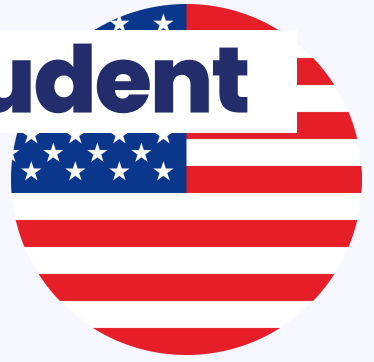


# Trump's impact on student decision-making



# 58%

of **European students** say Trump's election has had a **negative** impact on their **desire to study in the USA.**

## US searches down

Across Keystone sites, the number of students searching for Masters and PhDs in the US dropped by 5% on November 6 vs. October 30.

Searches are down 3% overall.

## 42% overall less likely to consider US

From a survey of 600 prospective students, 42% said they are less likely to consider studying in the US following Trump's election result.

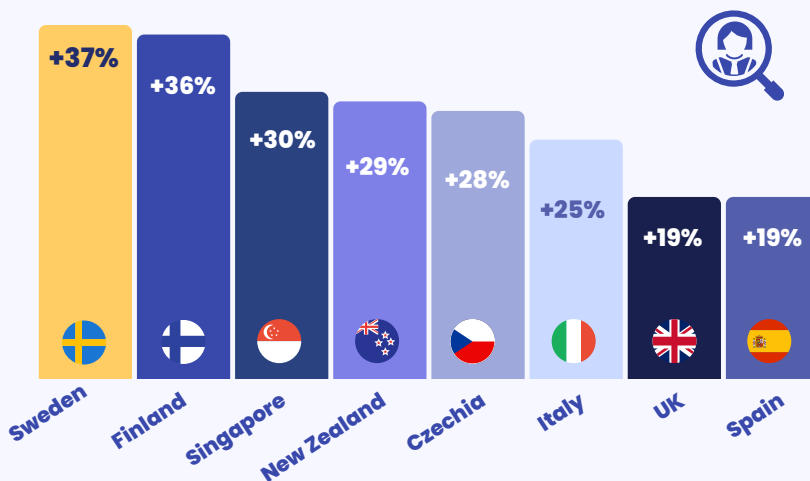
58% of European students, 21% of Asian students and 29% of African students.

## North America students turning elsewhere

There has also been a 17% drop in North American students searching for US programs (October 30 vs. November 6).

American students may now be considering options to study abroad.

## US interest is down... where is student interest shifting?



# 41%

of students remain 'uncertain' about the impact of Trump's election.

Audiences are still making up their minds, which means universities still have the opportunity to reassure them.