

State of Student Recruitment

FRANCE



Recruitment trends,
student preferences
and barriers for
students interested **in**
studying in France.



State of Student Recruitment 2024

Data from international students interested in France



Data & insights from 410 students interested in studying in France. Data collected Feb–April 2024.

WHY INTERNATIONAL STUDENTS WANT TO STUDY IN FRANCE

Motivations to study

- 1 Qualify for further study 41%
- 2 Career progression 41%
- 3 Qualify for a specific career 33%
- 4 Interest in the subject 32%
- 5 To have an adventure 28%
- 6 For a challenge 27%
- 7 To better my earnings 21%



ANALYSIS



Students interested in studying in France are more influenced by the **reputation and ranking** of a university, than students globally.

It is first on the list for France-interest, and second on the list for global students.



Make sure to highlight your universities' credentials in your international student marketing.



The **funding opportunities** available from your university **are also not** as strong an influencing factor, compared to other student demographics. 34% of students interested in France said it was a motivating factor, compared to 49% globally.

We asked students interested in France:

What are the most important factors...

...in a school

52%	Reputation & ranking
51%	Employment outcomes
34%	Large international community
31%	Campus lifestyle
28%	Accommodation

...in a program

54%	Work placements / internships
51%	Affordable fees
44%	Opportunities for academic networking
34%	Funding opportunities
22%	Teaching staff



France is the **8th most popular study destination globally** for international students. It dropped slightly in popularity from 2023, when it ranked 7th. The top three nationalities interested in studying in France are Indian, Nigerian and Brazilian.

Barriers to studying in France



The biggest concern for students studying in France is cost – 63%. However, this is lower compared to all students (69%).



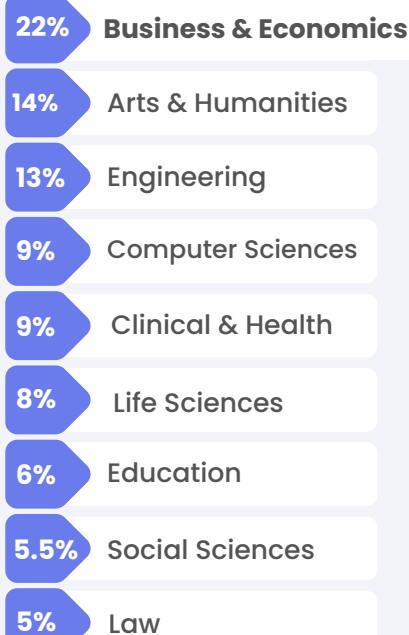
64%

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



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'.

Popular subjects



We asked:

How many universities are you applying to?



All students



France interest

1	16%	11%
2-3	42%	42%
4+	42%	47%

Students interested in studying in France are applying to multiple universities. With students applying to more universities than the global average. 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 France:

Do you follow a university on social media?



It may seem students aren't on Facebook anymore, but 33% of students interested in France said they follow a university on the platform.

COMMUNICATING WITH STUDENTS INTERESTED IN FRANCE



72%

Email is the top channel – 72% of students interested in France said it was the preferred way to speak with universities.



83%

of France study students expect a response to their initial inquiry within 24 hours or less, with 17% expecting a response immediately.



47%

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

Make sure your websites are SEO-optimized.

