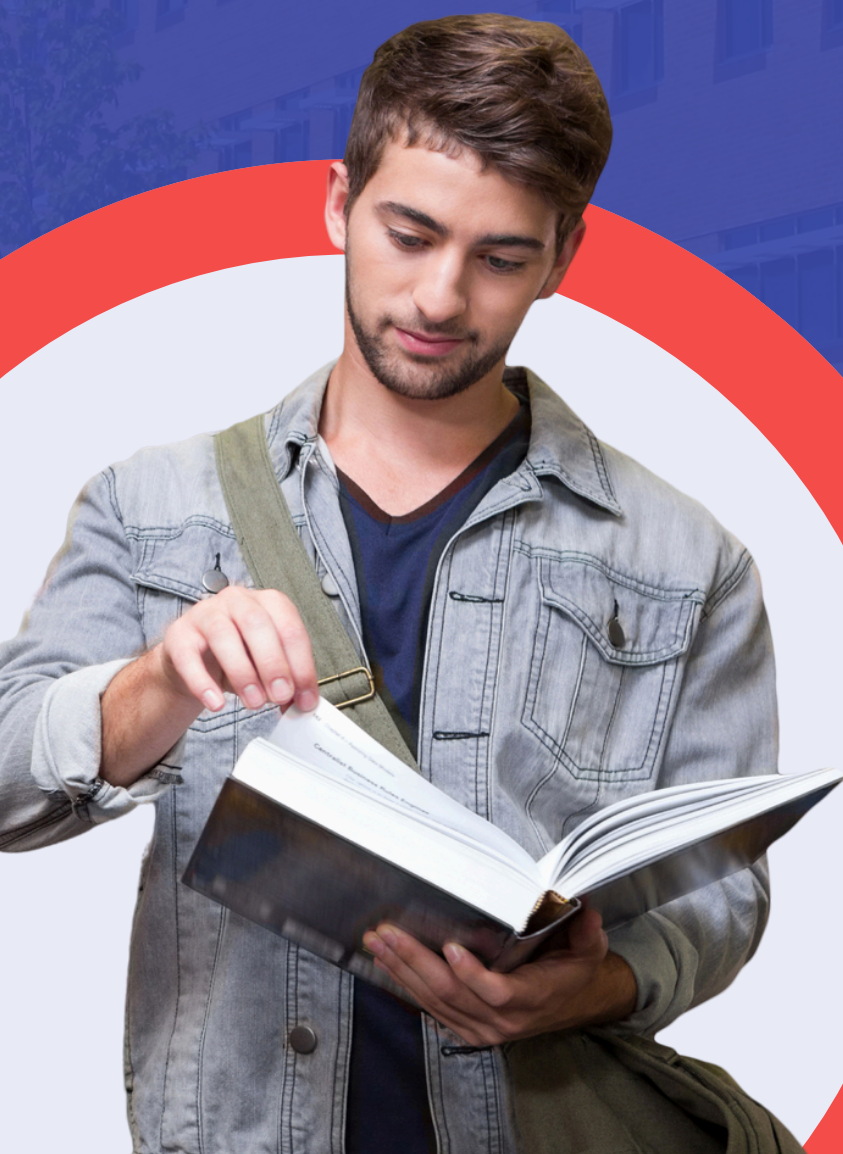


State of Student Recruitment

United Kingdom



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



State of Student Recruitment 2024

Data from international students interested in The UK



Data & insights from 3,260 students interested in studying in the UK. Data collected Feb–April 2024.

WHY INTERNATIONAL STUDENTS WANT TO STUDY IN THE UK

Motivations to study

- 1 Career progression 48%
- 2 Qualify for further study 42%
- 3 Interest in the subject 36%
- 4 Qualify for a specific career 35%
- 5 For a challenge 28%
- 6 To have an adventure 25%
- 7 To better my earnings 21%



ANALYSIS



The **campus lifestyle** is one of the top 5 factors for students interested in the UK, but doesn't make the top 5 for all students.



Students interested in studying in the UK are more influenced by the **reputation and ranking** of a university, compared to students globally. 56% to 49% globally.



Funding opportunities when choosing a program is also more important for students interested in the UK. It is second globally.



When recruiting international students, UK universities can focus on these motivations. Include marketing messages on the on-campus atmosphere, for example, and the employment outcomes available after your programs.

We asked students interested in the UK:

What are the most important factors...

...in a school

57%
Employment outcomes

56%
Reputation & ranking

38%
Unique/specialist programs

27%
Campus lifestyle

26%
Accommodation

...in a program

54%
Funding opportunities

52%
Work placements /internships

48%
Opportunities for academic networking

45%
Affordable fees

19%
Teaching staff



The UK is the **top destination globally** for international students, with 19% of 27,500 international students wanting to study in the UK. It is particularly popular with Masters and PhD study – rising to 20% for postgraduate students.

Barriers to studying in the UK



The biggest concern for students studying in the UK is cost – 75% are concerned about affordability.



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'.



63%

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

Popular subjects

16%	Business & Economics
15.6%	Clinical & Health
11%	Arts & Humanities
11%	Life Sciences
10%	Engineering
9%	Social Sciences
7%	Education
7%	Computer Science
6%	Psychology

We asked:

How many universities are you applying to?



All students



UK interest

1	16%	15%
2-3	42%	42%
4+	42%	43%

Students interested in studying in the UK are applying to multiple universities. 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 the UK:

Do you follow a university on social media?

f	Facebook	37%
ig	Instagram	34%
in	LinkedIn	27%
tt	TikTok	5%

It may seem students aren't on Facebook anymore, but 37% of students interested in the UK said they follow a university on the platform.

COMMUNICATING WITH STUDENTS INTERESTED IN UK



74%

Email is the top channel – 74% of students interested in the UK said it was the preferred way to speak with universities.



84%

of UK study students expect a response to their initial inquiry within 24 hours or less, with 14% expecting a response immediately.



40%

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

Make sure your websites are SEO-optimized.

