

# State of Student Recruitment

## STUDENTS FROM ASIA

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

# State of Student Recruitment 2024

## Student insights from ASIA



Data and insights from 6,685 students from Asia. Data collected February–April 2024.

### WHY ASIAN STUDENTS WANT TO STUDY INTERNATIONALLY

## Motivations to study

- 1 Career progression 43%
- 2 Qualify for further study 42%
- 3 Interest in the subject 36%
- 4 Qualify for a specific career 36%
- 5 To have an adventure 27%
- 6 Challenge myself 25%
- 7 To better my earnings 24%



The biggest concern for Asian students is the cost – 64% were concerned about affordability.

### ANALYSIS



Students from India are less interested in **'qualifying for further study'**, compared to the rest of Asia with only 33% of Indian students motivated by it.



School **'reputation and ranking'** is more important to Asian students than the rest of the world (ranking second globally).



The **'campus lifestyle'** is also much more important to Asian students. It was ranked 6th globally, compared to 3rd for Asian students.



Globally, prospective students are much more interested in **internships** than last year. It has increased in popularity by 46% from 2023 to 2024.

### We asked Asian students:

## What are the most important factors...

### ...in a school

**53%**  
Reputation & ranking

**51%**  
Employment outcomes

**35%**  
Campus lifestyle

**30%**  
Unique/specialist programs

**30%**  
Accommodation

### ...in a program

**56%**  
Work placement/  
internships

**51%**  
Funding opportunities

**46%**  
Affordable fees

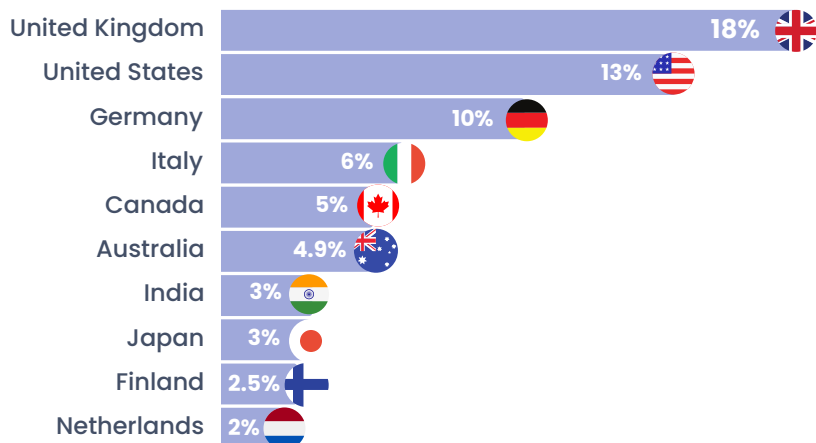
**40%**  
Opportunities for  
academic networking

**20%**  
Teaching staff



## WHERE &amp; WHAT ASIAN STUDENTS WANT TO STUDY

## Top study destinations



## ANALYSIS



Globally, Canada is the third most popular study destination, but drops to 5th with Asian students. It has also halved in popularity with Asian students when compared to 2023.



Interest in Japan from Asian students doubled from 2023 and Germany saw a 25% rise in popularity.

Australia on the other hand has seen a drop by 34%.

## We asked Asian students:

## How many universities are you applying to?

	All students	Asia
1	16%	14%
2-3	42%	35%
4+	42%	51%

Asian students are applying to more universities than the rest of the world – meaning universities will have to do more to stand out to Asian students.

When we look at British students, only 26% of them will apply to 4+ institutions, and 32% of European students, compared to 51% from Asia.



**63%** said an application fee would stop them from applying to a university.



**40%** found their preferred program via online search i.e. Google, Baidu, Yandex.

## COMMUNICATING WITH ASIAN STUDENTS

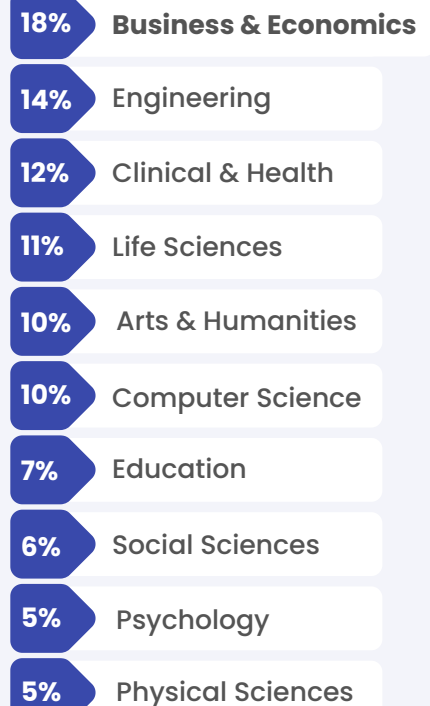


**Email** is the top channel – 67% of Asian students said it was the preferred way to speak with universities.



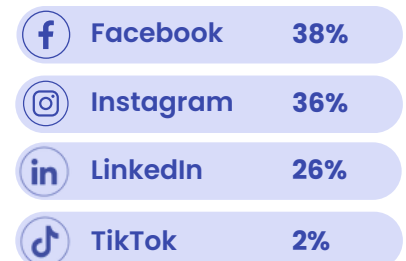
**86%** of students from Asia expect a response to their initial inquiry within 24 hours or less.

## Subjects



## We asked Asian students:

## Do you follow a university on social media?



It may seem students aren't on Facebook anymore, but 38% of Asian students said they follow a university on the platform.

