

State of Student Recruitment

SPAIN



Recruitment trends,
student preferences
and motivations for
students interested **in**
studying in Spain.



State of Student Recruitment 2024

Data from international students interested in Spain



Data & insights from 357 students interested in studying in Spain. Data collected Feb–April 2024.

WHY INTERNATIONAL STUDENTS WANT TO STUDY IN SPAIN

Motivations to study

- 1 Career progression 42%
- 2 Qualify for a specific career 39%
- 3 Qualify for further study 36%
- 4 Interest in the subject 34%
- 5 To have an adventure 30%
- 6 For a challenge 28%
- 7 To better my earnings 25%



ANALYSIS



'Qualifying for a specific career' is more important to students who want to study in Spain with 39%, compared to the global average of 34%, while qualifying for further study was less of a motivating factor for students interested in Spain.

36% said it was a top factor compared to 43% globally.



The individual **teaching staff** are also more of a priority, with 26% of students interested in Spain motivated by it, compared to 17% globally.



Profile and highlight the skill and expertise your teaching staff and faculty bring to your programs in your communications with international students.

We asked students interested in Spain:

What are the most important factors...

...in a school

50%
Employment outcomes

48%
Reputation & ranking

36%
Large international community

33%
Campus lifestyle

30%
Unique/specialist programmes

...in a program

55%
Work placements /internships

48%
Affordable fees

45%
Opportunities for academic networking

41%
Funding opportunities

26%
Teaching staff



Spain is the **9th most popular study destination globally** for international students. It has risen slightly in popularity from 2023, when it ranked 10th. The top three nationalities interested in studying in Spain are Brazilian, Pakistani and Moroccan.

Barriers to studying in Spain



The biggest concern for students studying in Spain is cost – 67%. However, this is lower compared to all students (69%).



63%

said unclear or missing information on a website would stop them applying.



Cost will be a concern for the majority of students – that can't be changed. Instead, highlight the **return on investment** international students get from your degree. Students will acquire the skills needed to be successful in their chosen career and 'earn their money back'.

Popular subjects

22%	Business & Economics
14%	Arts & Humanities
13%	Engineering
9%	Computer Sciences
9%	Clinical & Health
8%	Life Sciences
6%	Education
5.5%	Social Sciences
5%	Law

We asked:

How many universities are you applying to?



All students



Spain interest

1	16%	13%
2-3	42%	42%
4+	42%	44%

Students interested in studying in Spain are applying to multiple universities. With more students applying to 4+ universities than the global average. How can you stand out against the competition?

Speed and quality of response to students is a factor, plus through highlighting the employment outcomes of your degrees.*

*Data on page 1

We asked students interested in Spain:

Do you follow a university on social media?

	Instagram	48%
	Facebook	28%
	LinkedIn	18%
	TikTok	5%

It may seem students aren't on Facebook anymore, but 28% of students interested in Spain said they follow a university on the platform.

COMMUNICATING WITH STUDENTS INTERESTED IN SPAIN



62%

Email is the top channel – 62% of students interested in Spain said it was the preferred way to speak with universities. Students interested in Spain are more interested in **instant messaging** than the global average – **16%** compared to 12% globally.



83%

of Spain study students expect a response to their initial inquiry within 24 hours or less, with 11% expecting a response immediately.



52%

found their preferred program on via online search e.g. Google, Baidu.

Make sure your websites are SEO-optimized to capture these students.

