



# State of Student Recruitment

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**EUROPE 2021**

# HELLO!

In 2020, the inaugural State of Student Recruitment Report was a great success, well-received by thousands across our global network of higher education administrators, educators, and industry professionals. As a result, we decided to take this initiative one step further in 2021 with a new set of regional reports, and the next in line is the State of Student Recruitment UK & Europe.

In this report, we share key insights from our global survey of over 13,000 students interested in studying in the United Kingdom and Europe, representing over 180 countries. Respondents shared their motivations for learning in the UK & Europe, study preferences, and insights into their behaviors and methods when researching and seeking out potential institutions and programs.

Based on the data, it is clear that interest in the UK & Europe as a study destination remains strong, with potential students ready to commence their studies sooner rather than later. After more than a year of a global pandemic, this data presents a clear opportunity for institutions in the UK and Europe to bolster their recruitment for 2021 and beyond. Let's get started!

To learn more, visit [www.keystoneacademic.com](http://www.keystoneacademic.com)

# Survey Demographics

OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

# 13 324

students interested in Europe



# 45%

respondents interested in Europe as their #1 preference

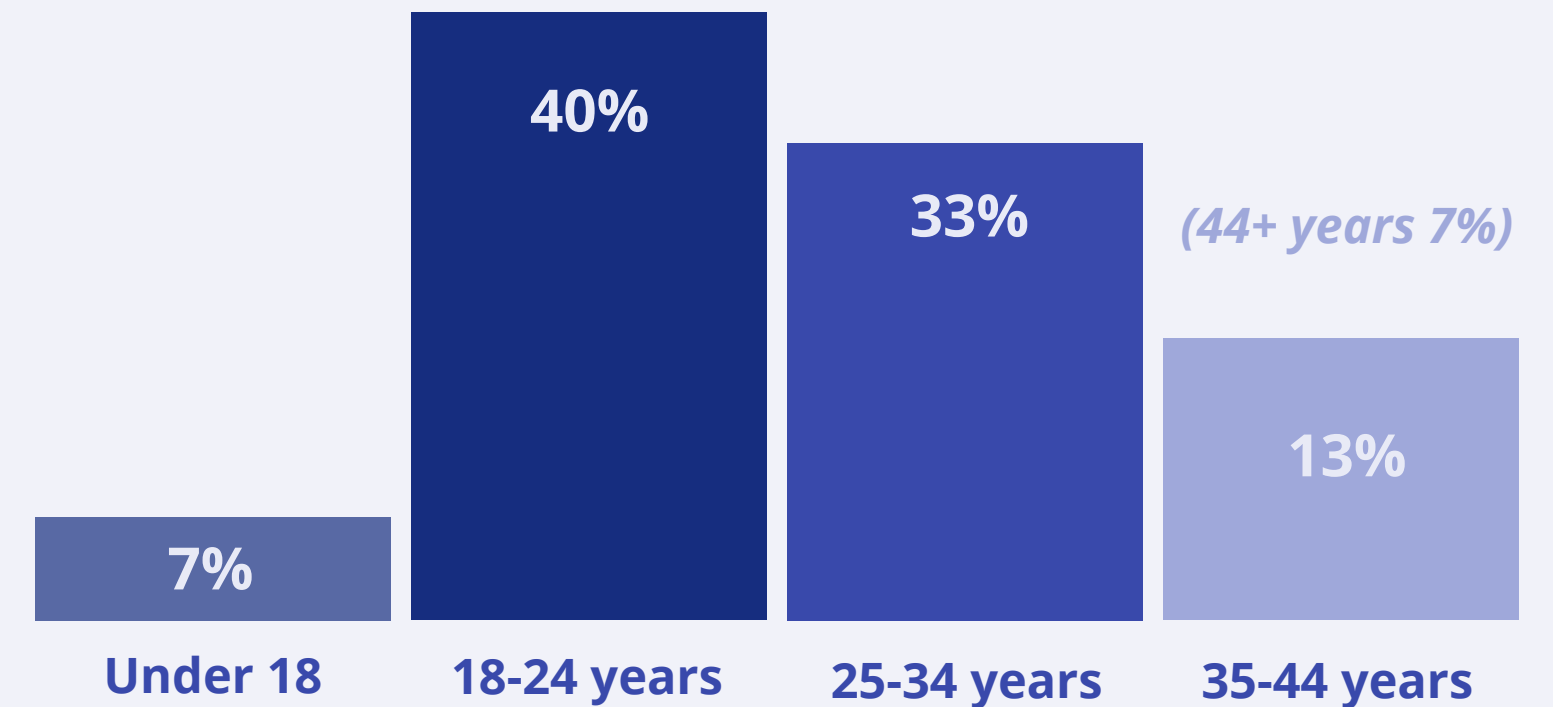
DATA COLLECTED AUGUST & SEPTEMBER 2021



## TOP RESPONDENTS FROM...

- ✓ India
- ✓ South Africa
- ✓ Brazil
- ✓ Pakistan
- ✓ Nigeria
- ✓ USA
- ✓ Spain
- ✓ Italy
- ✓ Mexico
- ✓ Morocco

## AGE OF STUDENT RESPONDENTS



## BACKGROUND TO THE REPORT

The data shared in this report is based on a global survey of 13,434 student visitors using Keystone websites and professionals from 224 higher education institutions based in the UK, Ireland, and Europe. All survey data was collected between August and September 2021.

Insights shared within this report are prepared for illustrative purposes only and are not intended for use as scientific evidence of causation or behavior. In segments of the report, data points do not add up to 100% when selection of multiple options were made available.

# WHAT BEST DESCRIBES YOUR CURRENT STATUS?

38%

CURRENTLY EMPLOYED

11%

EMPLOYED & STUDYING

18%

CURRENT UNIVERSITY STUDENT

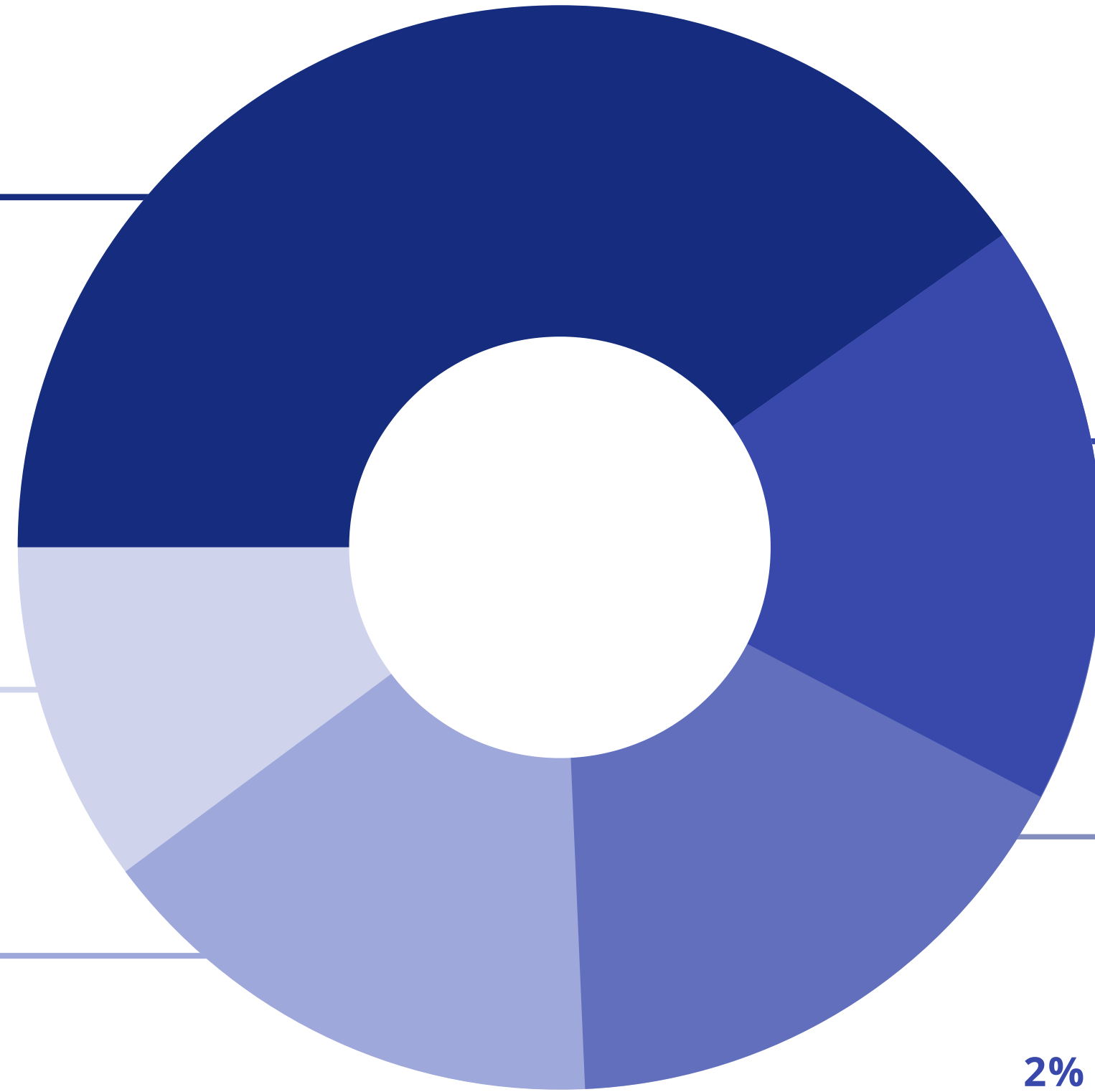
15%

HIGH SCHOOL STUDENT

16%

RECENT GRADUATE

2% PARENT OF POTENTIAL STUDENT



# Student Preferences

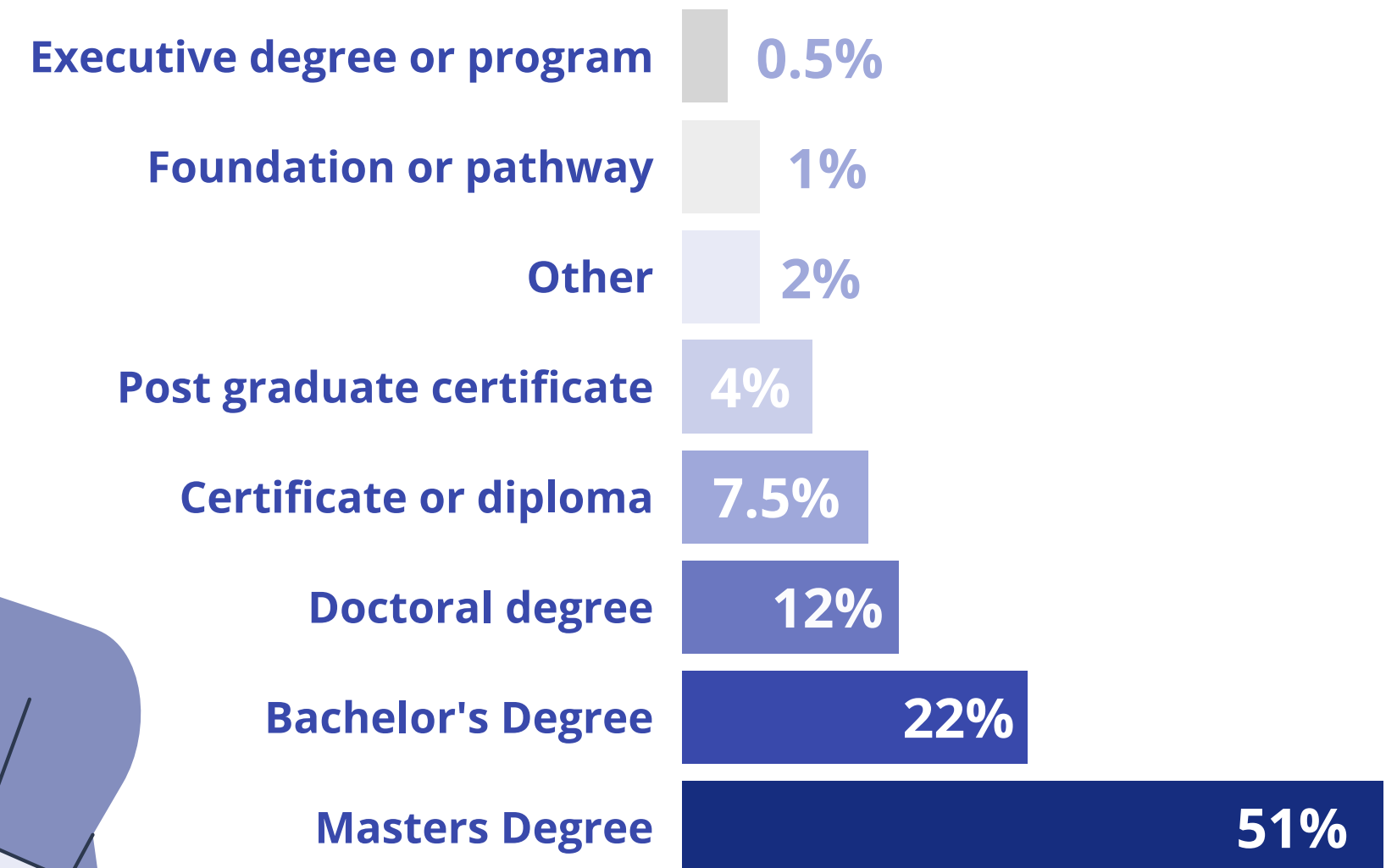
OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

## WHAT TYPE OF STUDY MODES ARE YOU INTERESTED IN?

- 1 **Campus-Based 68%**
- 2 **Flexible delivery 28%**  
*(part-time, evenings, weekends)*
- 3 **Hybrid/combined learning 25%**  
*Combined campus & online delivery*
- 4 **Fully Online or Distance 15%**



## WHAT TYPE OF PROGRAM ARE YOU MOST INTERESTED IN?



## WE ASKED STUDENTS

# TOP DESIRED FIELDS OF STUDY

*Business studies voted #1 for students interested in both UK & Europe*

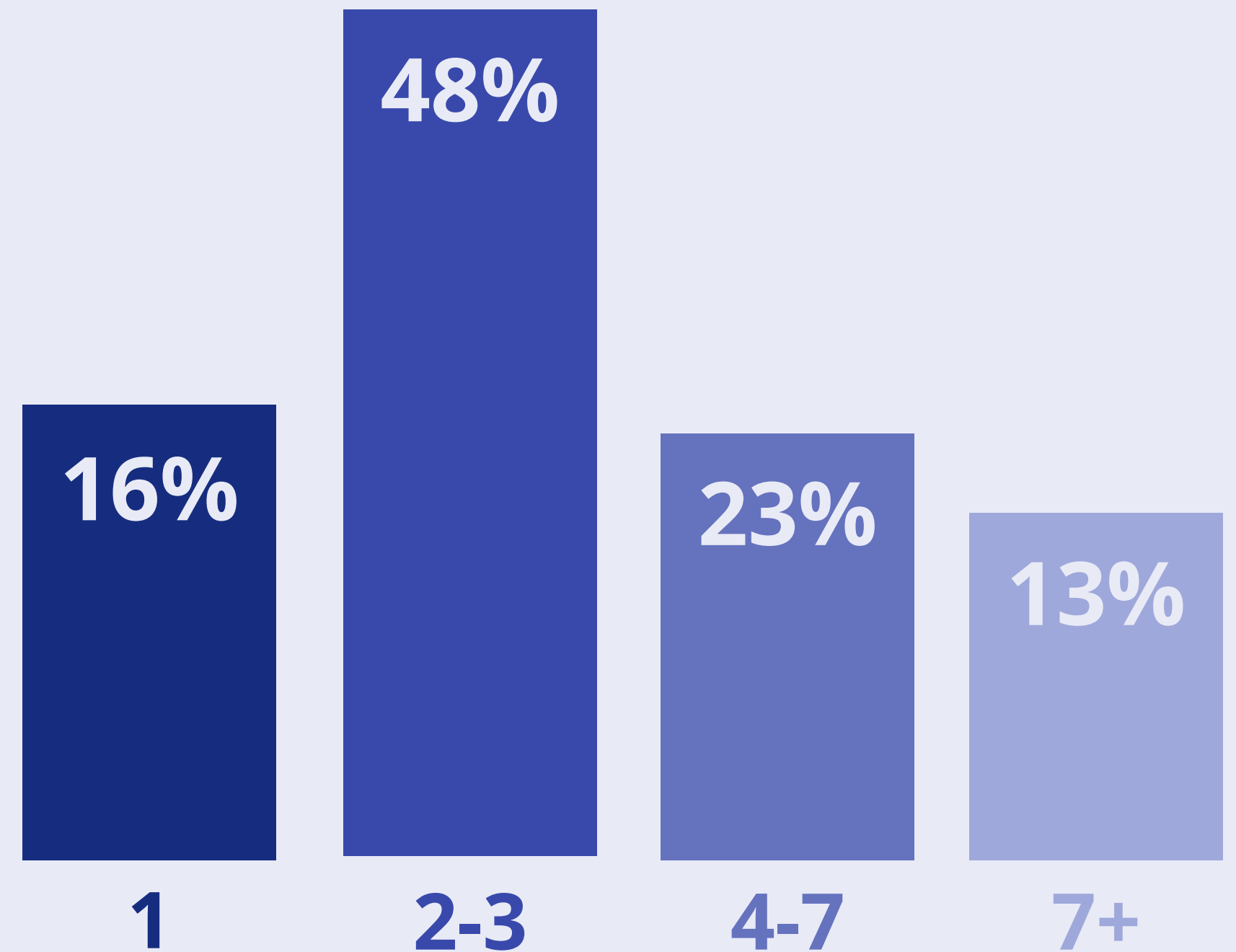
*Healthcare studies voted #1 for students interested in the UK only*

|                        |     |                           |    |
|------------------------|-----|---------------------------|----|
| #1 Business Studies    | 15% | #9 Administration Studies | 8% |
| #2 Engineering Studies | 14% | #10 Education             | 8% |
| #3 Health Care         | 13% | #11 Art Studies           | 8% |
| #4 Management Studies  | 12% | #12 Environmental Studies | 8% |
| #5 Technology Studies  | 11% | #13 Economics             | 7% |
| #6 Languages           | 9%  | #14 Natural Sciences      | 7% |
| #7 Social Sciences     | 9%  | #15 Marketing Studies     | 7% |
| #8 Humanities          | 8%  | #16 Design Studies        | 6% |

# How many institutions will you apply to?

WE ASKED STUDENTS

NUMBER OF INSTITUTIONS







**90%**  
**of students surveyed**  
**wanted to enroll**  
**within 12 months**

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**36% WANT TO START BY SPRING 2022**



STUDENTS DELAYED BY THE PANDEMIC

49%

are ready to begin their studies



24% 

want to begin studying but cannot travel

18%



want to wait a little longer

\*9% did not want to say

# Desired Study Location

MOST POPULAR DESTINATIONS FOR STUDENTS INTERESTED IN EUROPE



|            |                |       |
|------------|----------------|-------|
| <b>#1</b>  | Germany        | 39 %  |
| <b>#2</b>  | United Kingdom | 38%   |
| <b>#3</b>  | France         | 26%   |
| <b>#4</b>  | Italy          | 19%   |
| <b>#5</b>  | Spain          | 18%   |
| <b>#6</b>  | Netherlands    | 17.5% |
| <b>#7</b>  | Ireland        | 15%   |
| <b>#8</b>  | Belgium        | 14%   |
| <b>#9</b>  | Switzerland    | 12%   |
| <b>#10</b> | Sweden         | 10%   |

# 54%

**of students are interested  
in both the UK & Europe  
as potential study  
destinations**

# Why Study in Europe?

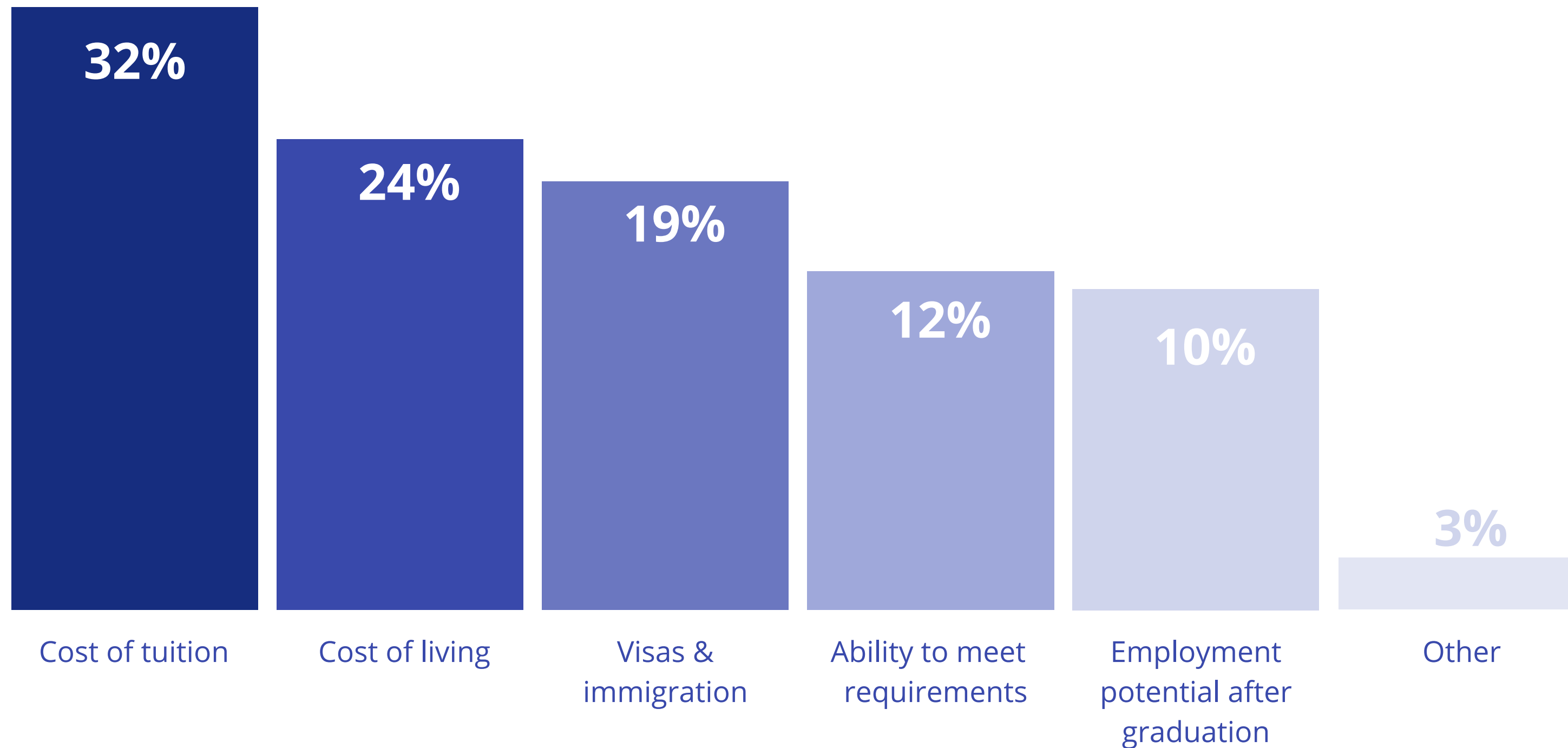
## MOTIVATIONAL FACTORS



## TOP FIVE MOTIVATIONS FOR STUDYING IN EUROPE

- 1 Ability to live & work in study location after graduation **40%**
- 2 Experience of studying in location **34%**
- 3 Reputation of degree/institution **30%**
- 4 Flexibility in studies (part-time work, internships) **26%**
- 5 Career opportunities in **home country** after graduation **24%**

# What is your primary concern in relation to studying in Europe?





**92%**  
**OF STUDENTS**  
**DISCOVERED THEIR**  
**PREFERRED INSTITUTION**  
**ONLINE**



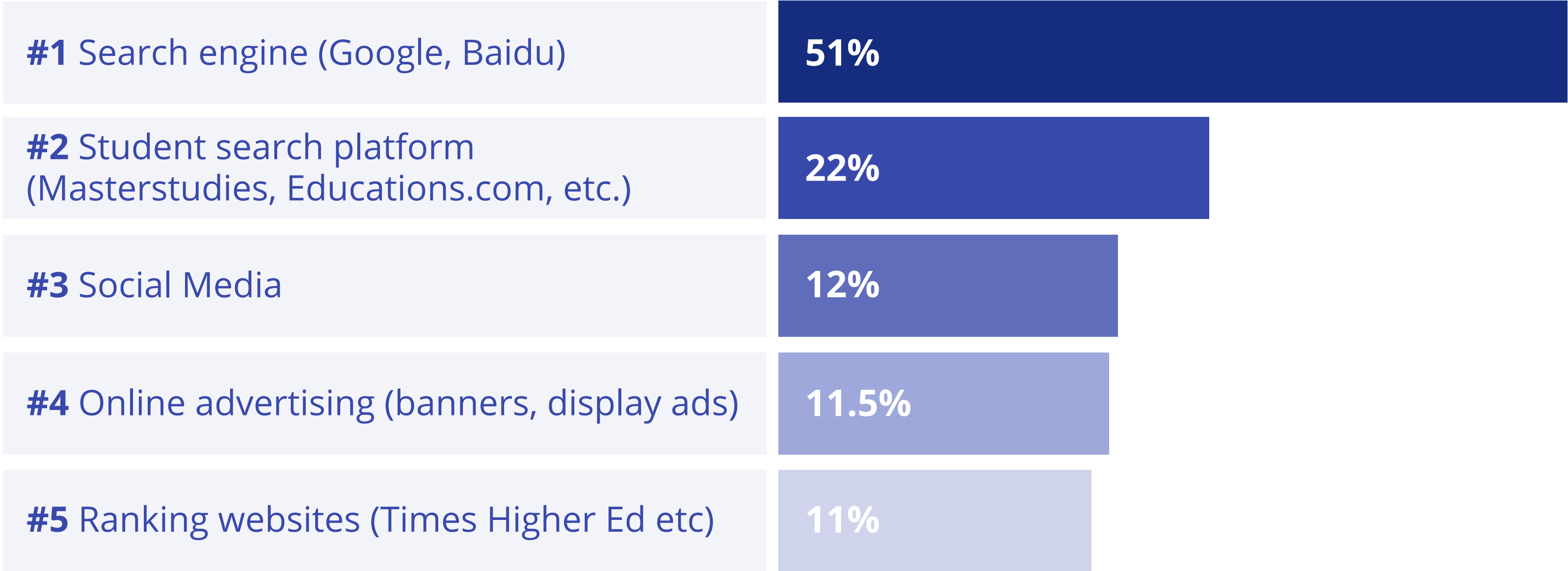
**11%**

**OF STUDENTS USED  
RANKING SITES AS  
PART OF THEIR  
STUDY RESEARCH**

WE ASKED STUDENTS

# DISCOVERY & RESEARCH

HOW DID YOU FIRST DISCOVER YOUR PREFERRED INSTITUTION/PROGRAM?





# Student Marketing

WE ASKED ADMINS IF THEY HAD TRIED NEW MARKETING ACTIVITIES DURING THE PANDEMIC



## TOP 4 NEW MARKETING ACTIVITIES

ACTIVITIES WHICH INSTITUTIONS HAD NOT UTILIZED PRIOR TO PANDEMIC

- 1 Virtual student fairs 25%
- 2 Webinars 24.5%
- 3 Online advertising & promotion 15%
- 4 Virtual open day (presentation of campus etc.) 5%



# 54%

**OF INSTITUTIONS  
SAID THE MOST RECENT  
ENROLLMENT INTAKE  
WAS SATISFACTORY  
OR HIGHER**

# THE FUTURE OF HIGHER ED

# 68%

**OF INSTITUTIONS ARE  
PLANNING TO INCREASE  
DEVELOPMENT OF  
ONLINE PROGRAMS**



# How Early Do Students Begin Their Research?

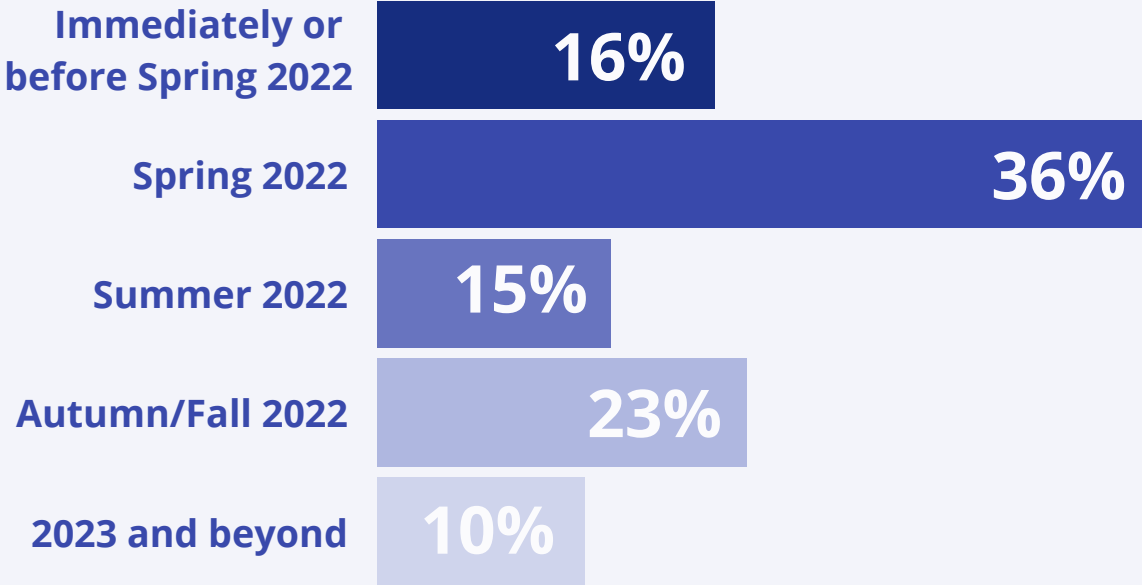
## POSITIVE OUTLOOK FOR EARLY 2022

90% of students in this survey said that wanted to begin studying in Europe within the next 12 months, indicating many students currently in research mode are further along in their journey to the classroom, ready to make a decision!

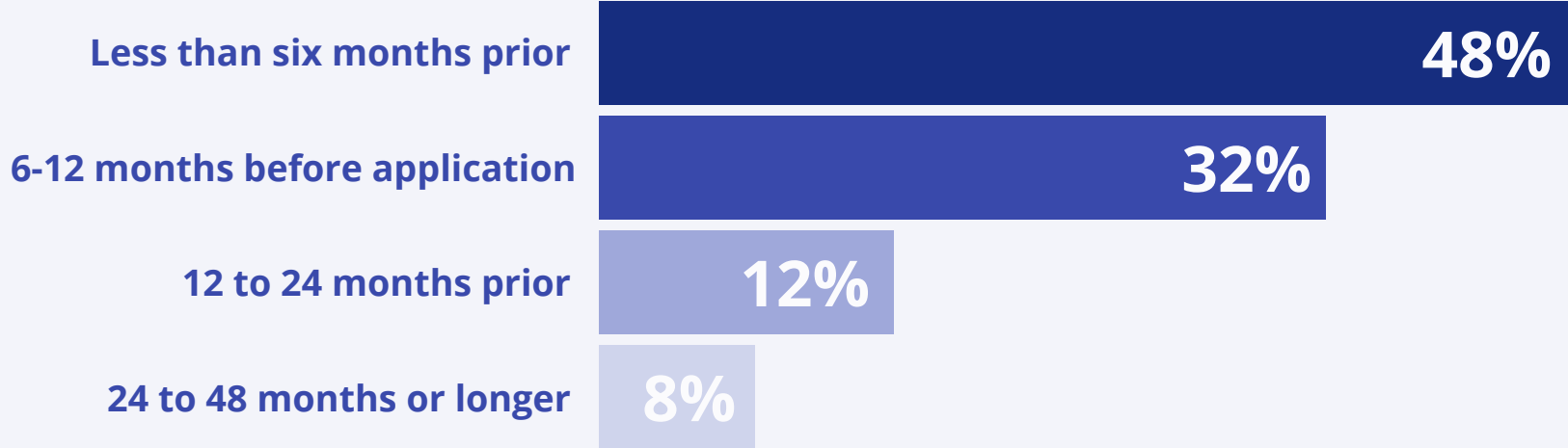
**In some cases (36%), many of the potential students surveyed want to start as early as spring semester 2022.**

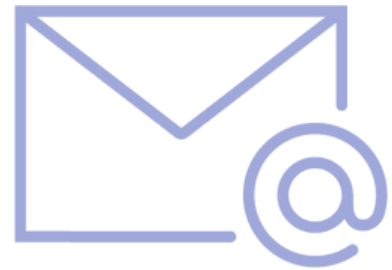
For those working in student recruitment, this indicates there is still time to boost your intake in the coming months for 2022 and a reminder of the importance of closely following up with your student leads to ensure the best possible results for your institution.

## WE ASKED STUDENTS WHEN DO YOU PLAN TO BEGIN STUDYING?



## HOW EARLY DID YOU BEGIN RESEARCHING STUDY OPTIONS?





# Student Communication

TOP EIGHT STUDENT PREFERENCES FOR EMAIL UPDATES



**#1 Scholarship/funding 72%**

**#2 Visas & immigration 56%**

**#3 Cost of living & practical info 55%**

**#4 Deadlines & application info 54%**

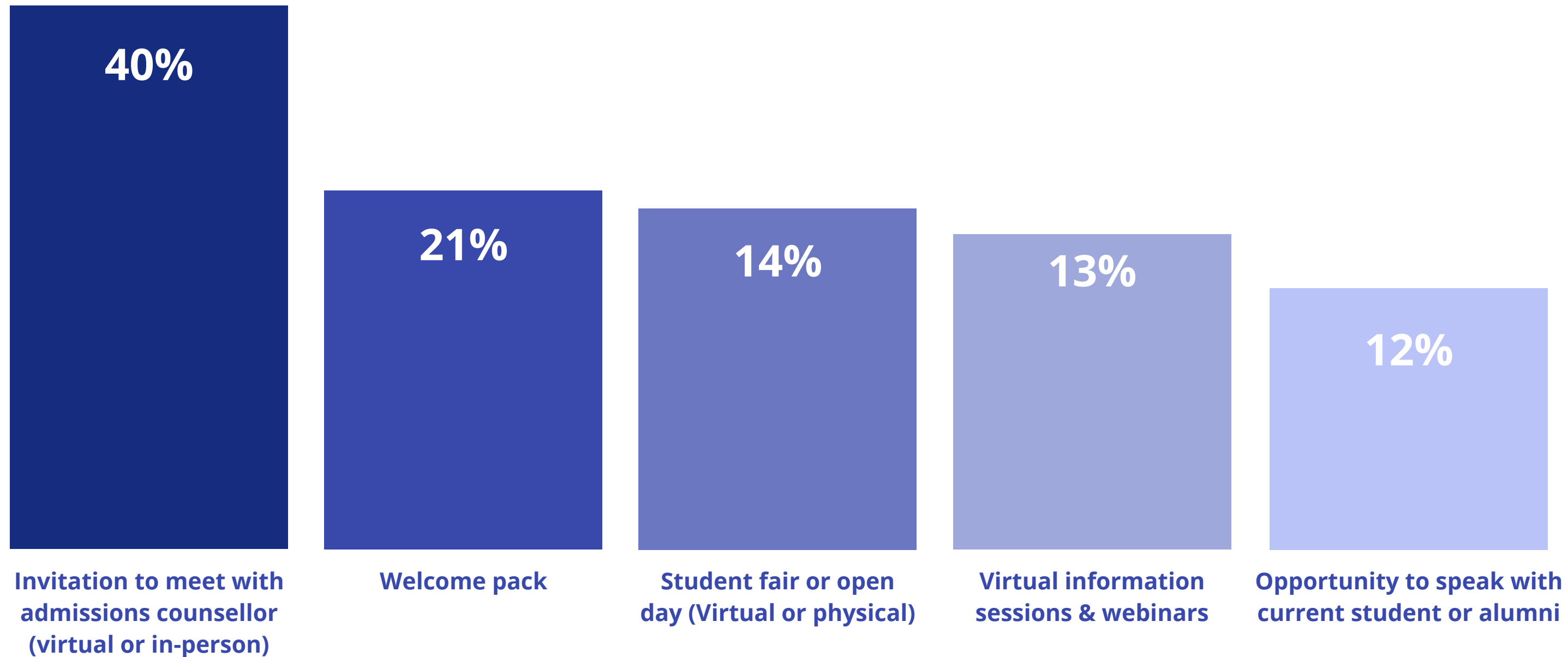
**#5 General tips & advice 34%**

**#6 Location, culture & lifestyle info 30%**

**#7 Meet current students, alumni 22%**

**#8 Campus tours & events 18%**

# What would you be most interested in receiving from your preferred university?



# 62% of students said they needed funding to enroll

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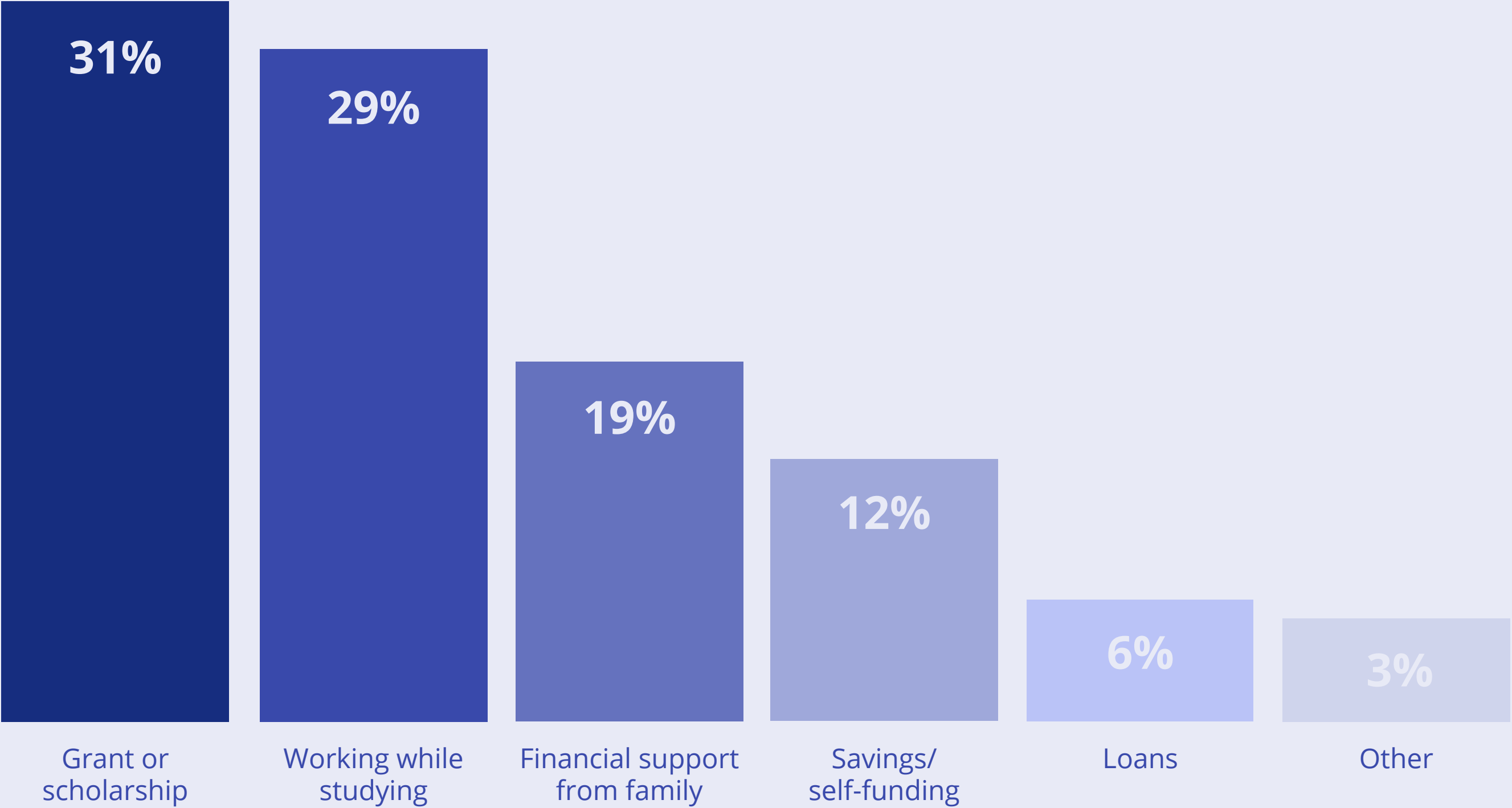
31% intended to obtain a grant or scholarship  
while 29% said they would work and study





WE ASKED STUDENTS...

# How will you fund your studies?





**KEYSTONE**  
EDUCATION GROUP

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