



State of Student Recruitment

UK AND IRELAND

- Is the United Kingdom or Ireland a target market for your international student recruitment? Our findings can help you update your understanding of how students from this region are thinking about study abroad and making decisions in 2022 and beyond.

Report Highlights

UK and Ireland

■ Our Global Student Survey reached **696 prospective students across the United Kingdom and Ireland** 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



The UK and Ireland as a region has the highest percentage of students in the world looking to study in the United States (17.9%) resulting from a 117.3% rise in popularity in 2022



This region has the highest proportion of students interested in studying abroad in Denmark in the world (3%)



Humanities & Culture as a degree subject is more popular in the United Kingdom and Ireland than anywhere else in the world



Online and hybrid classes have grown in popularity by 146.4% and 22.6% respectively since 2021



This region has the largest proportion of students who consider country first (36%) and lowest global proportion of students who consider the school first (9.8%) when deciding where to study



There are proportionately more undergraduate-interest students in the United Kingdom and Ireland than any other region who prefer to find study abroad information on TikTok (7.5%)

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**.

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Study Abroad Trends for British and Irish Students in 2022

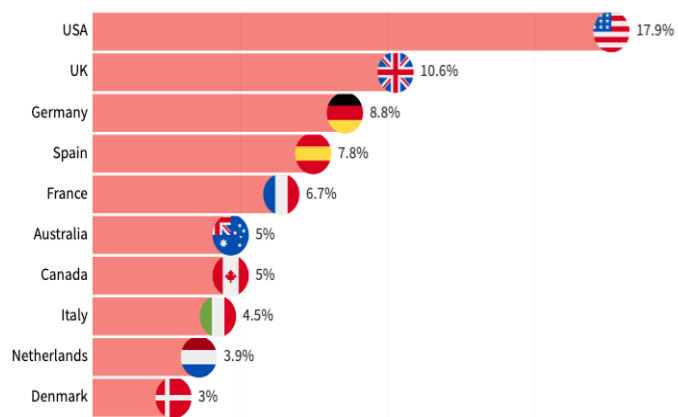
■ We asked students about what motivated and influenced their study abroad decisions, as well as what was holding them back or was concerning them. We were then able to directly compare the data to the results of last year's survey to see how preferences and trends have changed over the last 12 months.

Top Destinations: The UK and Ireland as a region has the highest percentage of students in the world looking to study in the United States (17.9%) after the country's popularity increased by 117.3% in 2022

The most popular study abroad destinations for students from the UK and Ireland show some notable changes from last year. The biggest shift is the United States, which rose by 117.3% after a steep fall in popularity in 2021. This increase makes the United Kingdom and Ireland the region with the most prospective students in the world interested in studying abroad in the United States (17.9%).

Other popular English-speaking study abroad destinations have displayed surprising trends over the last few years. Australia has steadily dropped in prospective students' interest, decreasing by 39.7% between 2020 and 2022. Though Canada was increasing in popularity between 2019 to 2021, this destination has dropped by 45.7% this year.

European study abroad destinations, however, have shown notable growth. Germany has risen by 95.1% in prospective student interest, and Denmark by 145.5%.



Top Study Abroad Destinations for UK and Ireland students

The UK and Ireland is the region with the most student interest in Denmark in the world (3%), and the region with the second-highest proportions of students choosing the Netherlands (3.9%), South Korea (2.2%), and New Zealand (2.2%) as their future destination.

Top Programs: Humanities & Culture as a degree subject is more popular in the United Kingdom and Ireland than anywhere else in the world

Looking at the most popular degree subjects by prospective students' degrees of interest shows that Health Care & Medicine is a clear front runner for all degree types.

Though falling a bit lower on the list, a cross-regional comparison shows that students from the United Kingdom and Ireland interested in undergraduate, postgraduate, and PhD/Doctorate degree types have the highest proportion of interest in Humanities & Culture in the world.

The United Kingdom and Ireland hold the highest percentage of interest compared to other world regions in several other subjects. Undergraduate-interested students here are more interested in Journalism, Media & Mass Communication (12.8%) and Fashion (8.51%) than anywhere else, and those looking for a postgraduate degree or a PhD/Doctorate have higher preference for Life Sciences (12.6% and 22.5% respectively).

Student Journey: 79% of students say that they want to start studying abroad this year or next year, and 70.1% will start looking for a program one year or less in advance of submitting an application

In terms of when British and Irish students want to start their studies abroad, the change from previous years grows quite extreme. The proportion of students who indicate that they want to start studying abroad 'this year' has more than tripled, skyrocketing by 365.1% since 2021. Students are also planning their studies abroad 1 year in advance in a higher proportion than previous years, making the student journey for British and Irish prospective students shorter than ever.

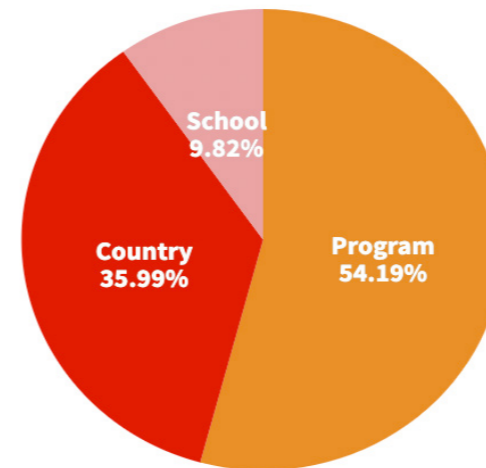
Another survey question confirmed students' preferences towards a shorter student journey. The data shows that 70.1% of British and Irish students said that they will start or have started researching their study abroad options only one year or less in advance of submitting an application.

Top Motivations: This region has the highest global proportions of prospective students that find school's

virtual open days (13.1%), study abroad fairs (10.4%), and study abroad guides (28.4%) as helpful resources when decision-making

When it comes to study abroad motivations, British and Irish students are reflecting a more career-driven and practical approach to their decision-making in 2022. Though the motivation of experiencing a new culture or lifestyle is still #1 in this region and is the highest in the UK (66.2%) and second-highest in Ireland (60.8%) as compared to other regions worldwide, it has dropped in importance overall along with 'develop myself personally' and 'make new friends or widen my professional network'.

Ranking and indicators of quality also seem to matter more in 2022. British and Irish students indicate that attending a top ranked program or university (128.2% increase) and accessing higher quality teaching (108.1% increase) are more influential motivators to study abroad this year than last. Prospective students in the UK and Ireland are also more inclined to study abroad to achieve their career goals and to study for free or for less much more than last year- demonstrating respective increases of 16.8% and 73.4%.



UK and Irish students' first consideration when deciding where to study

When comparing this year's data to last year, the information that British and Irish students find most helpful during the decision-making process shows some differences. Ranking lists of top schools, countries, and programs have increased in importance by 80.4% for students from this region, and scholarships and funding information has risen by 52.8% as crucial information for decision-making.

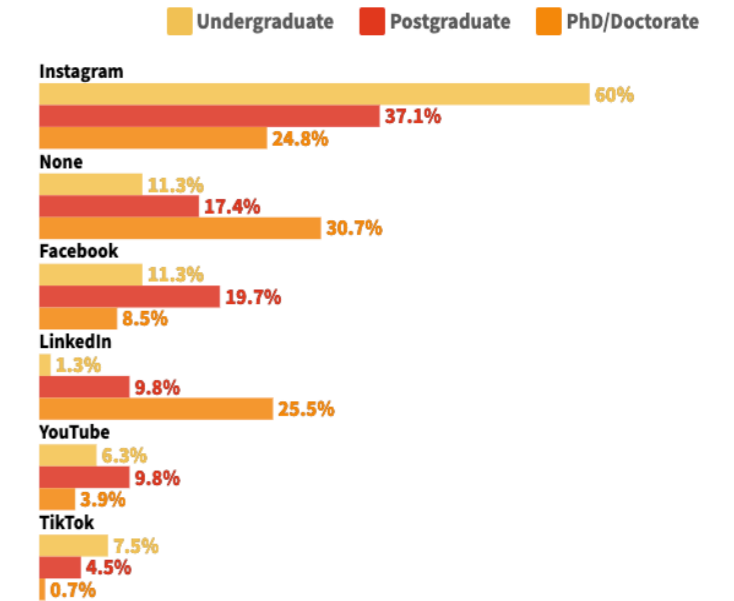
When comparing with other global regions, the UK and Ireland have the highest proportions of prospective students that find school's virtual open days (13.1%), student stories (38.5%), study abroad fairs (10.4%), and study abroad guides (28.4%) as helpful resources when deciding where to study.

This region also has the second-highest numbers of students who consider photos and videos of the destinations (16.4%) and study abroad websites (25%) as some of the most helpful resources.

Top Influences: There are proportionately more undergraduate-interest students in the United Kingdom and

Ireland than any other region who prefer to find study abroad information on TikTok (7.5%)

To learn about how prospective students make study abroad decisions, we asked what they consider first when deciding where to study abroad. In the UK and Ireland, the program has increased by 15.9% as first



UK and Irish students' most popular social media platforms to find out more about their preferred institution

consideration for students since 2021, and the school and country have decreased. The country has decreased by 14.5% since 2019, and the school by 30.2% since only last year. Despite that, this region has the largest proportion of students who consider country first (36%) and lowest global proportion of students who consider the school first (9.8%) when deciding where to study.

Notable changes have also occurred in study abroad program preferences for students who consider the program first. Several factors have risen significantly in importance, including graduate career prospects (+26.1%), program accreditation (+62.6%), and networking with like-minded students (62.6%). Online delivery in particular increased by 76.7% in importance as a program factor.

After the prevalence of online classes in the last years, it was difficult to predict if students may prefer to engage in online or hybrid education, or if in-person classes might be preferred. Surprisingly to some, in-person classes have actually become less preferred by prospective students (-17.4%) in the United Kingdom and Ireland, and online and mixed or hybrid classes have grown in popularity by 146.4% and 22.6% respectively. In fact, a global intra-regional comparison shows that Ireland (48.7%) and the UK (42.9%) have the first and second-highest numbers of students who prefer mixed or hybrid classes in the world.

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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: Online and hybrid classes have grown in popularity among prospective students by 146.4% and 22.6% respectively

To learn about how prospective students make study abroad decisions, we asked the 20,000+ participants what they consider first when deciding where to study abroad. In the UK and Ireland, the program has increased by 15.9% as first consideration for students since 2021, whereas the school and country have decreased.

The country has decreased by 14.5% since 2019, and the school by 30.2% since only last year. Despite that, this region has the largest proportion of students who consider country first (36%) and lowest global proportion of students who consider the school first (9.8%) when deciding where to study.

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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

"Financial challenges and going to an unknown."

Irish; 18-21; Some university but no degree



Concerns over moving

"I wouldn't know where to start in organising things, and it seems expensive and difficult. Also I'd have to leave my family and friends"

United Kingdom; 22-25; Graduate degree or higher



Differences in teaching

"An issue that I faced in the beginning of my study journey was getting used to the facilities and the way of studying as it's very different than what I am used to"

United Kingdom; 22-25; Bachelor's degree

How To Encourage Potential Students



Overview of opportunities

"If the opportunities are greater than where I currently live. Or, if there is nothing tying me to where I currently live."

Irish; 22-25; High school degree or equivalent



Online learning

"If other universities placed greater emphasis on practical education"

United Kingdom; 18-21; Bachelor's degree



More information

"A sense of direction on how to apply, how to gain funding, how to make formal applications etc"

United Kingdom; 26-35; Graduate degree or higher



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