

State of Student Recruitment

STUDENTS FROM AFRICA



Recruitment trends
in 2024 plus student
preferences and
barriers for African
students.



State of Student Recruitment 2024

Student insights from AFRICA



Data and insights from 8,910 students from Africa. Data collected February–April 2024.

WHY AFRICAN STUDENTS WANT TO STUDY INTERNATIONALLY

Motivations to study

- 1 Qualify for further study 51%
- 2 Career progression 50%
- 3 Qualify for a specific career 32%
- 4 To have an adventure 26%
- 5 Challenge myself 25%
- 6 Interest in the subject 22%
- 7 To better my earnings 19%



The biggest concern for African students is the cost – 73% were concerned about affordability.

ANALYSIS



African students put a greater emphasis on **'qualifying for further study'** – 51% compared to 44% globally.



Funding opportunities are also more important to students from Africa, with **56%** saying it is the most important factor compared to 49% globally.



Globally, we have seen an increase in the importance of **internships** among students. They are up popularity by **46%** since 2023.



When we look at student concerns, students from Africa are **nearly 4x** as **concerned about the political environment** as students from the UK.

We asked African students:

What are the most important factors...

...in a school

54%
Employment outcomes

48%
Reputation & ranking

33%
Unique/specialist programs

31%
Large international student community

30%
Accommodation

...in a program

56%
Funding opportunities

53%
Work placement/
internships

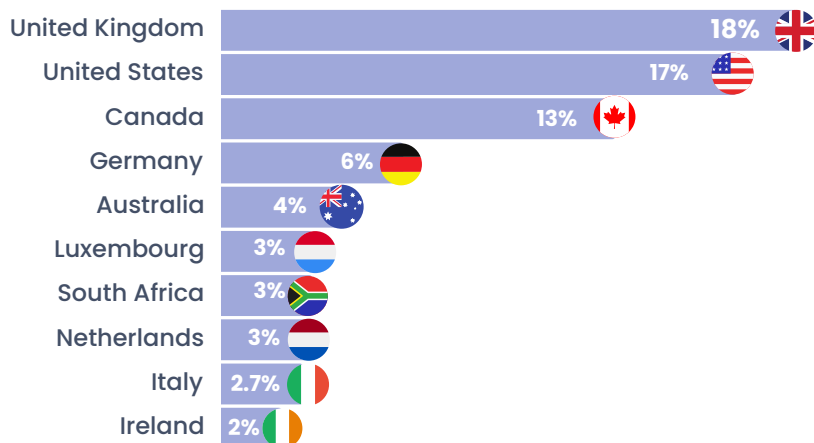
49%
Opportunities for
academic networking

44%
Affordable fees

15%
Ability to study online

WHERE & WHAT AFRICAN STUDENTS WANT TO STUDY

Top study destinations

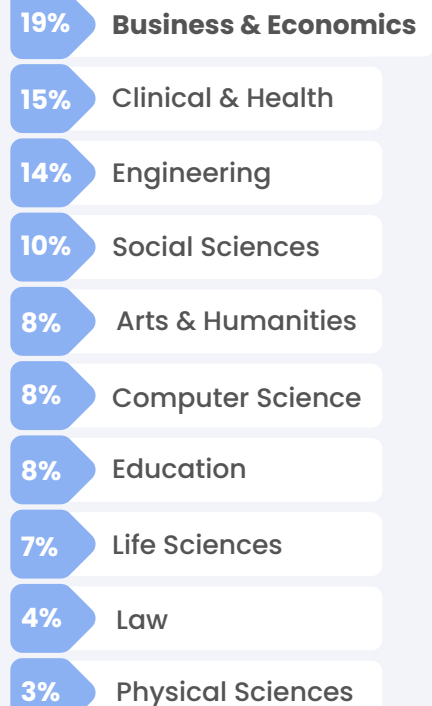


ANALYSIS



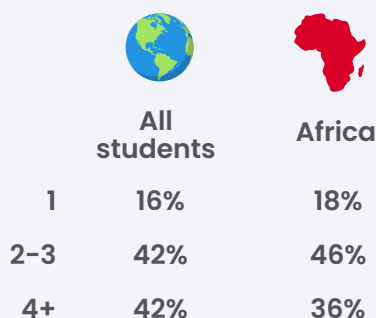
The top 3 countries are the same for African students as they are globally. However, African students are showing more interest in **South Africa and Ireland** as study destinations than our global audience of students.

Subjects



We asked African students:

How many universities are you applying to?



African students are applying to slightly fewer universities than the rest of the world, with nearly half applying to 2-3.

Compared to Asian students, they are making more specific study choices, with 51% of African students applying to 4+ universities.



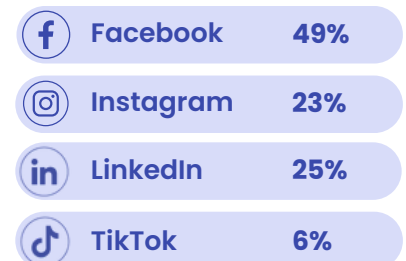
69% said an application fee would stop them from applying to a university.



43% found their preferred program via online search i.e. Google, Baidu, Yandex.

We asked African students:

Do you follow a university on social media?



It may seem students aren't on Facebook anymore, but 49% of African students said they follow a university on the platform.

COMMUNICATING WITH AFRICAN STUDENTS



Email is the top channel – 73% of African students said it was the preferred way to speak with universities.



89% of students from Africa expect a response to their initial inquiry within 24 hours or less.

