



State of Student Recruitment

SPAIN 2021

Survey Demographics

OVER 1,100 PROSPECTIVE STUDENTS SURVEYED

1,167
total student respondents



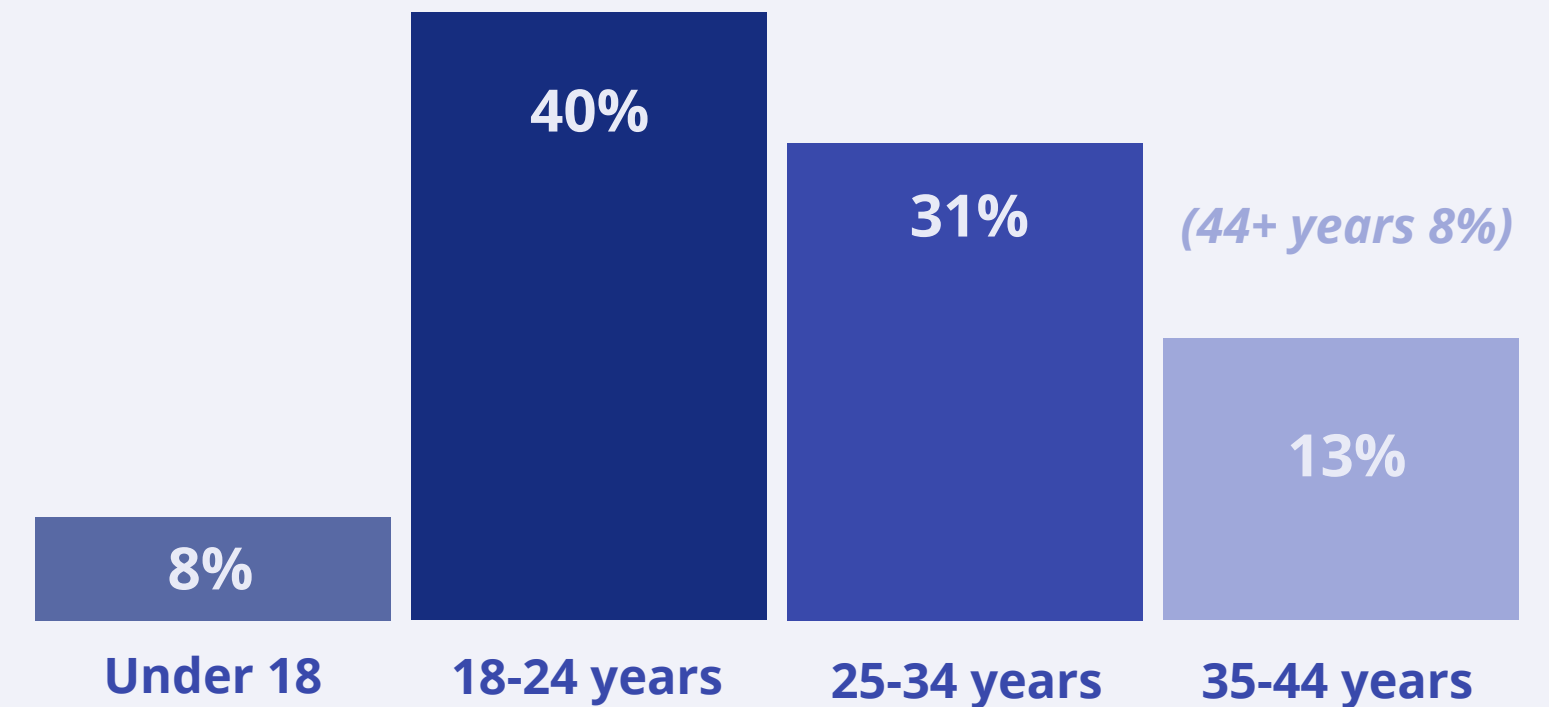
DATA COLLECTED AUGUST & SEPTEMBER 2021



TOP RESPONDENTS FROM...

- ✓ Mexico
- ✓ USA
- ✓ Cuba
- ✓ Argentina
- ✓ India
- ✓ Brazil
- ✓ Colombia
- ✓ Peru
- ✓ Nigeria
- ✓ Algeria

AGE OF STUDENT RESPONDENTS



BACKGROUND TO THE REPORT

The data shared in this report is based on a survey of 1,167 student visitors using Keystone websites. 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

12%

EMPLOYED & STUDYING

19%

CURRENT UNIVERSITY STUDENT

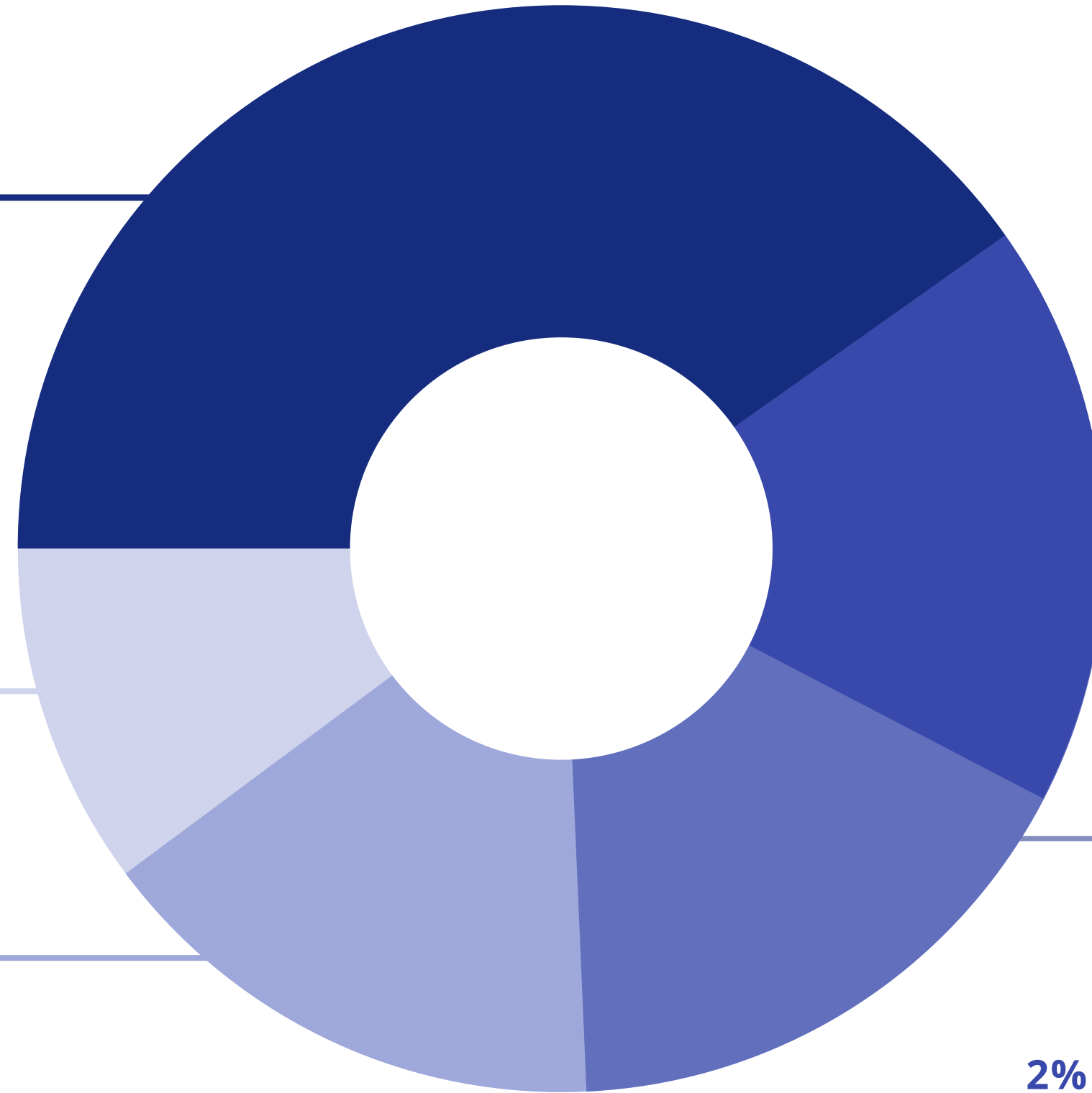
14%

HIGH SCHOOL STUDENT

15%

RECENT GRADUATE

2% PARENT OF POTENTIAL STUDENT



Student Preferences

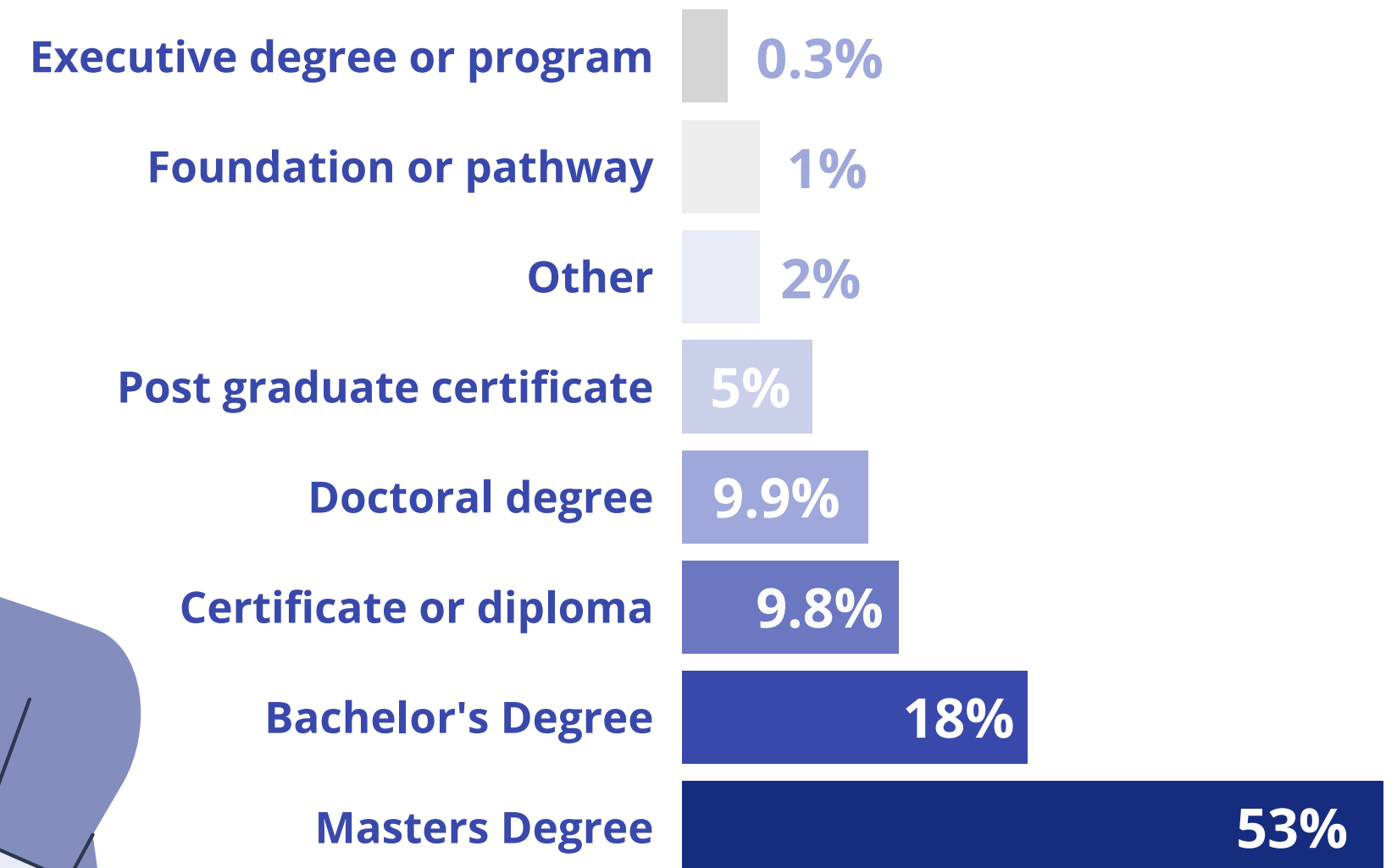
OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

WHAT TYPE OF STUDY MODES ARE YOU INTERESTED IN?

- 1 **Campus-Based 65%**
- 2 **Flexible delivery 35%**
(part-time, evenings, weekends)
- 3 **Hybrid/combined learning 32%**
Combined campus & online delivery
- 4 **Fully Online or Distance 17%**



WHAT TYPE OF PROGRAM ARE YOU MOST INTERESTED IN?



WE ASKED STUDENTS

TOP DESIRED FIELDS OF STUDY

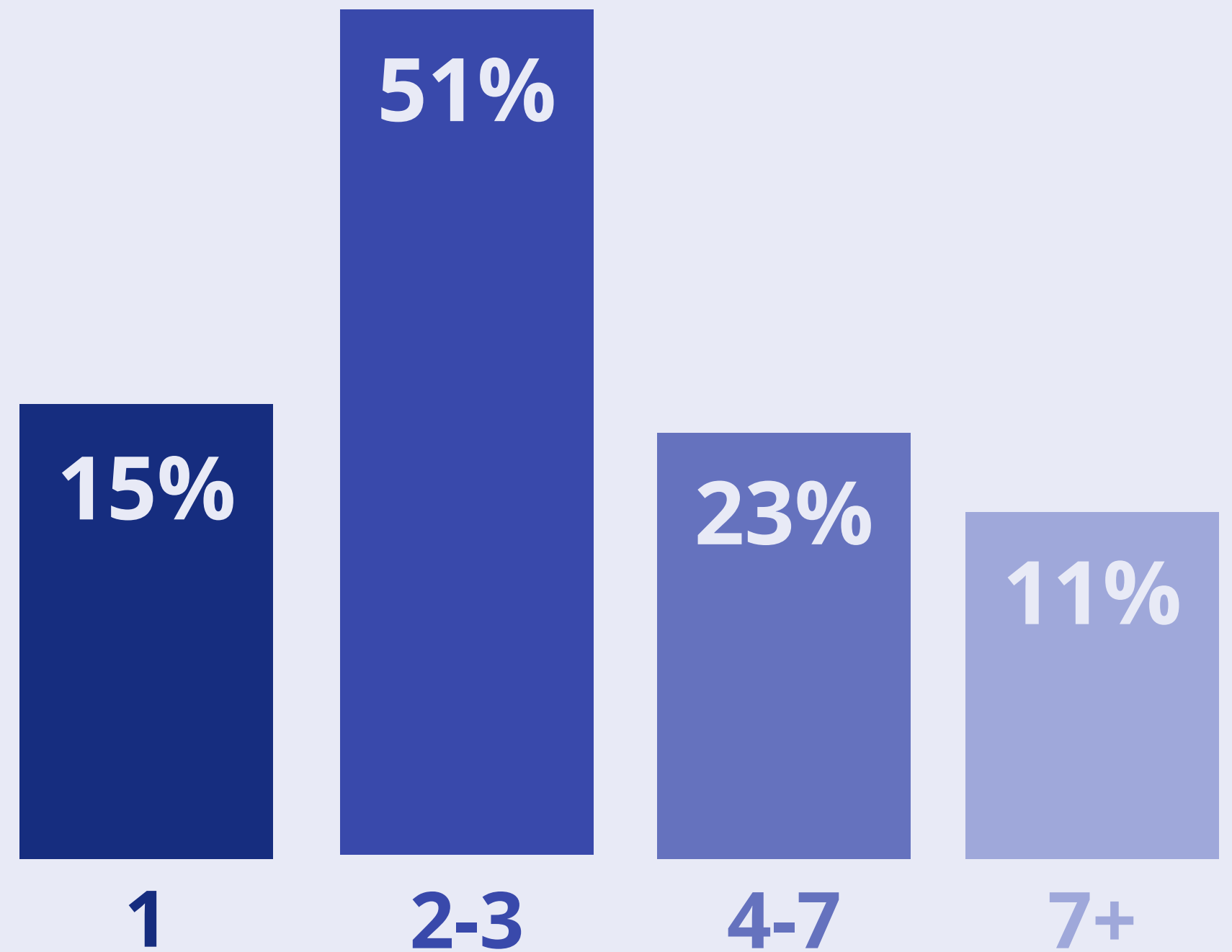
Business studies voted #1 for students interested in Spain

#1 Business Studies	14%	#9 Technology Studies	9.6%
#2 Languages	13%	#10 Social Sciences	7.8%
#3 Health Care	11.8%	#11 Design Studies	7.7%
#4 Art Studies	11.5%	#12 Education	7.6%
#5 Marketing Studies	11.4%	#13 Administration Studies	7.4%
#6 Management Studies	10.2%	#14 Tourism and Hospitality	7.3%
#7 Engineering Studies	10.1%	#15 Environmental Studies	6.5%
#8 Humanities	10%	#16 Architecture Studies	6%

How many institutions will you apply to?

WE ASKED STUDENTS

NUMBER OF INSTITUTIONS





87%
**of students surveyed
wanted to enroll
within 12 months**

25% WANT TO START BY FALL 2022

STUDENTS DELAYED BY THE PANDEMIC

43%

are ready to begin their studies



23% 

want to begin studying but cannot travel

23%



want to wait a little longer

*10% did not want to say

Why Study in Spain ?

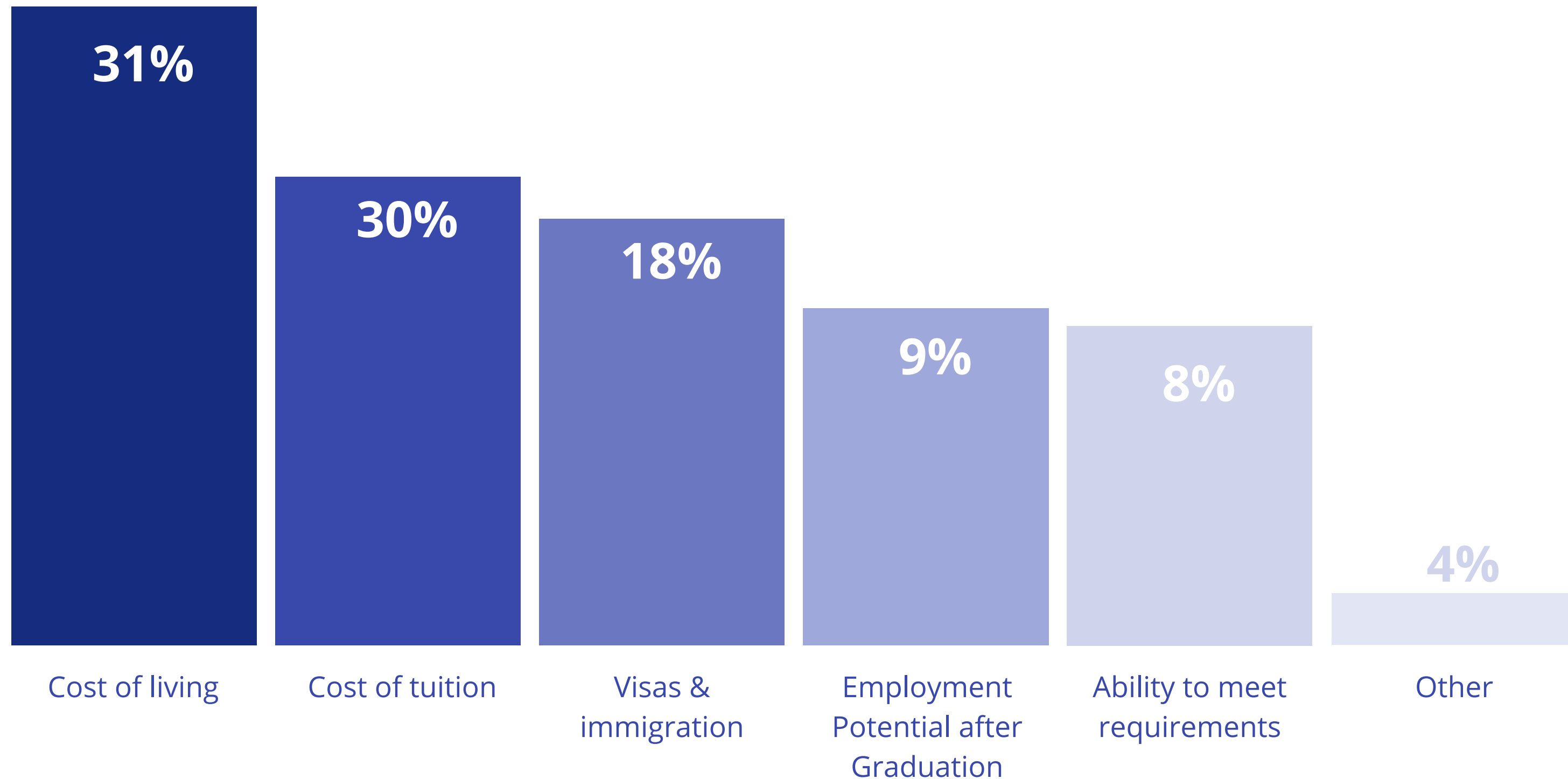
MOTIVATIONAL FACTORS



TOP FIVE MOTIVATIONS FOR STUDYING IN SPAIN

- 1 Ability to live & work in study location after graduation **43%**
- 2 Experience of studying in location **41%**
- 3 Reputation of degree/institution **34%**
- 4 Flexibility in studies (part-time work, internships) **22%**
- 5 Career opportunities in **home country** after graduation **20%**
- 6 Cost of tuition **10%**

What is your primary concern in relation to studying in Spain?



How Early Do Students Begin Their Research?

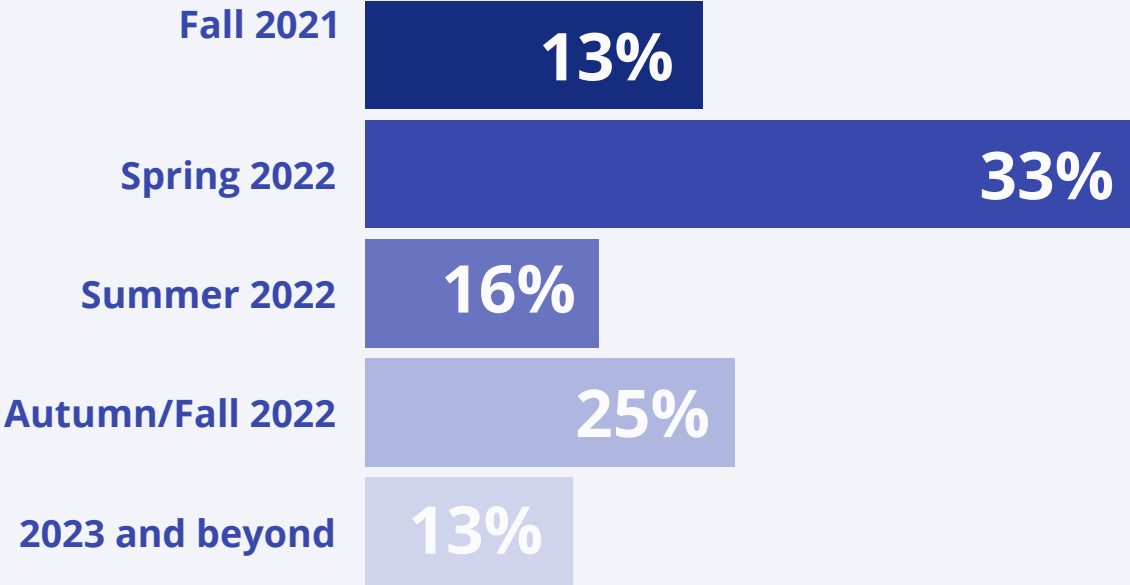
POSITIVE OUTLOOK FOR EARLY 2022

85% of students in this survey said they wanted to begin studying 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!

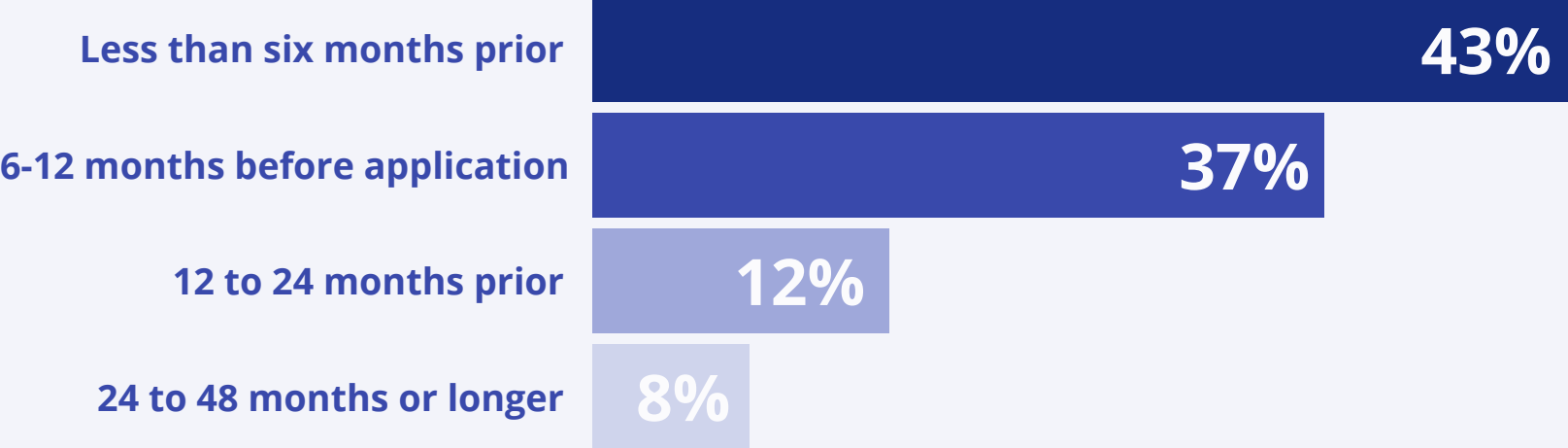
In some cases (33%), many of the potential students surveyed want to start as early as spring semester 2022.

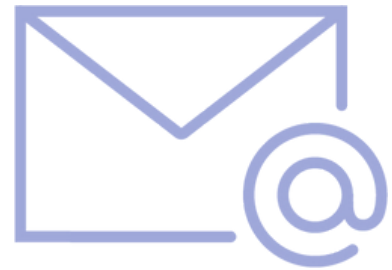
For those working in student recruitment, this indicates there is still time to boost your intake in the coming months for 2022 and a reminder of the importance of closely following up with your student leads to ensure the best possible results for your institution.

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 71%

#2 Cost of living & practical info 65%

#3 Visas & immigration 61%

#4 Deadlines & application info 56%

#5 General tips & advice 38%

#6 Location, culture & lifestyle info 34%

#7 Meet current students, alumni 21%

#8 Campus tours & events 19%

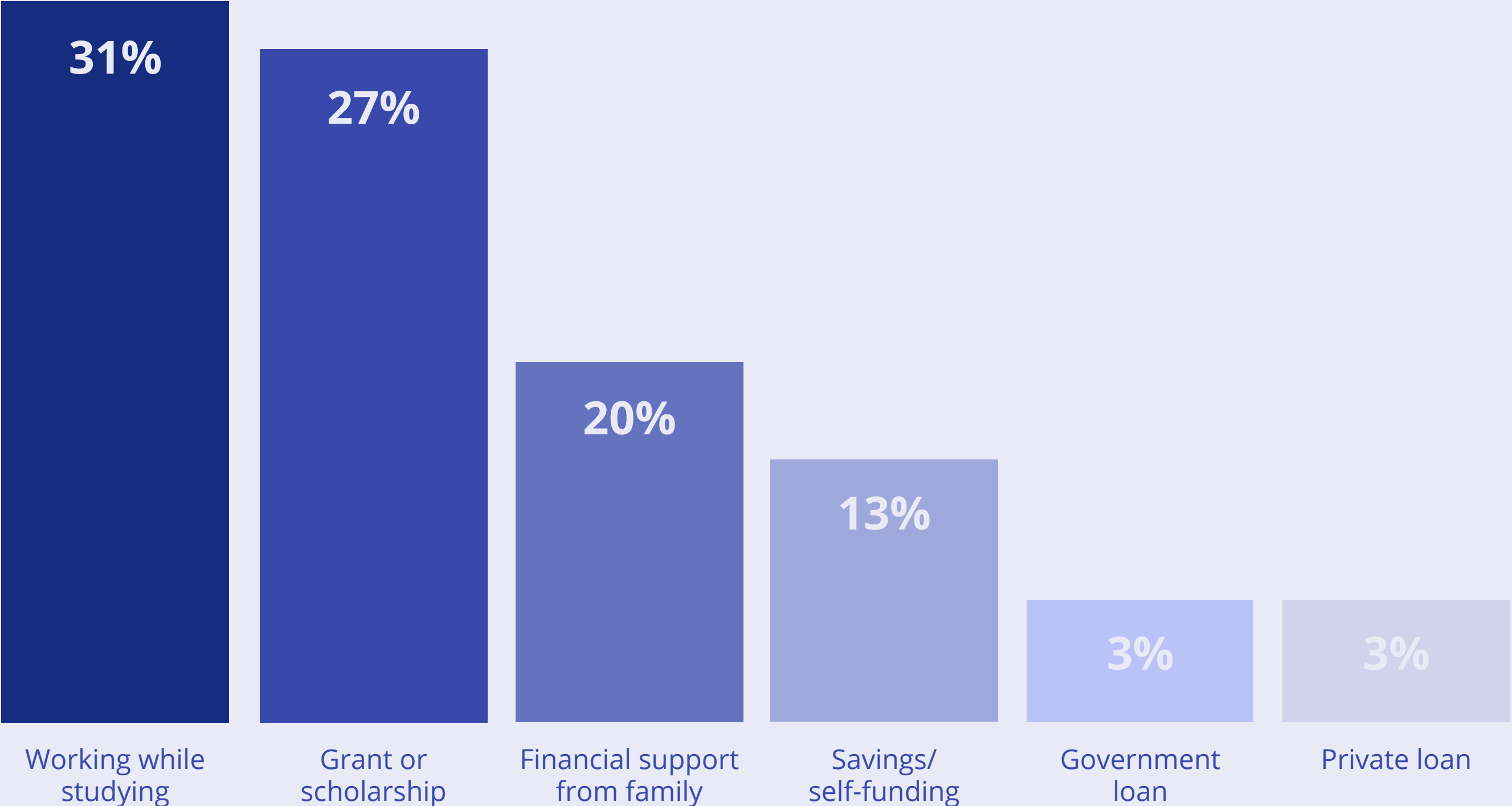
60% of students said they needed funding to enroll

27% intended to obtain a grant or scholarship
while 31% said they would work and study



WE ASKED STUDENTS...

How will you fund your studies?



*3% Sponsorship from employer or organization



KEYSTONE
EDUCATION GROUP

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