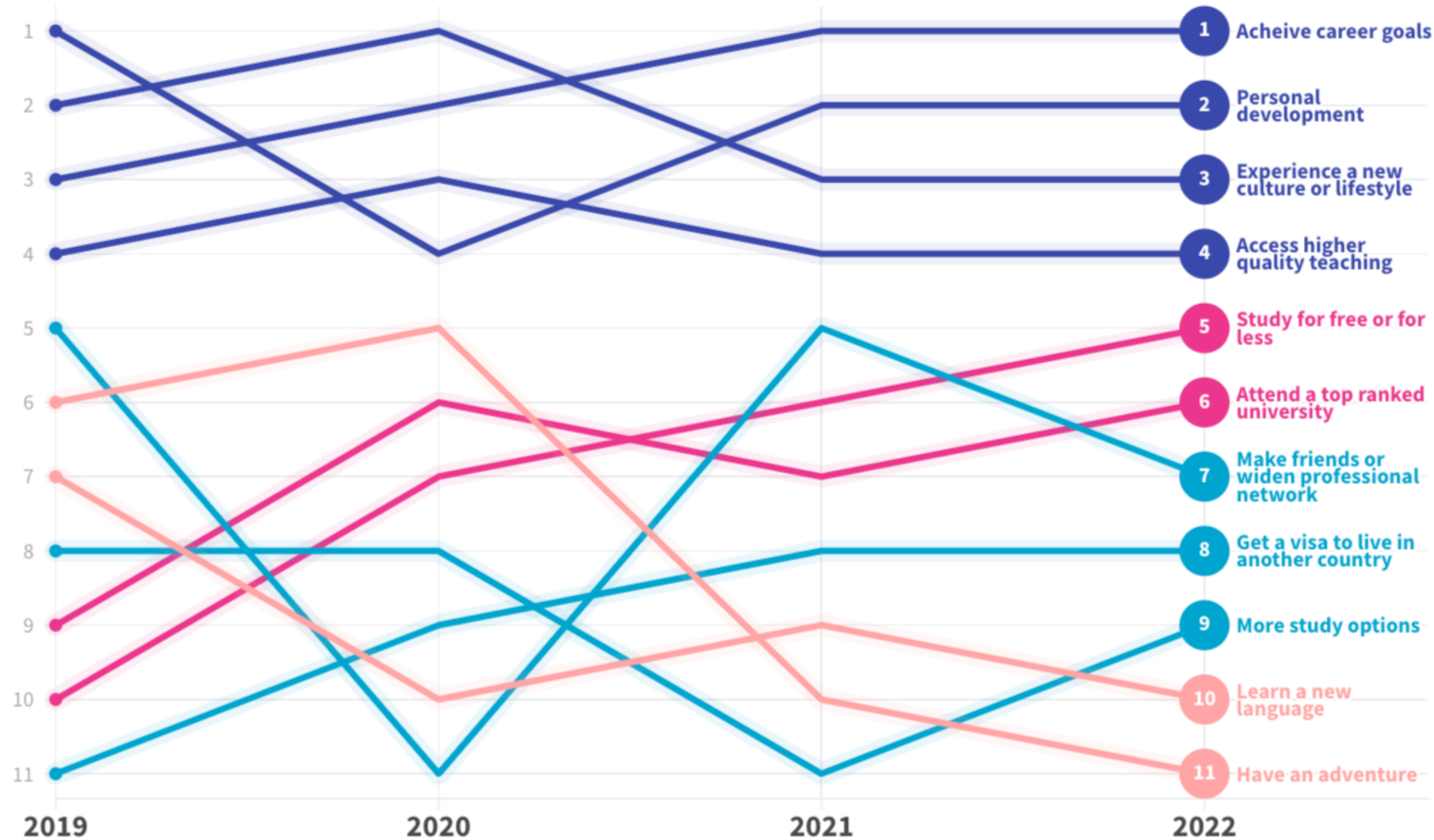
Online classes rise in popularity by 108.8%.
 Interest in mixed/hybrid courses drops by 25.4%.

Top subject areas



6 Humanities & Culture	8.7%
7 Business Studies	8.7%
8 Natural Sciences	7.7%
9 Environmental Studies	7.5%
10 Languages	7.5%
11 Art & Design	7.0%
12 Life Sciences	6.8%
13 Administration Studies	6.4%
14 Economics	6.3%
15 Teaching & Education	6.2%
16 Technology Studies	5.8%

Top Motivations to Study Abroad



25.8%

INCREASE IN STUDYING FOR FREE OR LOWER COST

11.6%

INCREASE IN ATTENDING A TOP RANKED UNIVERSITY

While adventure and excitement will likely always be main motivators, this year's survey shows that practical reasons are more important than ever.

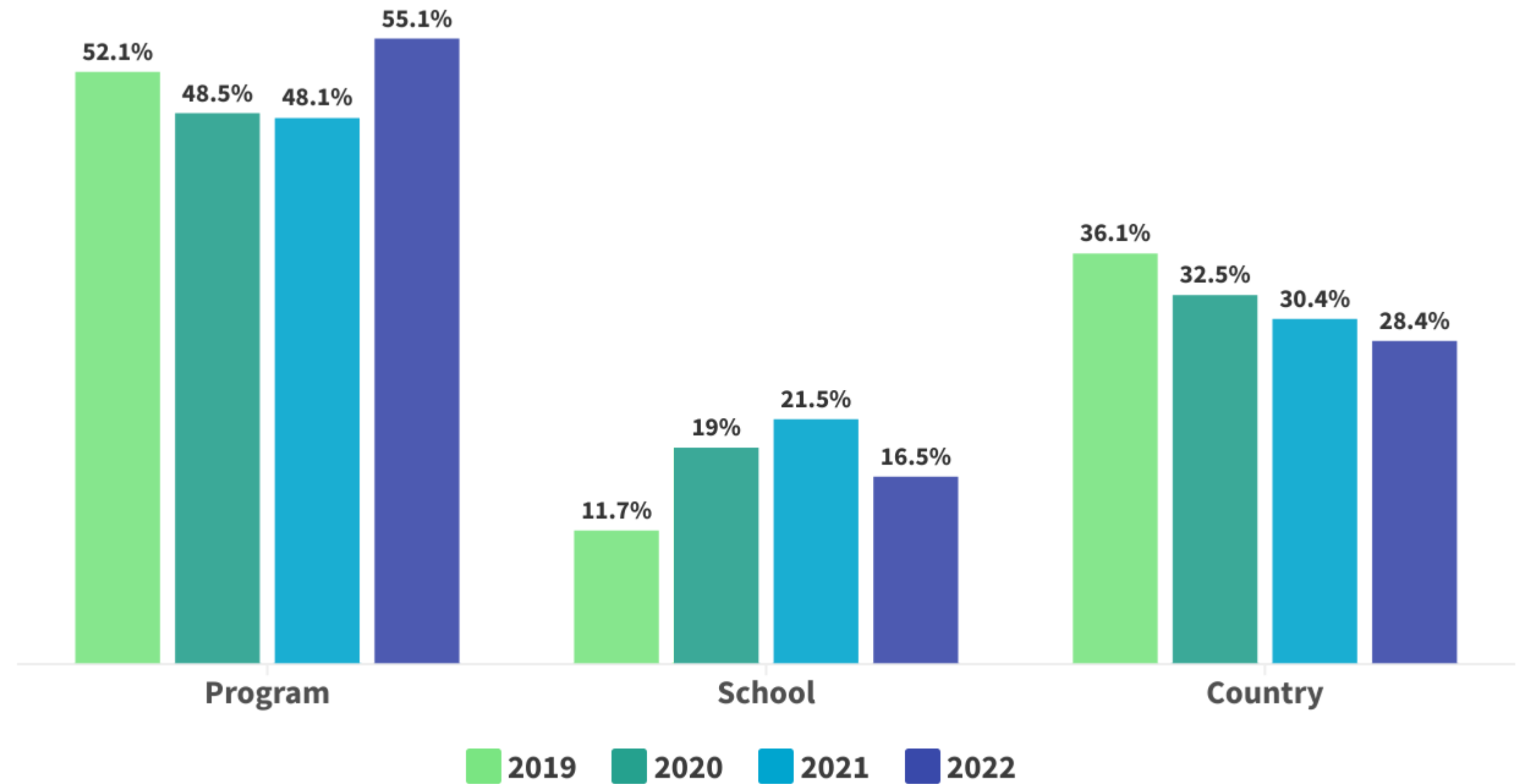
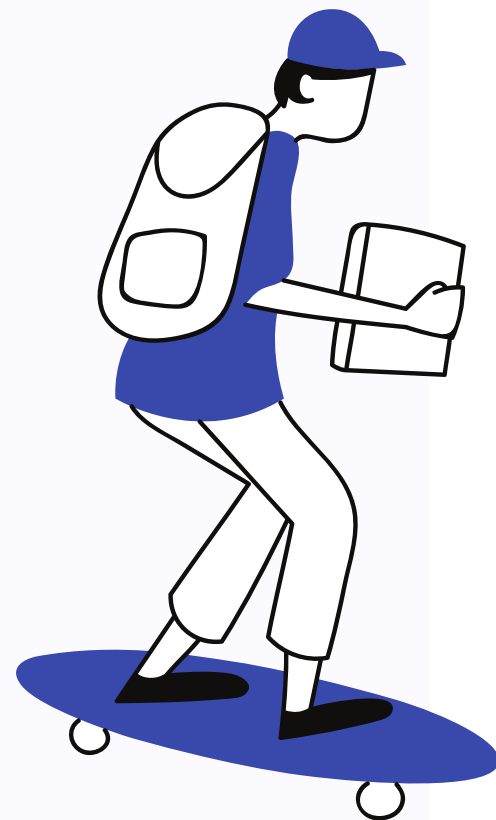
Motivations of making new friends or widening professional networks are knocked out of the top six.



**Decision-making factors
and first considerations**

What do students consider first when deciding where to study?

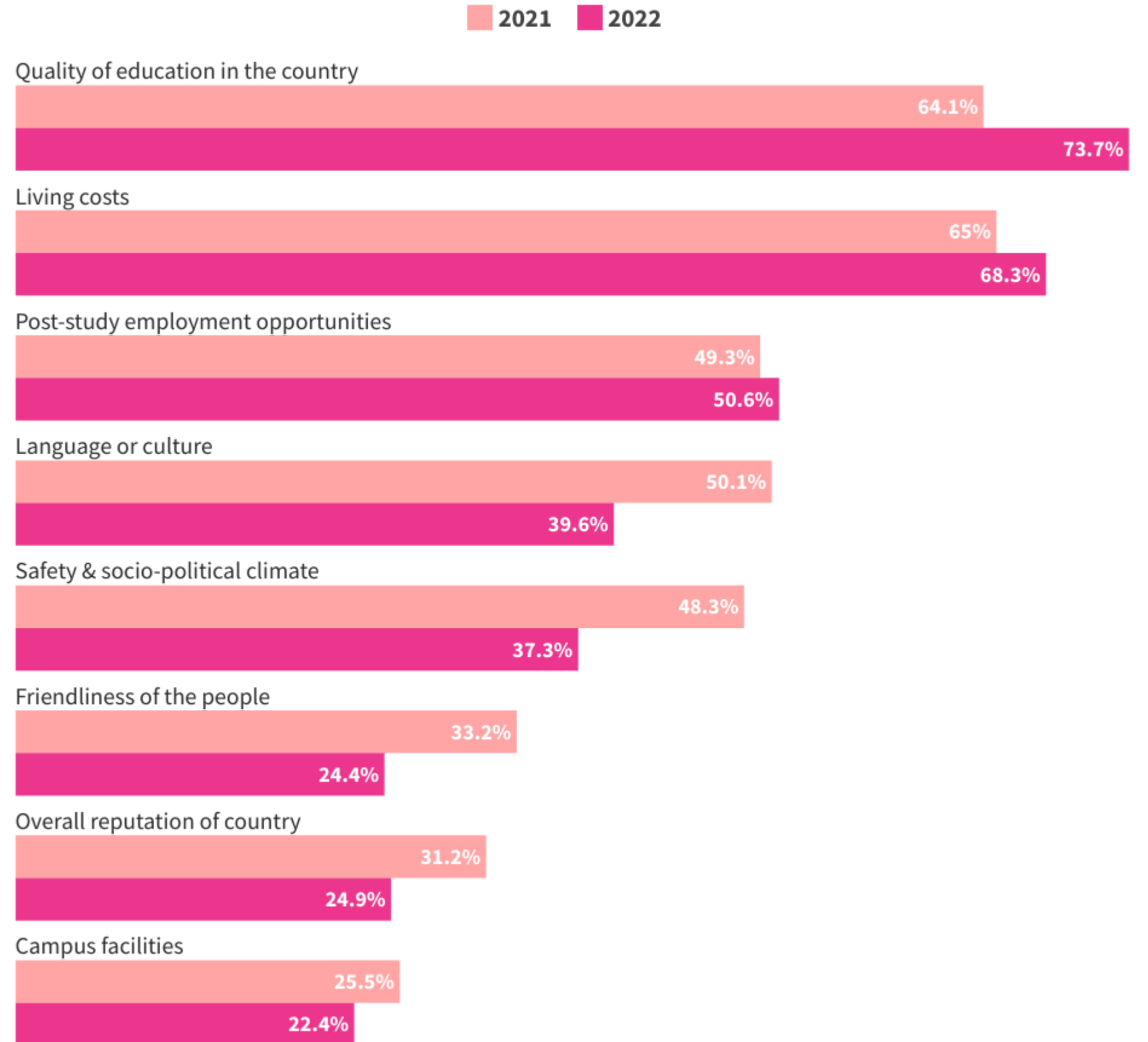
The program has jumped by 14.6% in importance in 2022. The school has declined by 25.5% in importance this year after a steady rise over the last three years.



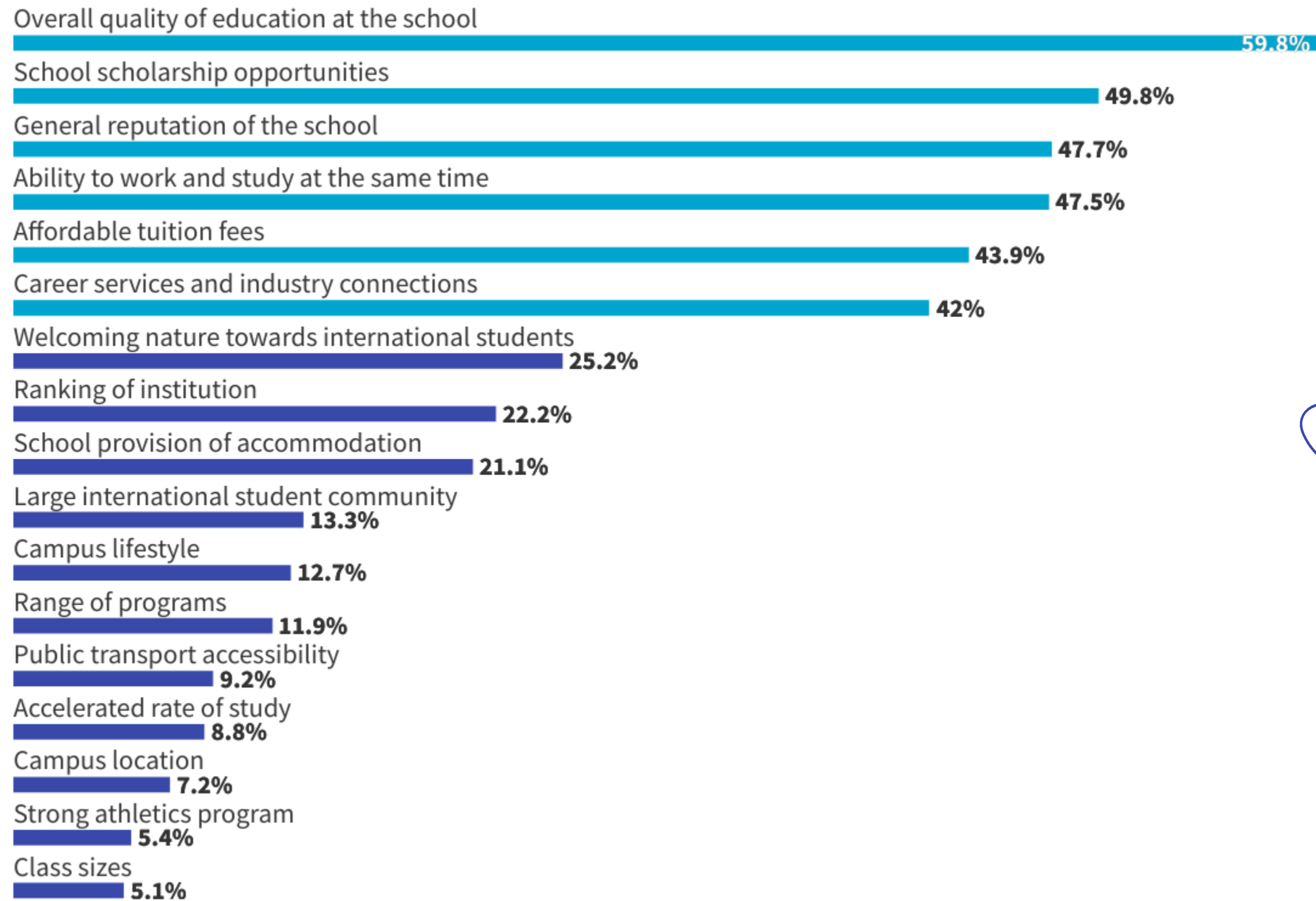


Top 8 decision-making factors when choosing a study abroad country

- 15% increase in quality of education in country
- 20.9% decrease in language or culture
- 22.8% decrease in safety or sociopolitical climate

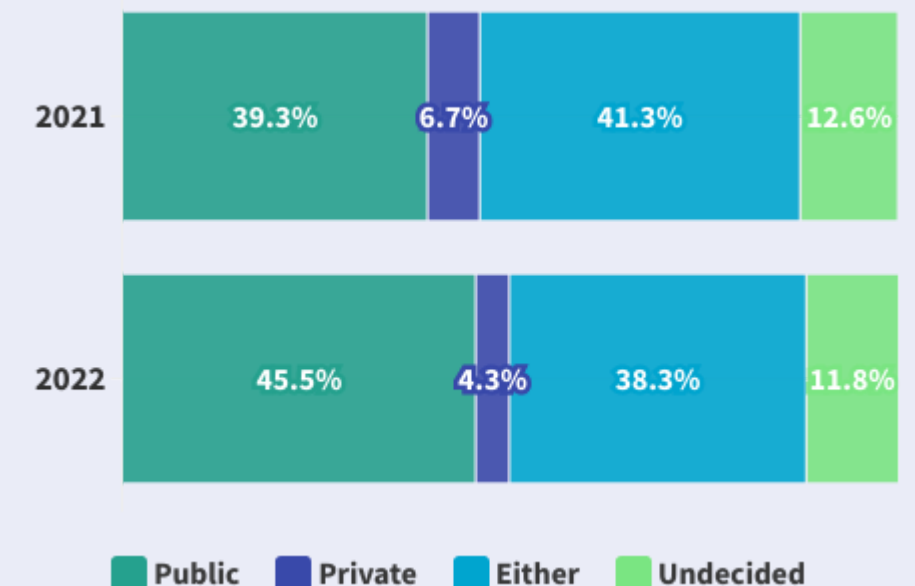


Top decision-making factors when choosing a school



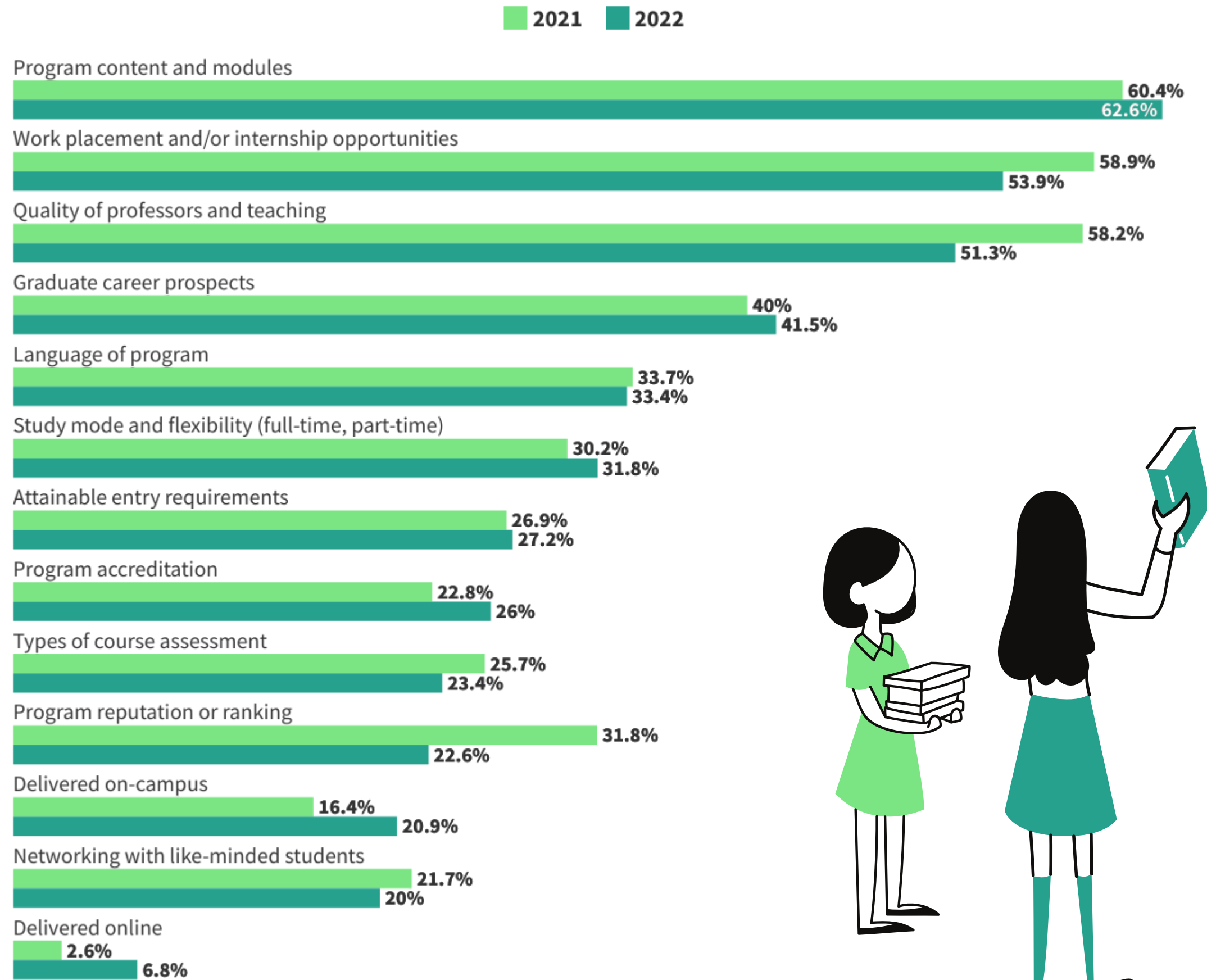
Are students more interested in private or public schools?

15.8% more interest in public schools.



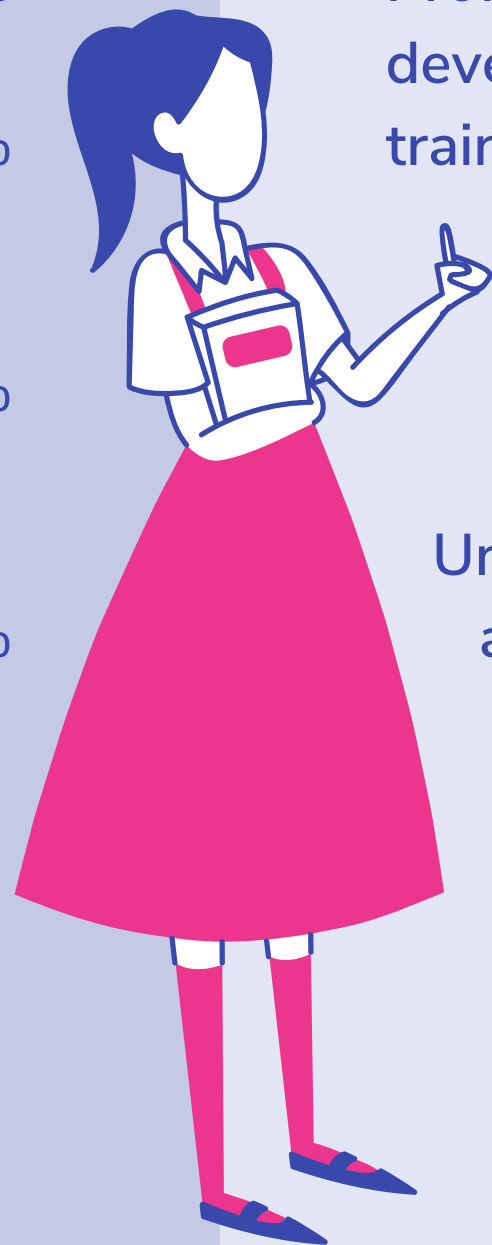
Top decision-making factors when choosing a program

- 28.8% decrease in program reputation
- 27.8% increase in on-campus delivery
- 155.8% increase in online delivery



Top considerations for a Bachelor's degree abroad

Tuition fees	57.8%
Scholarships and funding	51.4%
University ranking and reputation	38.2%
Career preparation and employment outcomes	33.3%



Top considerations for a Master's degree abroad

Professional development and training opportunities	59.7%
Funding availability	53.1%
University ranking and reputation	41.2%
Facilities and resources for research	39.8%

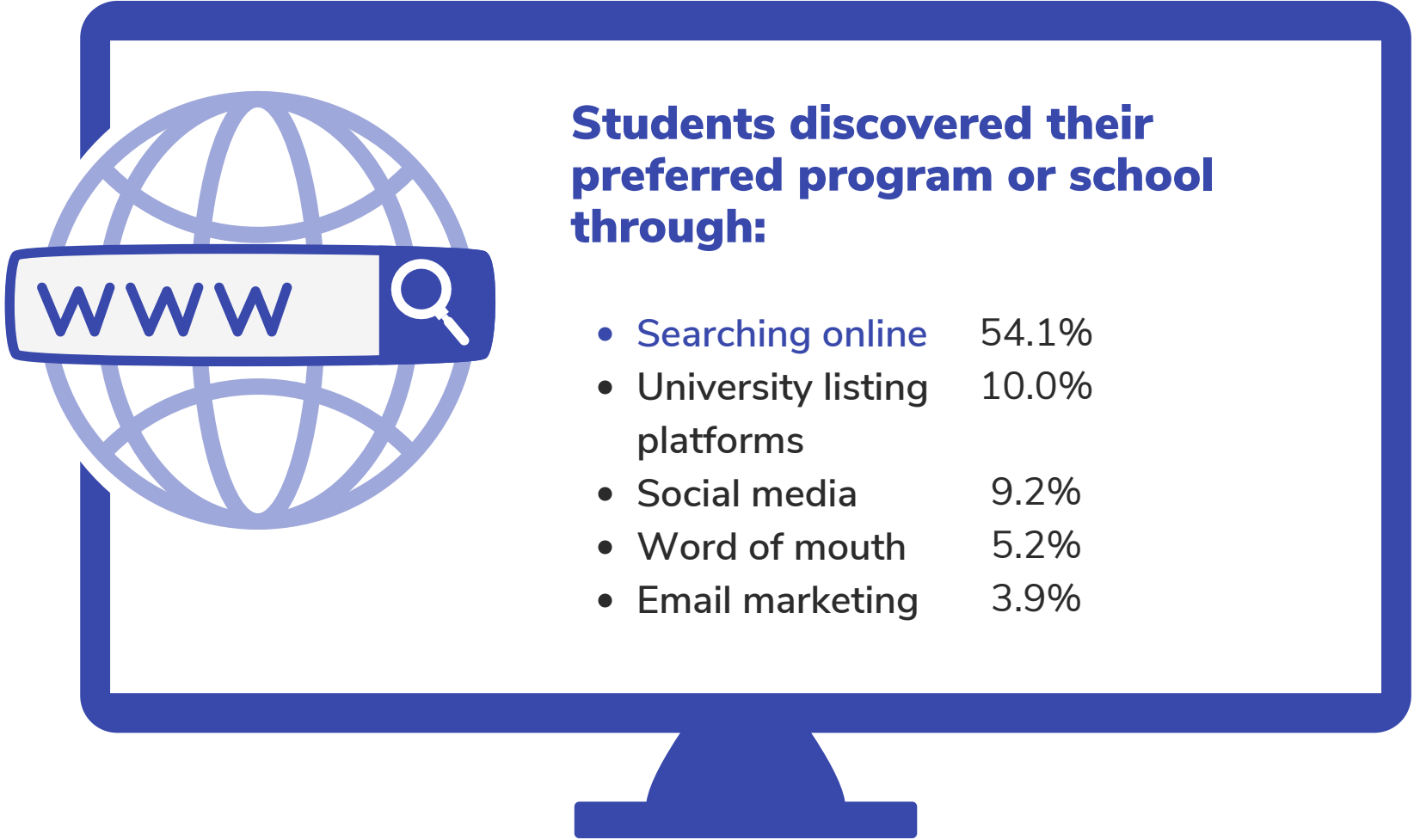
Top considerations for a doctorate or PhD abroad

Funding availability	44.2%
Facilities and resources for subject area	36.3%
Professional development and training opportunities	32.6%
University ranking and reputation	27.1%

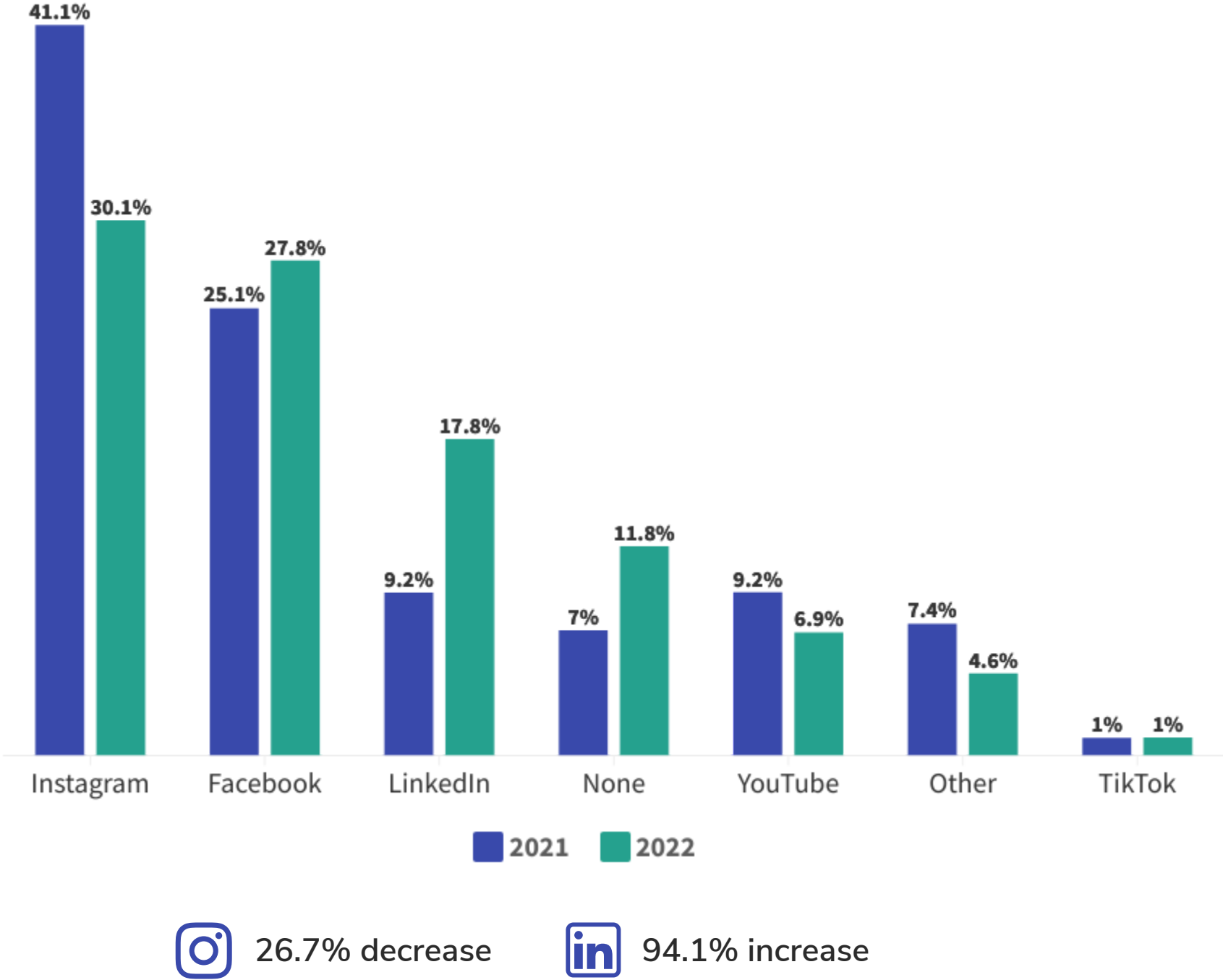


**Discovery phase and
application process**

Research & Discovery



Which social media platform is most helpful to get to know more about university?

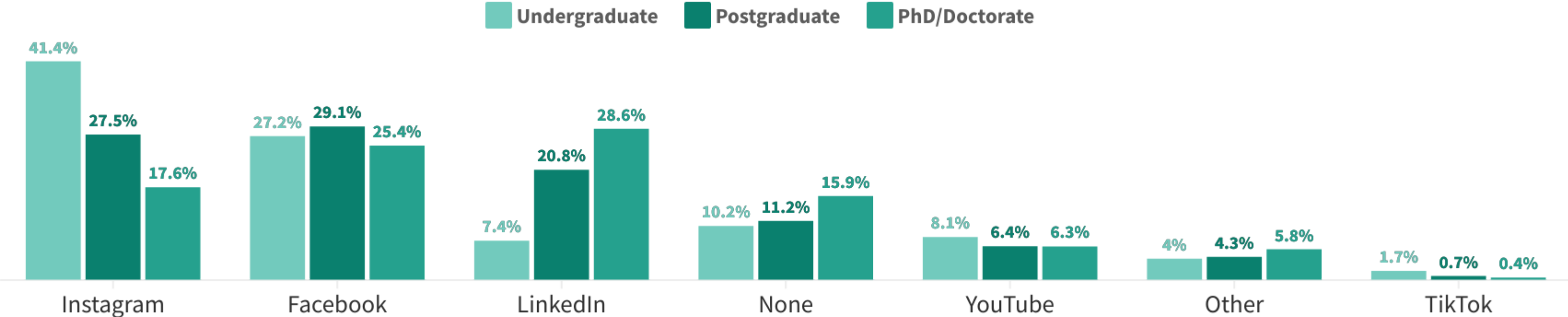


What resources do students find most helpful during the decision-making process?

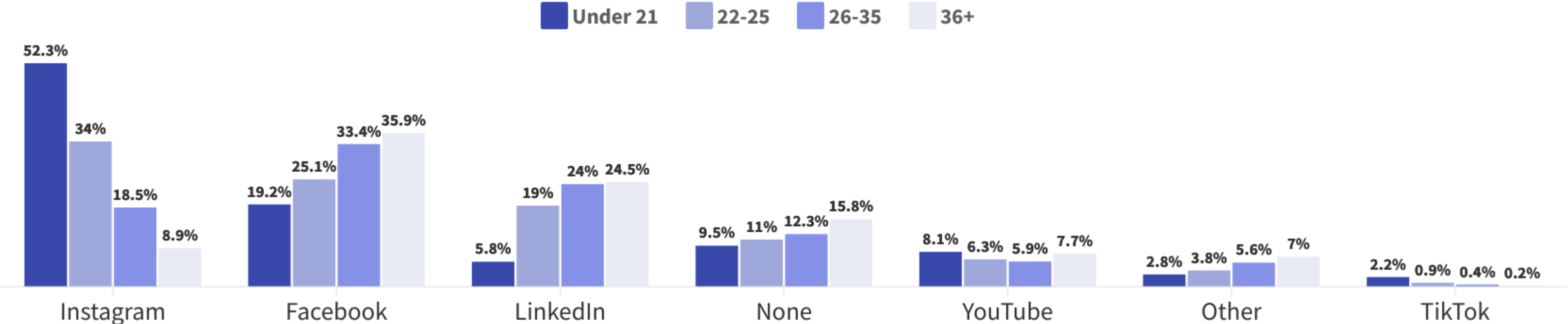
1. Scholarship and funding information	60.9%
2. Ranking lists	28.1%
3. Students' stories of studying abroad	27.3%
4. Study abroad websites	24.7%
5. Study abroad guides	23.0%

Social Media Preferences

Social media preference by level



Social media preference by age



Research & Planning

45.7%

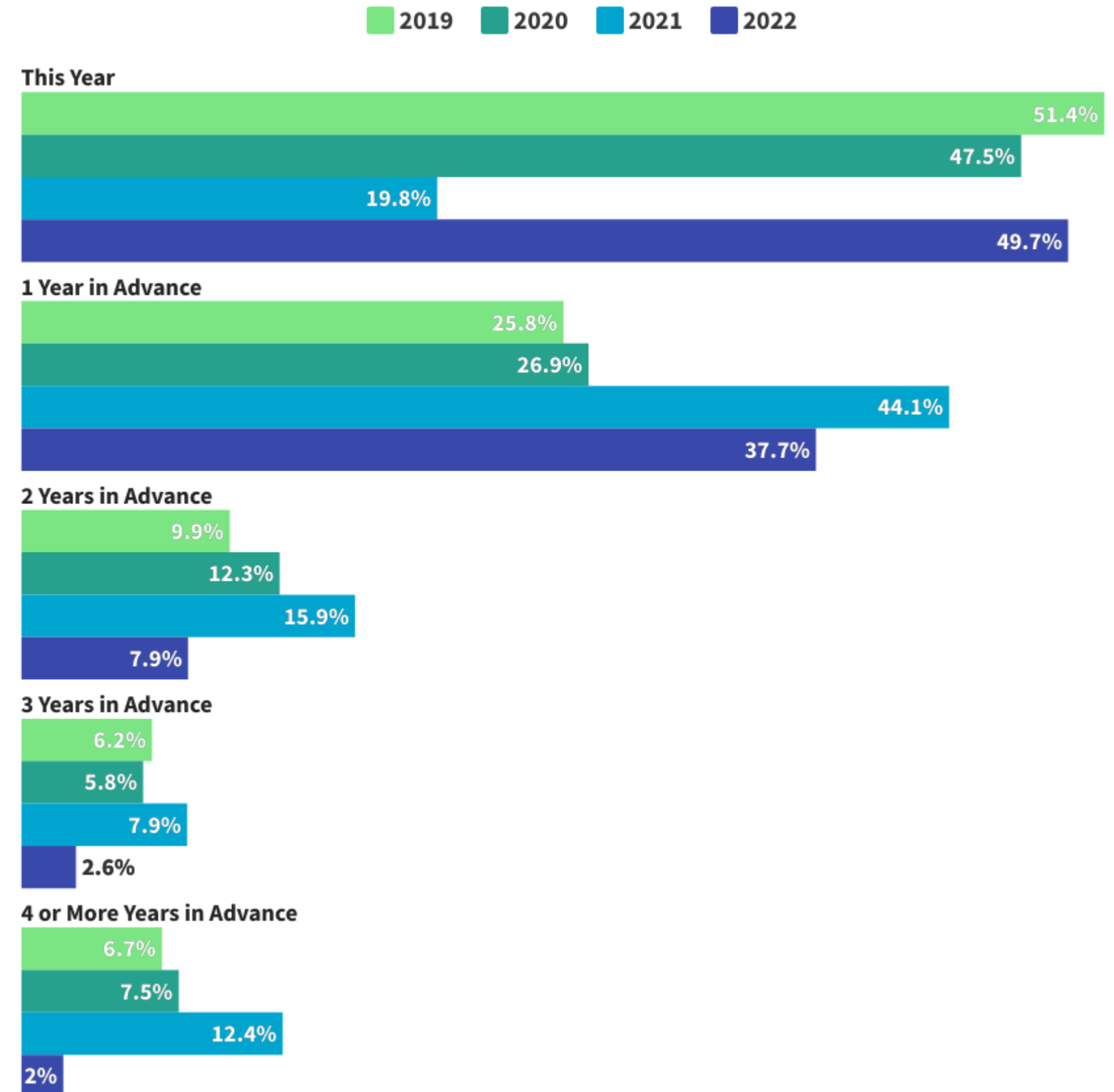
started researching study options
less than six months before applying

81.2%

started researching study options
less than one year before applying

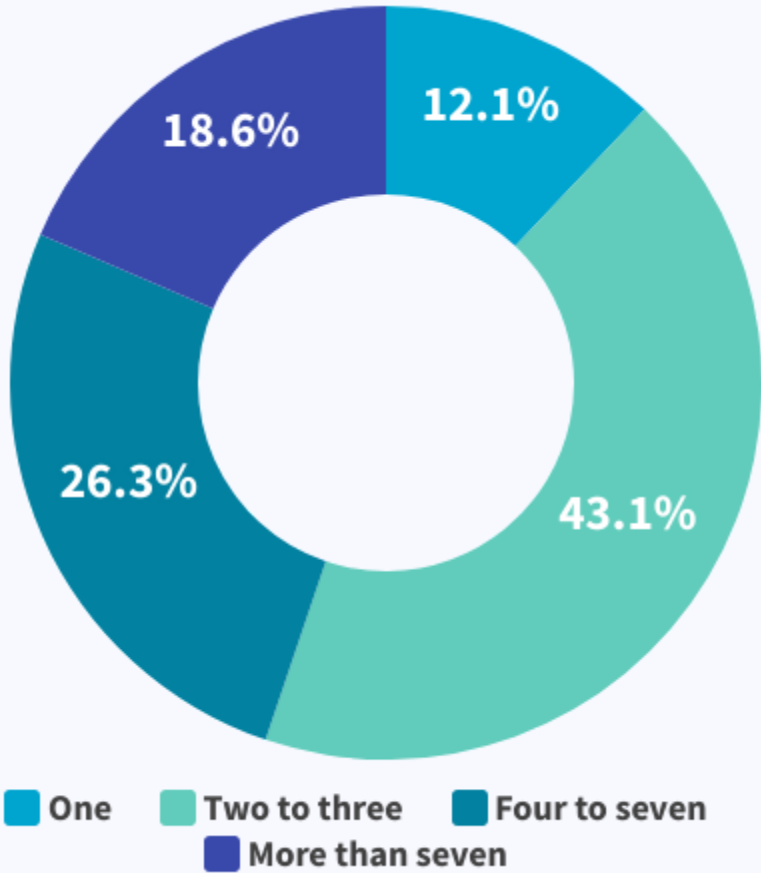
151.6% increase in students who plan to
study abroad in the upcoming year.

When are students planning to study abroad?

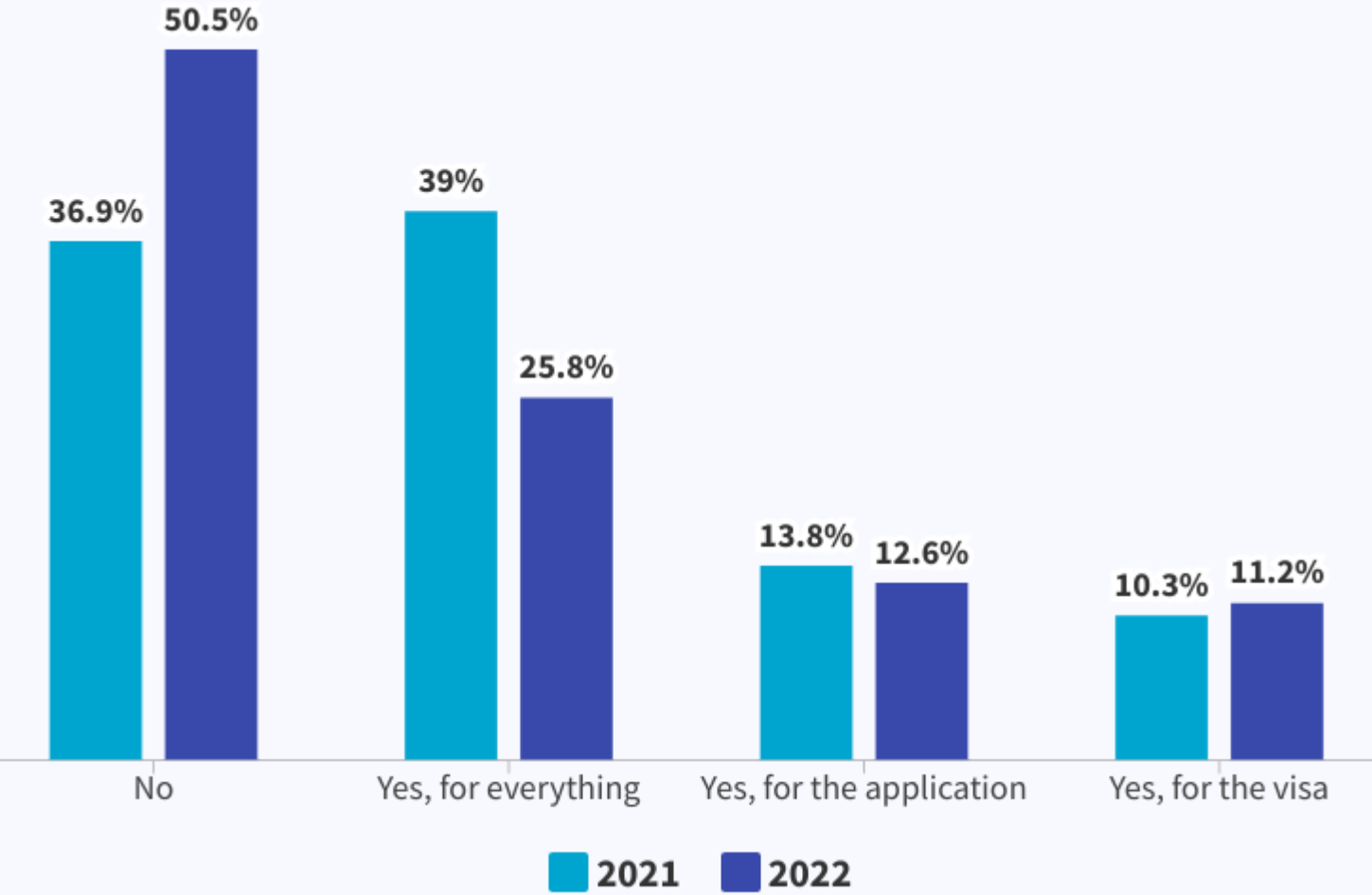


Application Process

How many universities are students going to apply to or have already applied to?



Are students planning on using an education agent or agency to apply?



What stops students from applying?

Expensive tuition fees	79.2%
No scholarship opportunities	59.5%
Expensive application fees	38.1%

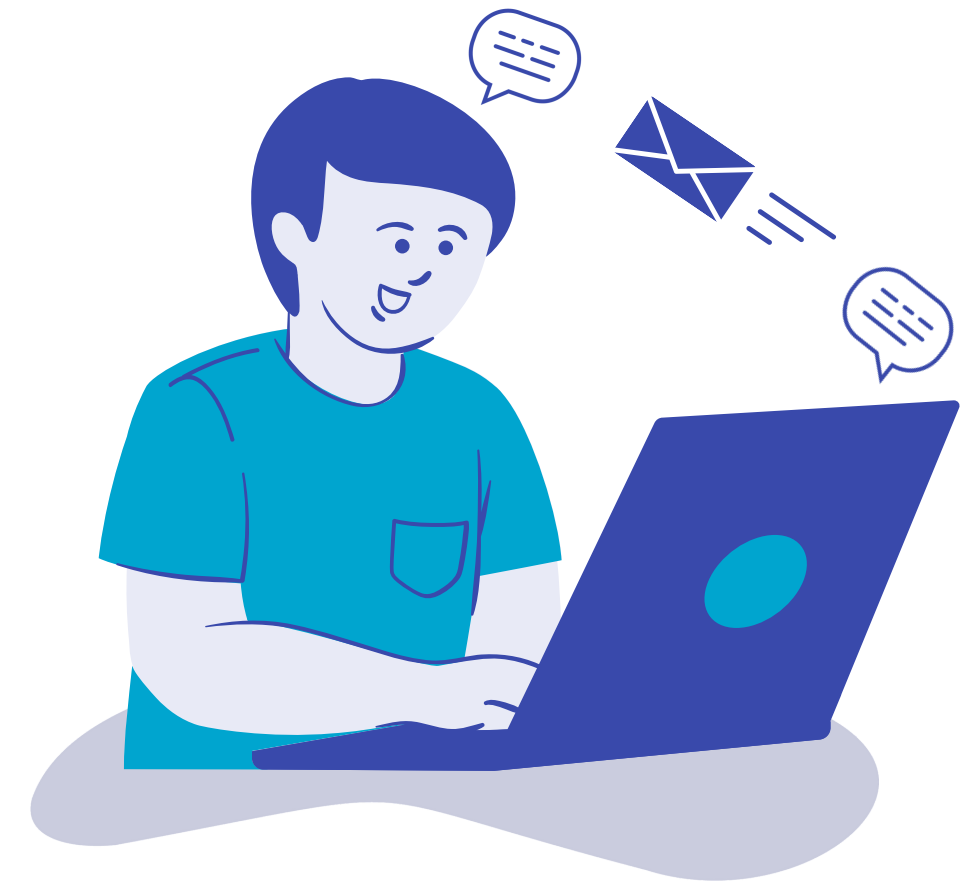
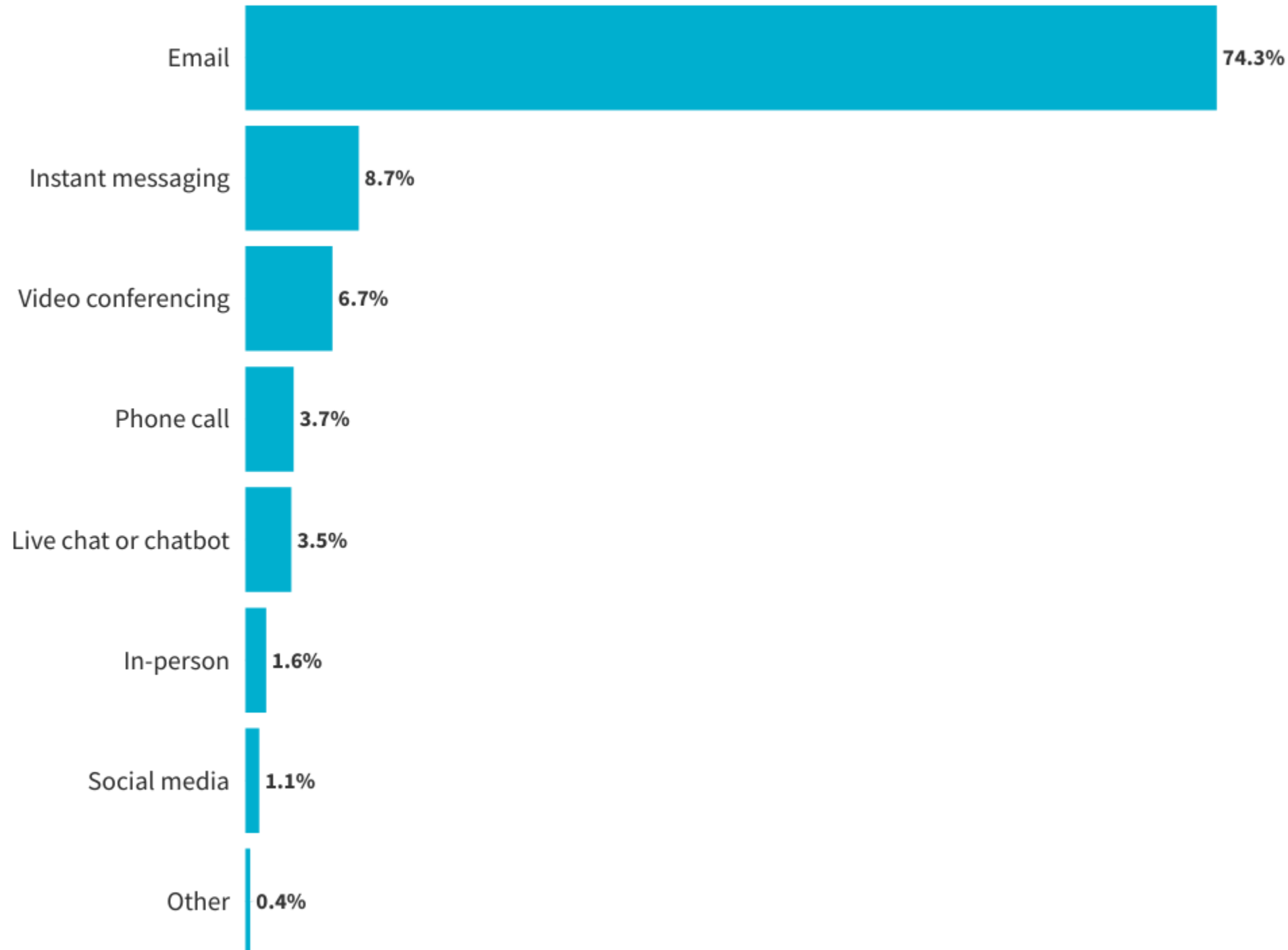


36.8% increase in students planning to apply without the help of an education agent.



**Communication and
outreach**

How do students prefer to communicate with a university during the research and application processes?



What resources are students most interested in receiving from their preferred university?

Scholarship and funding assistance	40.0%
Visa and immigration information	10.6%
Cost of living and practical information	10.0%
Upcoming deadlines and application information	7.6%
Invitation to meet with admissions counsellor in-person or virtually	6.4%

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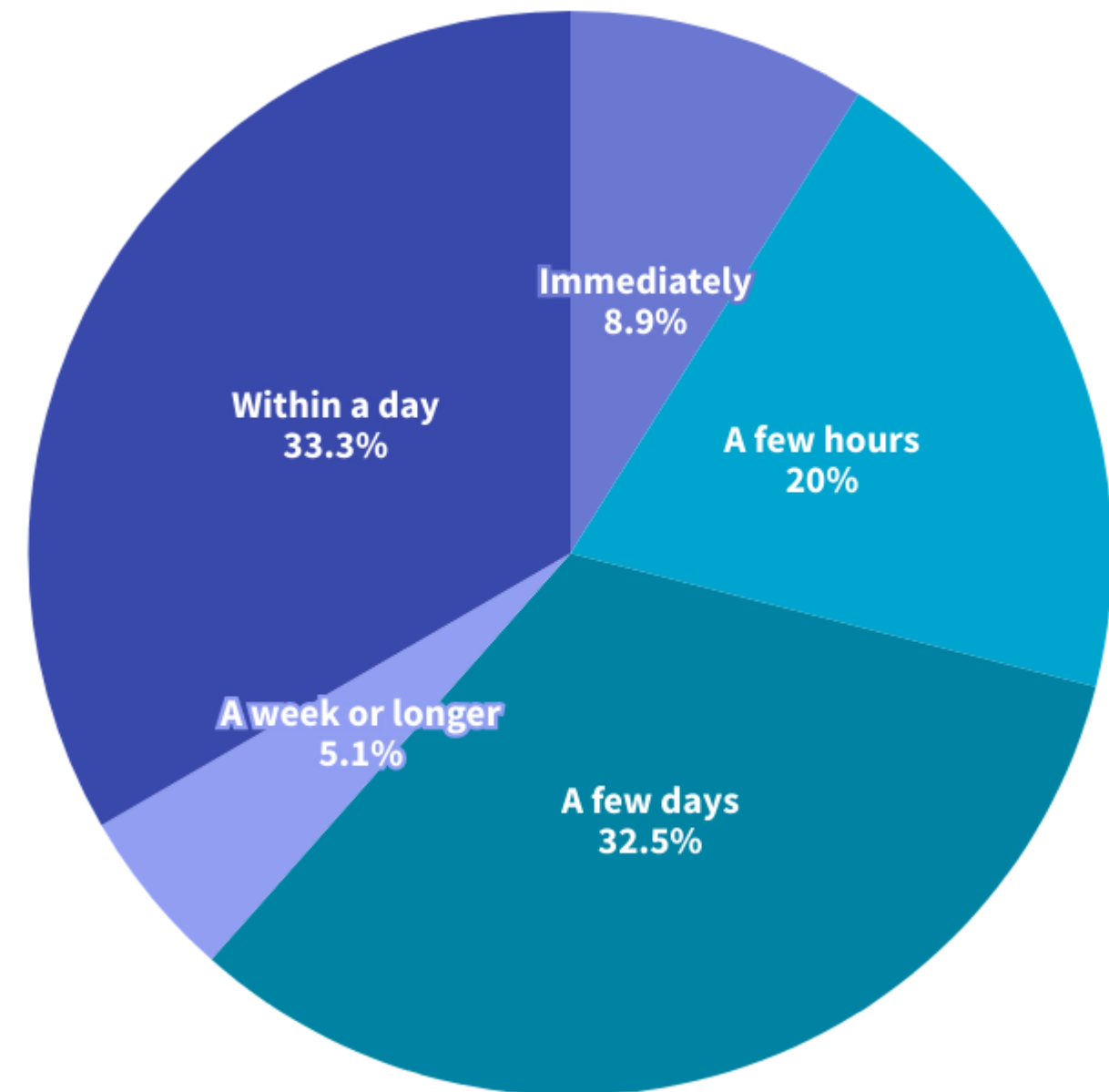
Student satisfaction with a university's response after making an information request



3.6 out of 5 stars

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When do students expect to receive a response after asking for information?



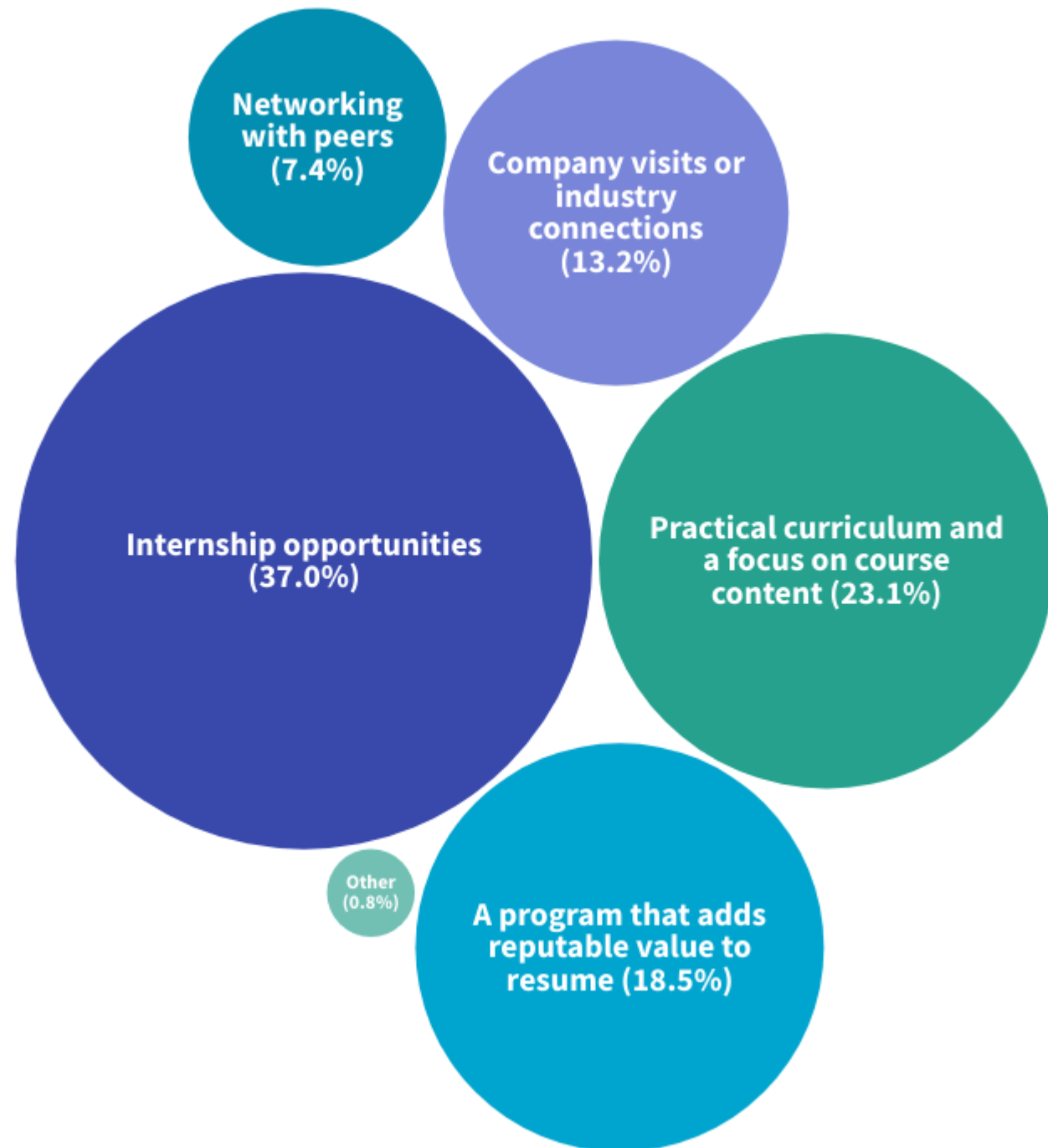
How students feel universities can improve

Higher quality responses	26.6%
Increased availability of information	25.5%
Faster response	21.9%
More communications channels	13.4%
Ensuring enquiries are responded to	11.4%
Other	0.94%

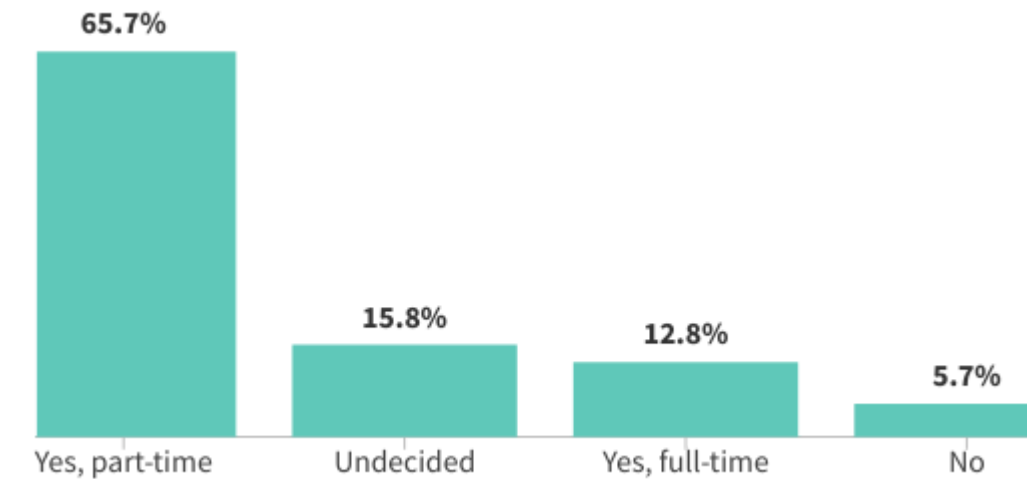
Career opportunities and funding

Career Opportunities

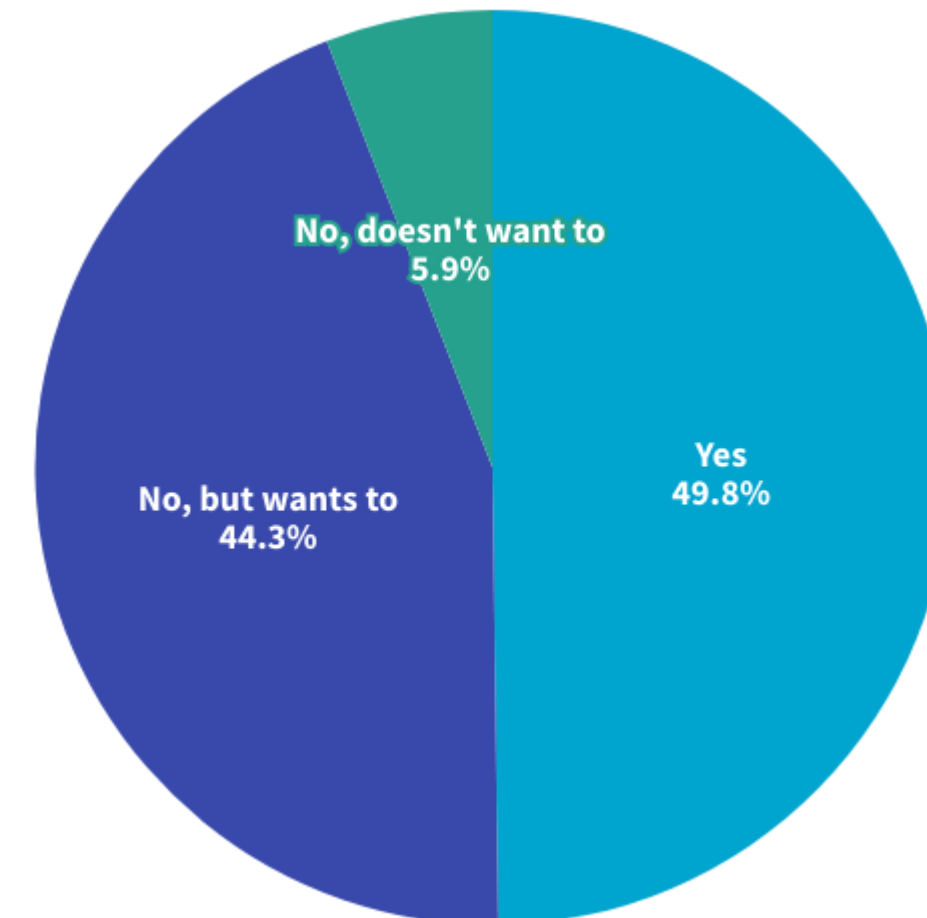
What is most important to students in a program for their career goals?



Are students planning to work during their studies?



Are students planning to have an internship during or after their studies?

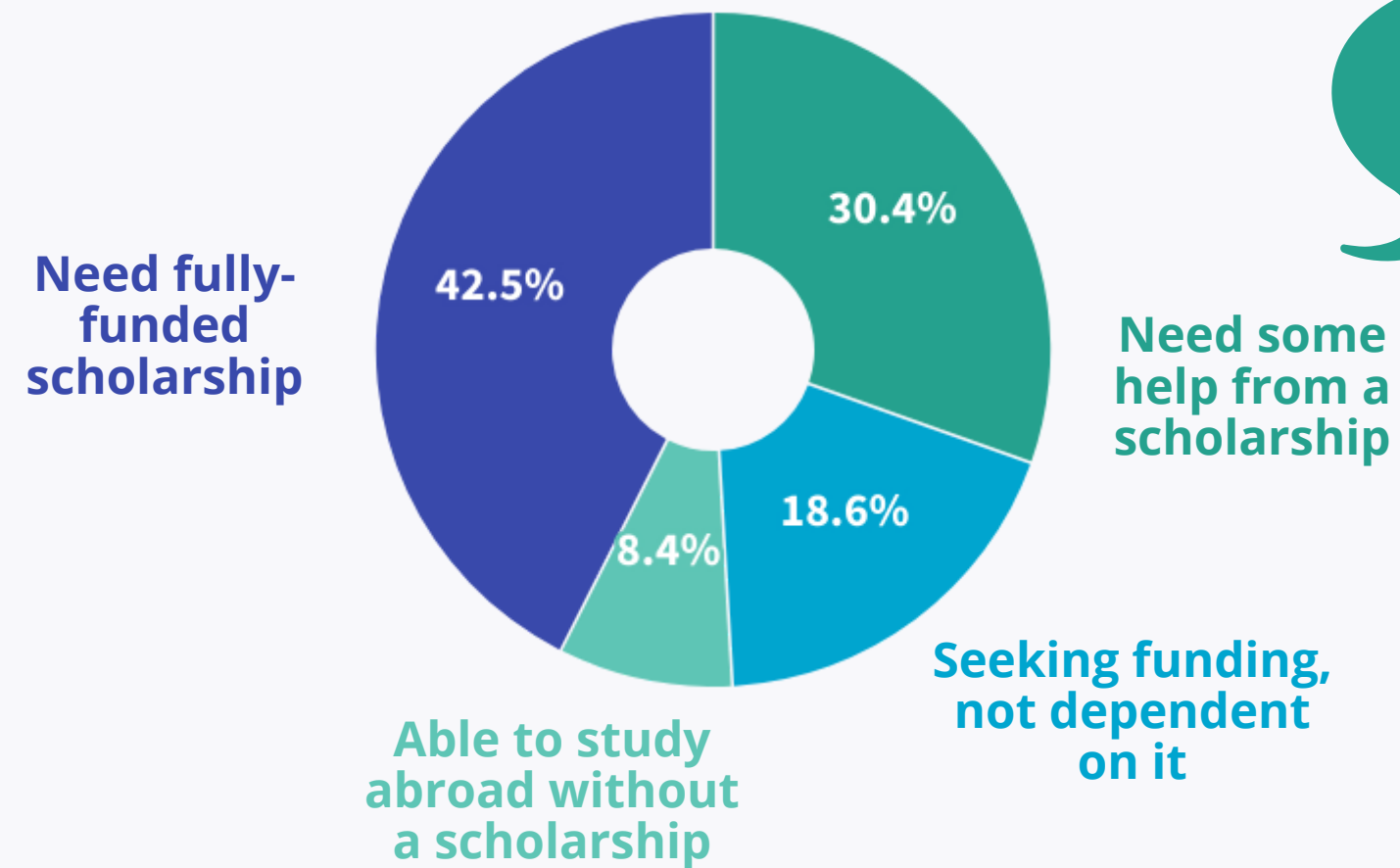


Funding and scholarships

How do students plan to fund their studies?

Scholarships and grants	68.27%
From working while studying	48.92%
Financial support from family	37.57%
Personal income or savings	32.82%
Government loan	17.64%

How important are scholarships?

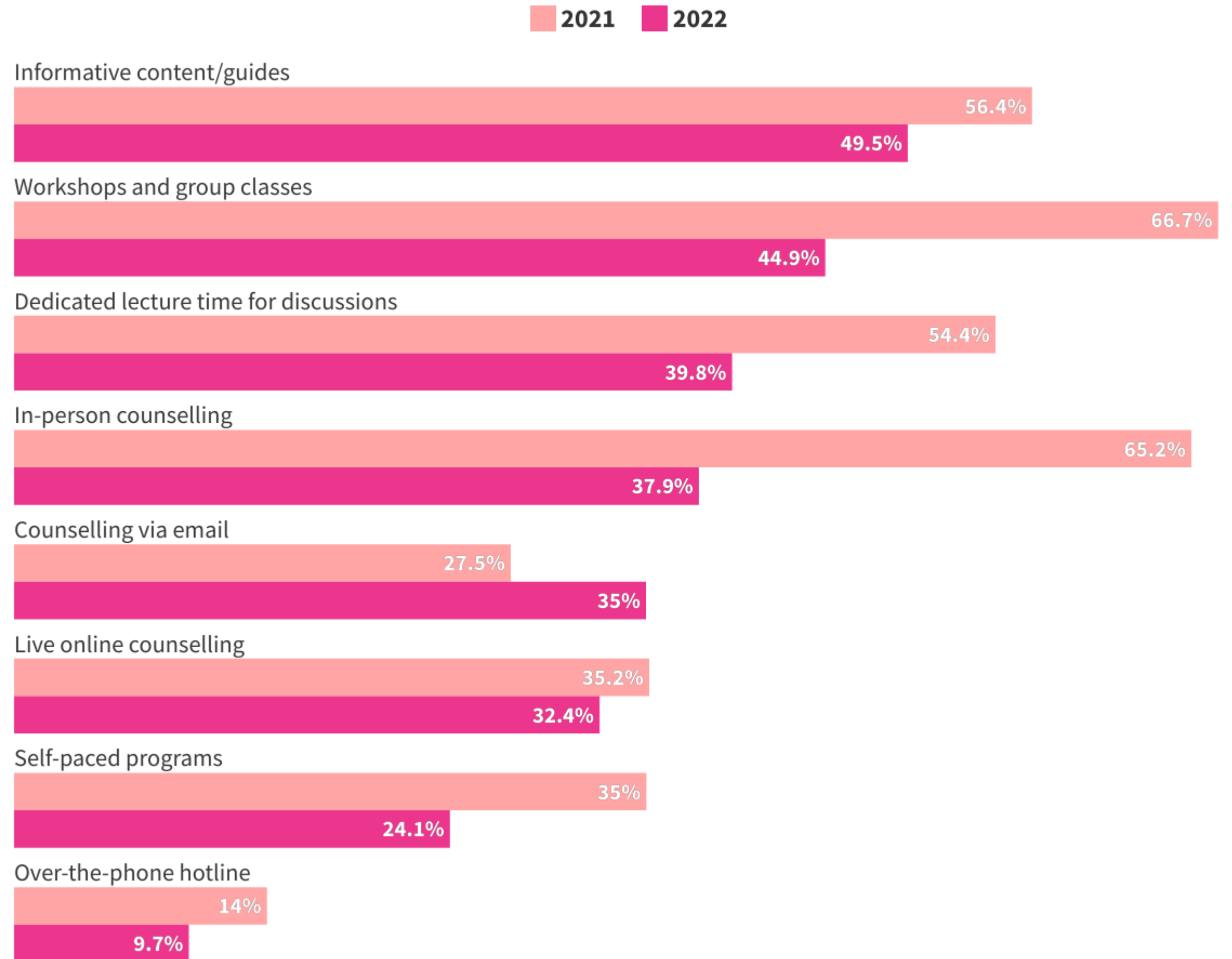




Student support

Which services are most important to students when choosing a university?

- Counselling services via email rose in importance by 27.2%.



Top concerns about studying abroad

Tuition fees and living expenses	80.9%
Visa requirements and immigration	42.1%
Finding housing and accommodation	40.0%
Job employability	23.2%
Not speaking the local language	21.2%

Are you concerned about safety?

74.3%

are concerned about safety



Students Not Interested in Study Abroad

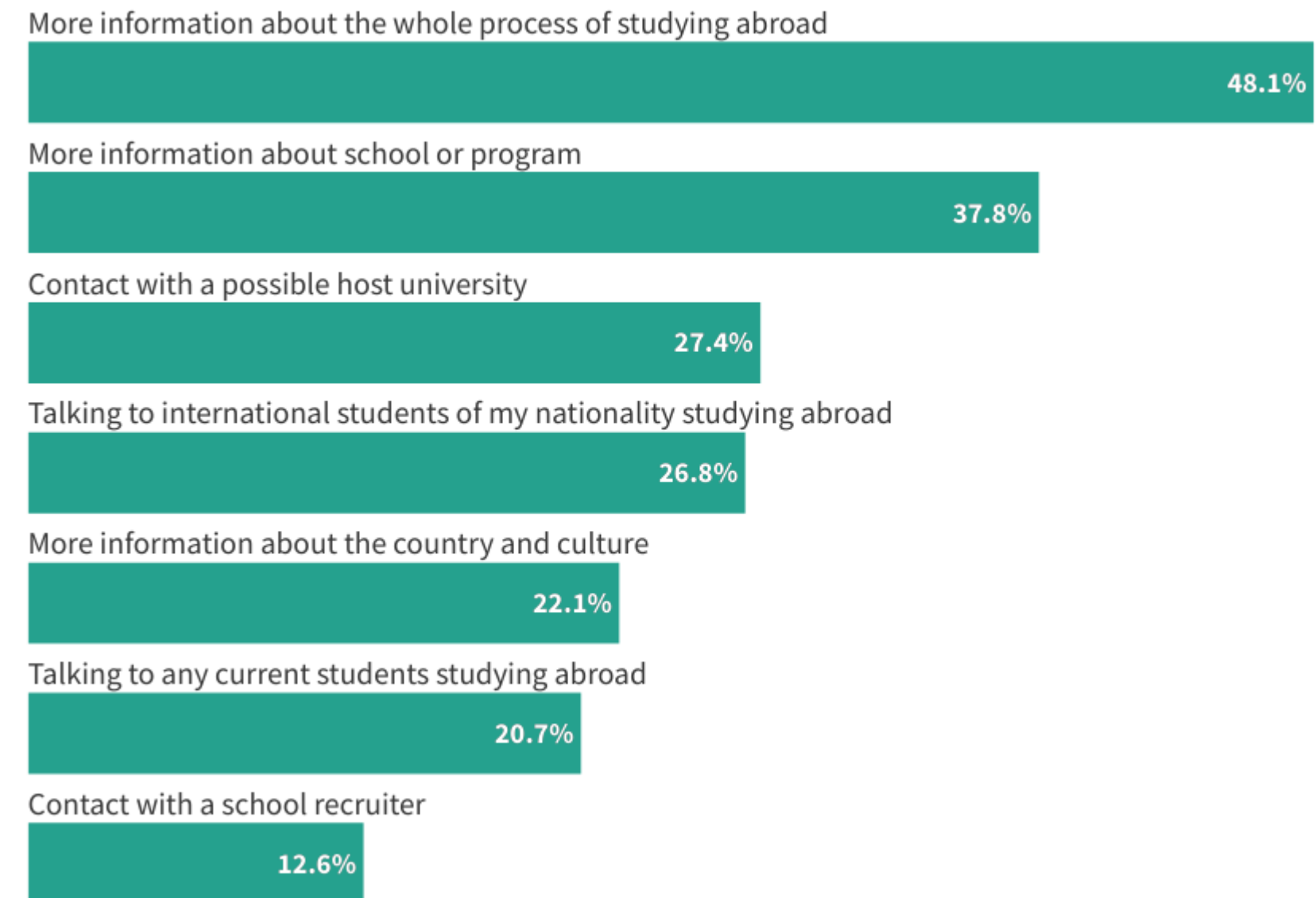
1,130

not interested in studying abroad

Why not?

Too expensive	26.3%
Don't want to leave friends and family	16.9%
Employment obligations	12.9%
Not interested	9.5%

What would help students overcome barriers to studying abroad?





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