



# State of Student Recruitment

## LATIN AMERICA

- Is Latin America a target market for your international student recruitment? Our findings will help you update your understanding of how students from South America, Central America, Caribbean and Mexico are thinking about study abroad and making decisions in 2022 and beyond.

# Report Highlights

## Latin America

■ Our Global Student Survey reached **1,541 prospective students across Latin America** and more than 20,000 students from around the world overall. View respondent data and customize country groupings with our State of Student Recruitment Dashboard to find out more about specific regions or countries.



**Australia and Portugal have increased in popularity as study abroad destinations - rising by 181.7% and 365% respectively**



**There are more students looking to study languages at undergraduate (17.6%) and postgraduate (13.1%) in Latin America than in any other region**



**Mexico has the most students who identify the program as their first priority (71%) across global regions followed by South America (68.6%)**



**10.5% of Caribbean students and 10.1% of South American students prefer online classes to in-person or hybrid classes, contributing to a 234.9% increase in the year-on-year popularity of online classes overall**



**135.4% more Latin American prospective students are planning to study abroad in the upcoming year, solidifying the global trend of shorter student journeys**



**Latin America has the highest proportion of prospective undergraduate (63.6%) and PhD/Doctorate students (34.8%) who prefer Instagram to get more information about a university**

### Discover student trends from around the world

What are the top study destinations in 2022? How are students communicating with institutions? What are their challenges and concerns in relation to study abroad? Discover this and more in the 2022 State of Student Recruitment with **six regional reports available**.

Visit [keystoneacademic.com](https://www.keystoneacademic.com) to access the full series of global State of Student Recruitment reports.

# Study Abroad Trends for Latin American Students in 2022

■ We asked students about what motivated and influenced their study abroad decisions, as well as what was holding them back or was concerning them. We were then able to directly compare the data to the results of last year's survey to see how preferences and trends have changed over the last 12 months.

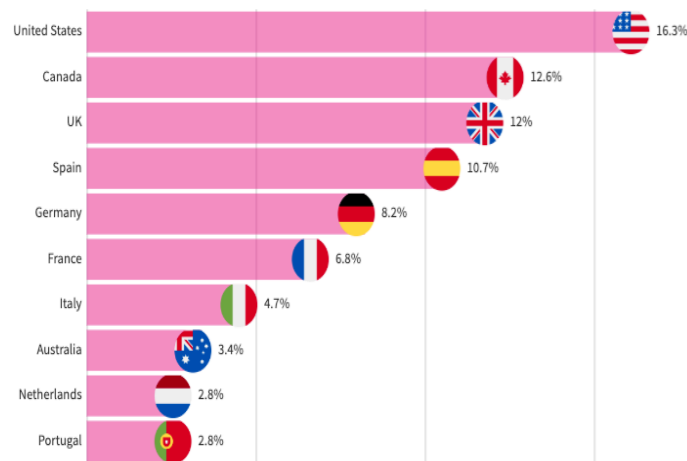
## Top Destinations: Australia and Portugal have risen in popularity for Latin American students hoping to study abroad, with 181.7% and 365% increases in both.

First things first. The United States is the top destination for Latin American students for the fourth year in a row, despite a 16.2% decrease in popularity this year.

Interest in the United States is especially high for students from Central America with 22.7% voting it as their top study abroad destination.

Though other popular English-speaking destinations of Canada and the United Kingdom continue to place second and third this year in Latin America overall, a closer look shows that Mexican students ranked Canada as their top destination in 2022 (17.6%). An English-speaking country further down the list, Australia, has increased in popularity by 81.7% since last year.

Both Spain (10.7%) and Portugal (2.8%) are at their highest proportions of student interest in Latin America when compared to other regions. Latin American student interest in Spain has increased by 56.5% overall, taking the fourth spot on this year's list.



Top Study Abroad Destinations for Latin American students in 2022

Spain's popularity in Latin America mostly stems from Central America (13.4%), South America (10.8%), and the Caribbean (13.2%), while only 3.5% of Mexican students said Spain was their top destination. Portugal shows an even more impressive change, with 365% growth since 2021.

Germany is another destination that sees more student interest this year after a 42% increase in popularity. Interest in Germany is especially pronounced in Central America (12.4%) and South America (9.6%).

## Top Programs: Latin American students want to study languages at undergraduate (17.6%) and postgraduate (13.1%) level more than any other region.

This is higher than other regions such as North America and Europe, where Health Care & Medicine has risen across all degree types. This is still the most sought after subject for PhD Latin American students.

Business & Administration in particular holds an impressive amount of attention in this region for students looking for undergraduate and postgraduate degrees, with the second-highest proportions of student interest globally.

There are more Latin American students looking to study undergraduate degrees in Languages (17.6%) and Administration Studies (8.8%) than anywhere else, and Art & Design (15.3%) falls second only to Europe (17.7%).

Interest in languages is also at its highest global level from postgraduate-interested Latin American students (13.1%). Students wanting to study this degree type also have interest in Business & Administration (20.6%) and Engineering (13.9%) as subjects of study, both of which are the second-highest regional numbers globally.

## Student Journey: 135.4% more Latin American prospective students are planning to study abroad in the upcoming year.

We have seen a global trend this year that students are planning to study abroad in the forthcoming year, showing the desire for shorter student journeys.

This is perhaps due to the impact on travel the pandemic has had, and students wanting to kickstart their study abroad year.

The proportion of students planning to study abroad 'this year' has skyrocketed by 135.4% since 2021, nearly reaching pre-pandemic levels.

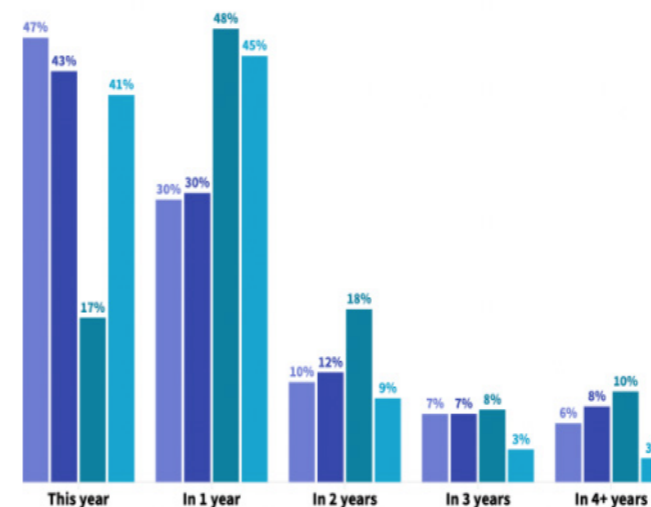
Over three quarters of prospective Latin American students in this

year's survey also indicated that they began researching their study options less than six months before applying (75.2%). The turn towards shorter-term planning heightens the importance of efficient targeting and marketing post-pandemic.

## Top Motivations: Latin America tops global proportions of students that find ranking lists helpful in study abroad decision-making (34.1%)

When it comes to motivations to study abroad, Latin American students seem to maintain the top three reasons to study abroad from previous years: 'Achieve my career goals' (46.8%), 'Experience a new culture or lifestyle' (46.2%), and 'Develop myself personally' (42.2%). As expected, the motivation of learning a new language is quite high (20.9%), the third-highest in the world after the UK and Ireland (23.7%) and North America (22%).

More significant changes surface when examining Latin American students' most helpful resources in the decision-making process for study abroad. 'Ranking lists of top schools, countries and programs' have



When are Latin American students planning on studying abroad?

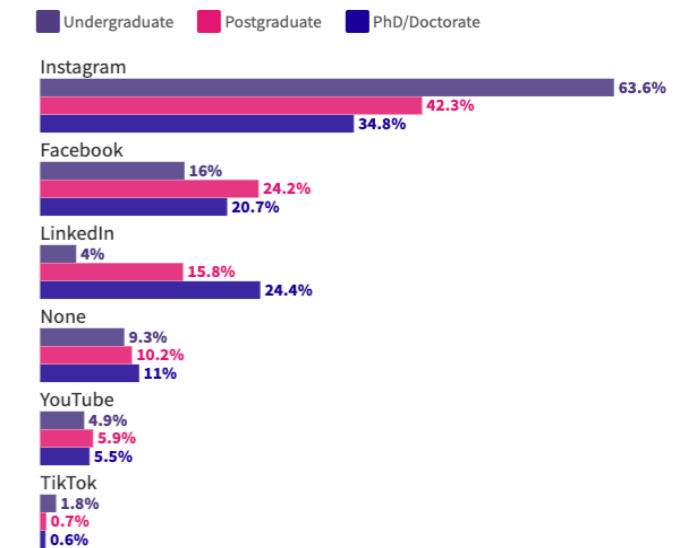
become more important this year overall by 13.6%. When comparing within world regions Central American can be found to have the

highest global proportions of students who prioritize ranking lists (37.3%), scholarships and funding information (73.6%), study abroad fairs (15.5%) and study abroad guides (30.9%) when making decisions about study abroad.

## Social media: Latin America has the highest proportion of prospective undergraduate (63.6%) and PhD/Doctorate students (34.8%) who prefer Instagram to get more information about a university

The global impact of social media is clear, but the preferred social media channels changes based on the level of study-level. According to this year's data, Instagram is the social media platform of choice for students interested in all study levels.

Latin America has the highest proportion of prospective undergraduate (63.6%) and PhD/Doctorate students (34.8%) who prefer Instagram to



Latin American students' preferred social media platforms to find out more about their preferred institution

get more information about a university. Facebook is the second most popular for Latin American students searching for undergraduate and postgraduate programs. The popularity of LinkedIn is especially prominent among Latin American students looking for postgraduate and PhD/Doctorate programs abroad.

## Top Consideration: The program continues to increase in importance for students in this region

The importance of the individual program to Latin American students has jumped in importance, with 66.4% prioritising it over country or institution. Within the regions, Mexico has the most students who identify program as their first priority with 71%, followed by South America (68.6%).

The study abroad country follows the global trend of decreasing in importance. This has dropped by 45.7% with Latin American students since 2019.

**LIVE DASHBOARDS | Dive Deeper into the Data**

Access all the questions and responses in our survey of 20,000+ students on our website. Break down the data applicable to you to help shape your marketing strategy.

**Visit [keystoneacademic.com/ssr](https://keystoneacademic.com/ssr) to access the data.**

# Online versus on campus learning

Following the pandemic, there has been debate over whether students wish to return to campus and the classrooms again, or whether the freedom online learning created is hard to shake off. For study abroad students, online learning has meant they can access the best schools across the world, but without having to move country, and potentially deal with the challenges associated with that.

**Top Considerations: 10.5% of Caribbean students and 10.1% of South American students prefer online classes to in-person or hybrid classes, contributing to a 234.9% increase in the year-on-year popularity of online classes.**

To learn about how Latin American students make study abroad decisions, we asked what they consider first when deciding where to study abroad. Both the program and the country show continued trends across the last four years. The program continues to increase in importance for students from this region, jumping by 37.8% as a top consideration since 2019. This increase makes Latin America the global region with the most students who prioritize the program first (66.4%). Within global regions, Mexico has the most students who identify the program as their first priority (71%), followed by South America (68.6%).

In contrast, the study abroad country shows a trend of lowered importance. A decreasing proportion of Latin American students have prioritized the country every year, dropping by 45.7% since 2019. The most year-on-year variation comes from the school as a first consideration. Though the school has decreased in importance by 27% since 2020 overall, intra-regional data shows that 19.8% of Caribbean students

and 19.1% of Central American students continue to favor the school while only 9% of Mexican students indicate the same.

The students who prioritize program first show very similar program preferences as last year. The top three most important factors remain the same: 'Program content and modules' (63.5%), 'Work placement and/or internship opportunities' (59.4%), and 'Quality of professors and teaching' (49.8%), though it is worth noting all three have decreased overall in importance. Factors that have become more significant to these students are 'Study mode and flexibility' (29.8%) and 'Delivered online' (8.2%), respectively increasing by 20.4% and a giant 330%.

The growing popularity of online classes is further solidified when asking Latin American students about their preferred class mode. This popularity however, is fragmented between regions, with 10.5% of Caribbean students and 10.1% of South American students contributing to a 234.9% increase in comparing last year's numbers to this year in Latin America overall. South American students also show a higher preference for mixed or hybrid classes than other Latin American regions, and fall beneath the others when it comes to student preference for in-person classes.



# Student Voices

To understand the student perspective in this region more deeply, we asked: What are some common challenges for you and other students from your country who want to study abroad? **Each response indicates the student's nationality, age, and highest completed degree level underneath.**

## Common Challenges Faced



### Cost of studying abroad

"The cost of living and paying for school in a foreign country is too high for us. Most of the scholarships that exist in the university are catered for persons either from Asia, Europe and the USA."

Guyanese; 36-45; Graduate degree or higher



### Employment options

"Lack of employment options that comply with international or extra regional degrees."

Trinidad and Tobago; 18-21; High school degree or equivalent



### Language requirements

"Too expensive and language requirements... I don't have an IELTS or TOEFL certificate."

Brazilian; 26-35; Bachelor's degree

## How To Encourage Potential Students



### Overview of opportunities

"To see that in other country I can get better opportunities than in mine."

Colombian; 18-21; High school degree or equivalent



### Online learning

"Availability of distance learning programs."

Chilean; 26-35; Associate's degree



### Promote funding

"If I can get a scholarship or even a flexible part time job to help alleviate monthly expenses then I could consider the possibility of studying abroad."

Guyanese; 36-45; Graduate degree or higher



**5000+ institutions  
trust Keystone  
for their student  
recruitment.**

**Get in touch & discover our solutions today!**

Keystone is trusted by more than 110 million unique prospective students every year to help them make one of the most important decisions of their lifetimes – what higher ed program to attend.

In turn, we help over 5500 higher ed institutions fill their classrooms with the best-fit students and help them communicate with prospective students in more than 190 countries.

**Visit [keg.com](https://www.keg.com) to learn more**

