

State of Student Recruitment

STUDENTS FROM THE UK

Recruitment trends,
student preferences
and barriers for
students **from the UK.**



State of Student Recruitment 2024

Student insights from the UK



Data and insights from 1,567 students from the UK. Data collected February–April 2024.

WHY UK STUDENTS WANT TO STUDY

Motivations to study

- 1 Interest in the subject 49%
- 2 For a challenge 38%
- 3 Career progression 34%
- 4 Qualify for a specific career 33%
- 5 Qualify for further study 30%
- 6 To better my earnings 22%
- 7 To have an adventure 14%



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

ANALYSIS



UK students have high **interest in their subject**. This is 4th motivating factor for students globally, and top for the UK.



'**Having a challenge**' is also much higher for UK students – the second motivating factor compared to 5th for all students.



UK students are much more impacted by the **reputation and ranking** of a school. 60% said it was the most important factor to them in a university, compared to 51% globally.



Internships and work placements **don't** carry as much importance to UK students – they were 6th on the list but the top factor globally.

We asked British students:

What are the most important factors...

...in a school

60%
Reputation & ranking

54%
Employment outcomes

43%
Unique/specialist programs

23%
Campus lifestyle

13%
Emphasis on sustainability

...in a program

41%
Affordable fees

35%
Funding opportunities

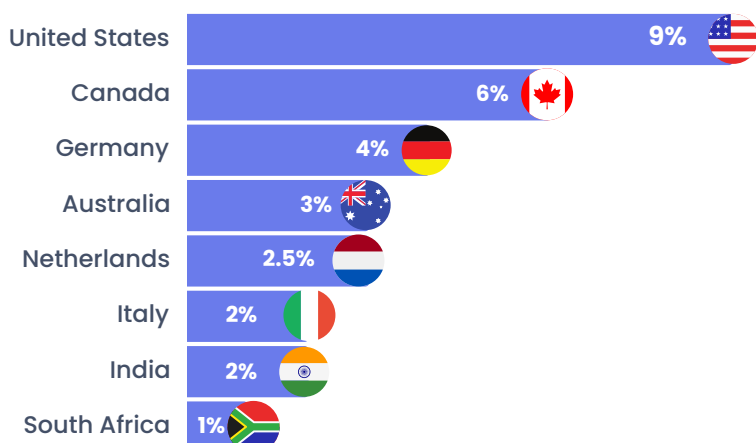
34%
Ability to study online

33%
Opportunities for academic networking

29%
Teaching staff

WHERE & WHAT UK STUDENTS WANT TO STUDY

Top study destinations



ANALYSIS

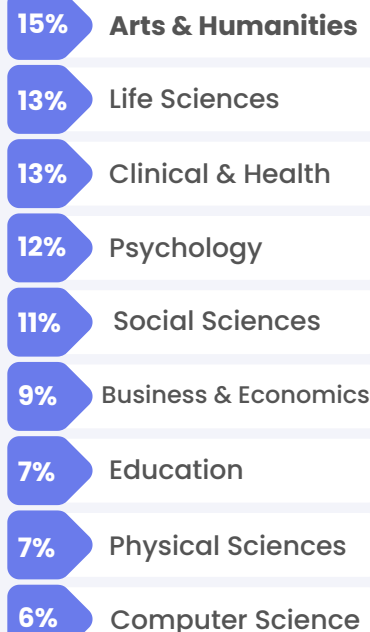


The UK is the top destination globally for international students, and with it out of the picture, the US takes top spot for British students.



South Africa also enters the top 10 study destinations for the UK, while ranking 13th for all students.

Subjects



Business & Economics is the top subject globally, but drops to 6th with UK students.

We asked UK students:

How many universities are you applying to?



UK students are applying to fewer universities than the rest of the world.

Only 26% of British students will apply to 4+ institutions, compared to 32% of European students and 51% from Asia.



55% said an application fee would stop them from applying to a university.

COMMUNICATING WITH BRITISH STUDENTS



Email is the top channel – 65% of British students said it was the preferred way to speak with universities.



75% of UK students expect a response to their initial inquiry within 24 hours or less. They have lower expectations when compared to the rest of the world (85%).

We asked UK students:

Do you follow a university on social media?



It may seem students aren't on Facebook anymore, but 26% of UK students said they follow a university on the platform.



23% found their preferred program on university listing platforms e.g. [masterstudies.com](https://www.masterstudies.com)