



# State of Student Recruitment

UNITED KINGDOM 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

# 6266

students interested in the UK



# 28%

respondents interested in UK as their #1 preference

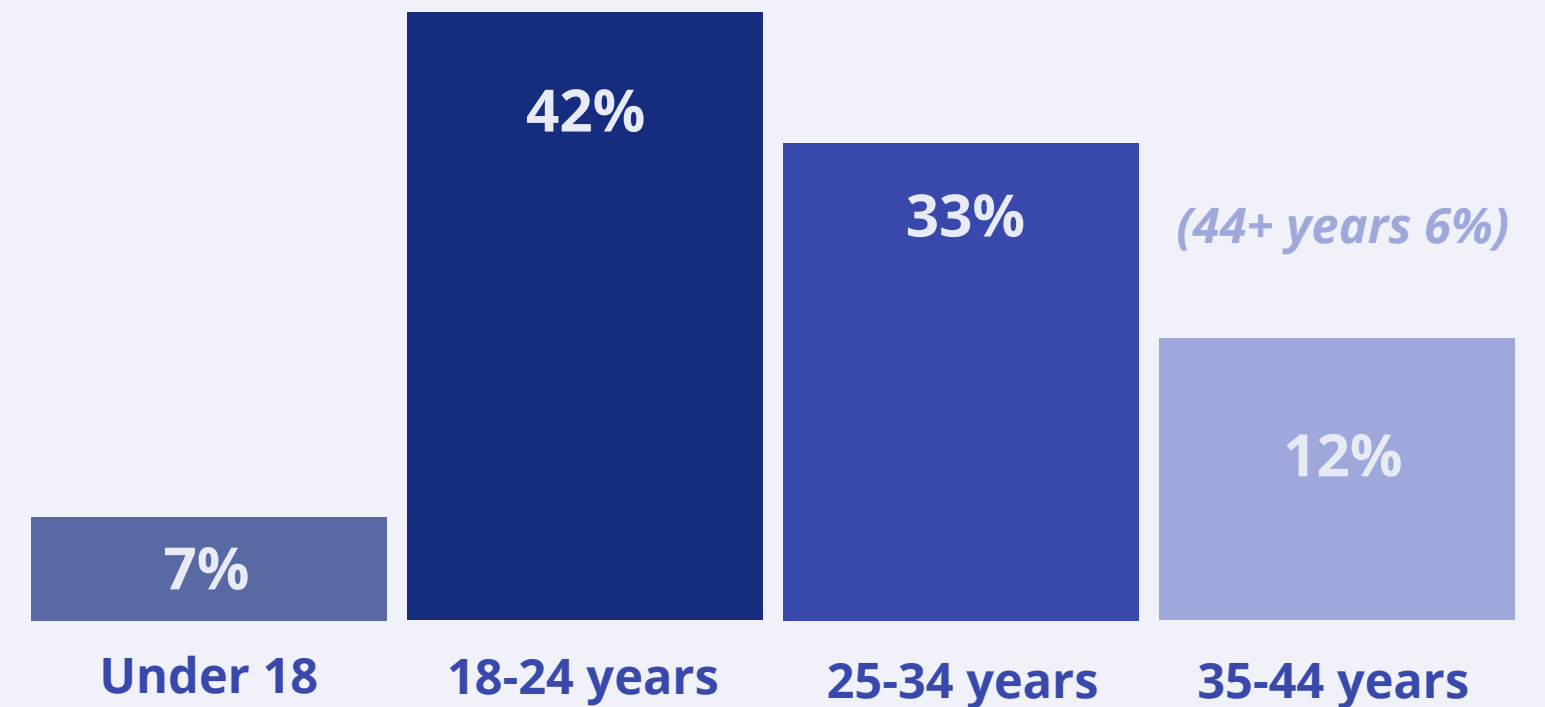
DATA COLLECTED AUGUST & SEPTEMBER 2021



## TOP RESPONDENTS FROM...

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

## AGE OF STUDENT RESPONDENTS

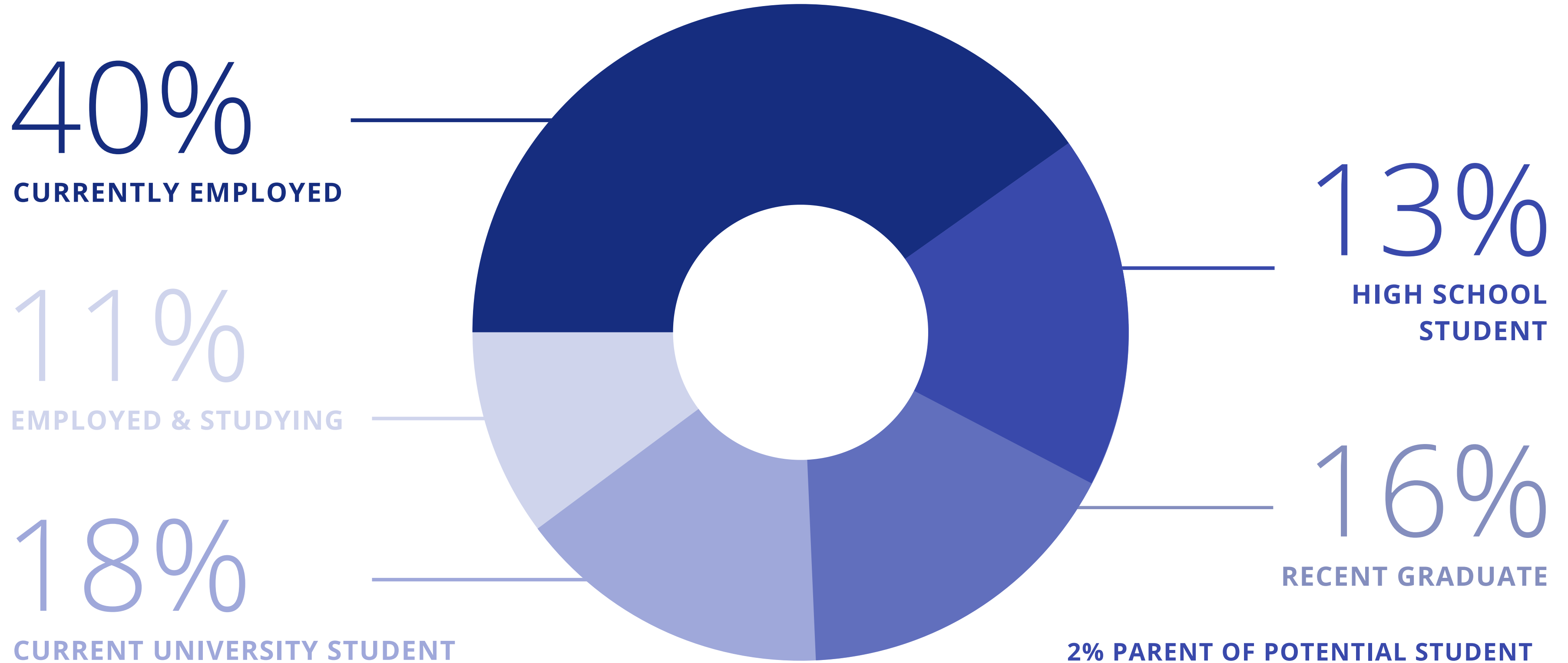


## BACKGROUND TO THE REPORT

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?



# Student Preferences

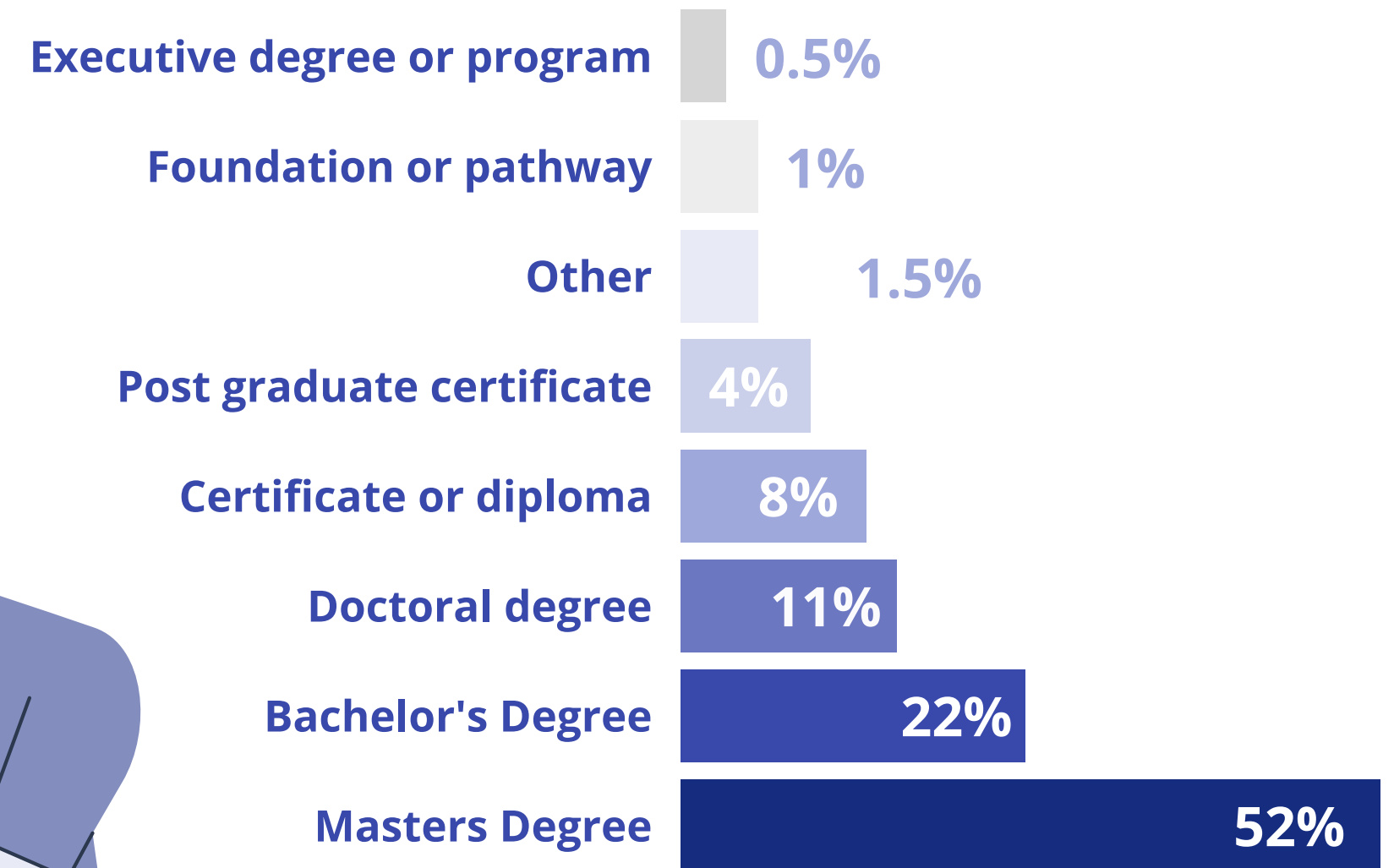
OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

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

- 1 Campus-Based 66%**
- 2 Flexible delivery 29%**  
*(part-time, evenings, weekends)*
- 3 Hybrid/combined learning 27%**  
*Combined campus & online delivery*
- 4 Fully Online or Distance 16%**



## 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*

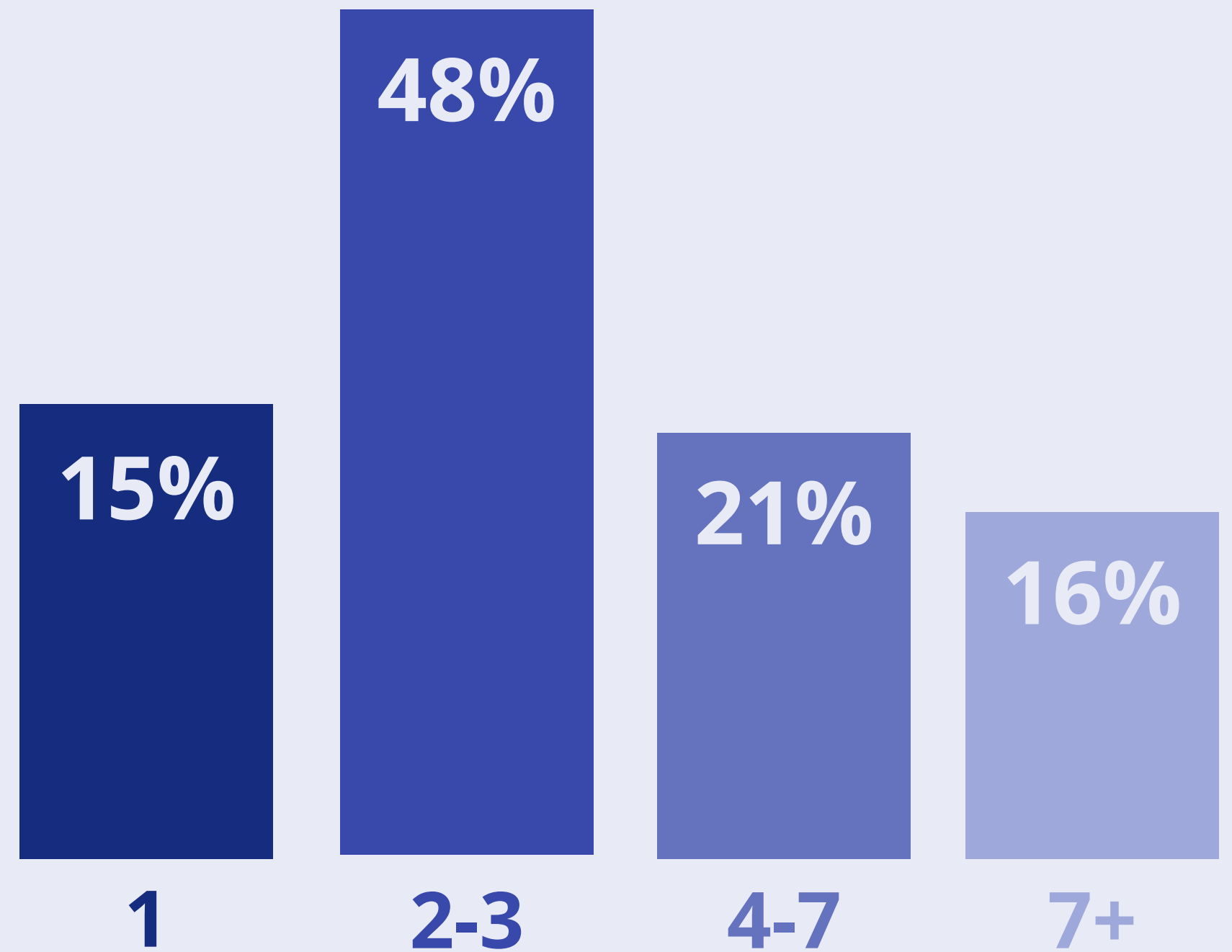
*Healthcare studies voted #1 for students interested in the UK only*

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

# How many institutions will you apply to?

WE ASKED STUDENTS

NUMBER OF INSTITUTIONS







**88%**  
**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

# 46%

**are ready to  
begin their  
studies**



# 24%



**want to begin studying  
but cannot travel**

# 19%



**want to wait a  
little longer**

**\*9% did not want to say**

# Desired Study Location

MOST POPULAR ALTERNATIVE DESTINATIONS FOR STUDENTS INTERESTED IN THE UK FOR STUDY



<b>#1</b>	Germany	26%
<b>#2</b>	Canada	22%
<b>#3</b>	USA	20%
<b>#4</b>	Ireland	20%
<b>#5</b>	France	15%
<b>#6</b>	Australia	12%
<b>#7</b>	Netherlands	12%
<b>#8</b>	Italy	10%
<b>#9</b>	Spain	9%
<b>#10</b>	Switzerland	8%

# 54%

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

# Why Study in the UK?

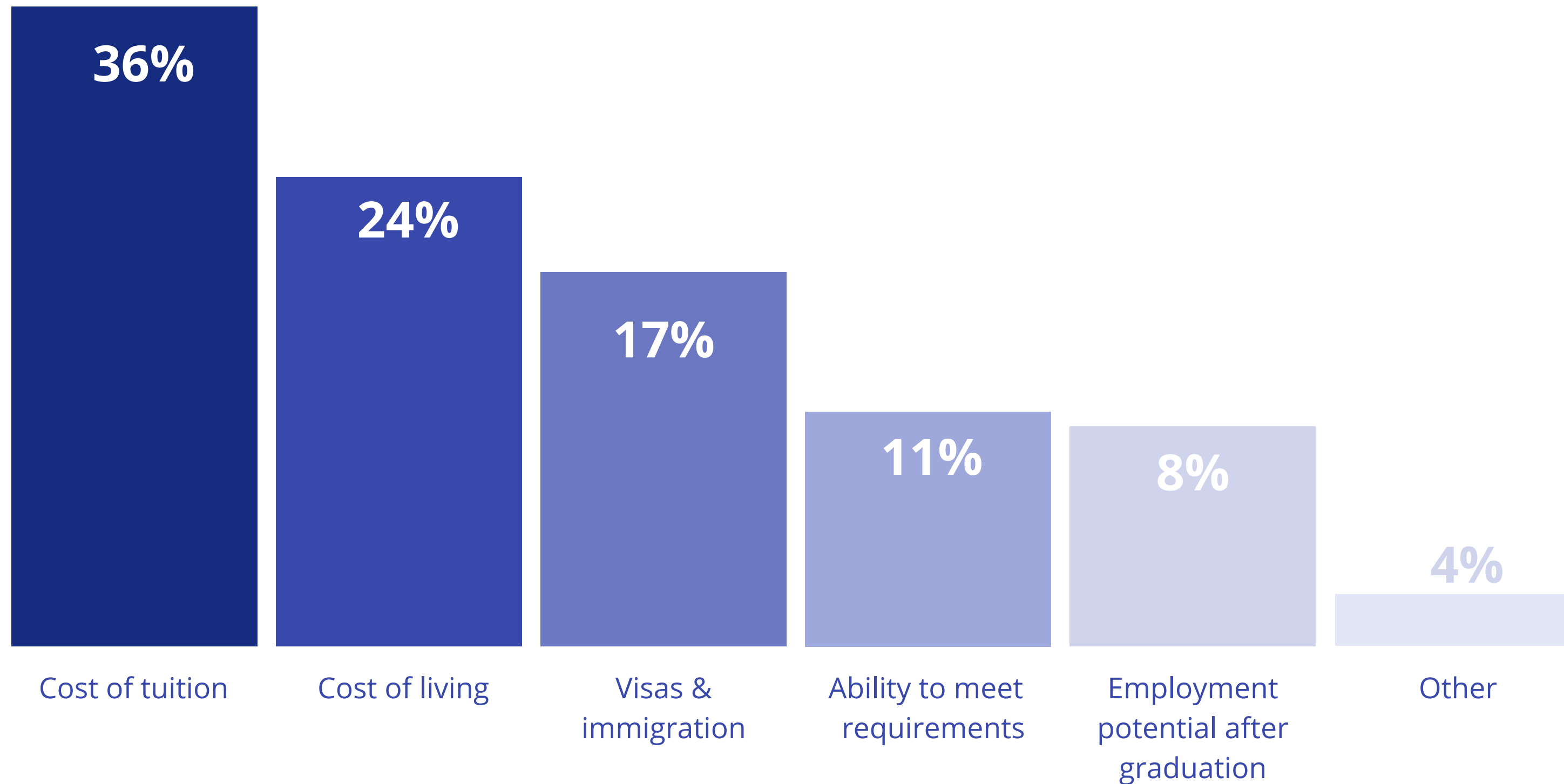
## MOTIVATIONAL FACTORS



## TOP FIVE MOTIVATIONS FOR STUDYING IN THE UK

- 1 Ability to live & work in study location after graduation **42%**
- 2 Experience of studying in location **38%**
- 3 Reputation of degree/institution **33%**
- 4 Career opportunities in home country after graduation **26%**
- 5 Flexibility in studies (part-time work, internships) **24%**

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



# 13%

**of potential students were less interested in studying in the UK as a result of Brexit.**



## 35%

**SAID THEY WERE MORE INTERESTED THAN BEFORE BREXIT**

## 52%

**SAID THEY WERE UNAFFECTED**

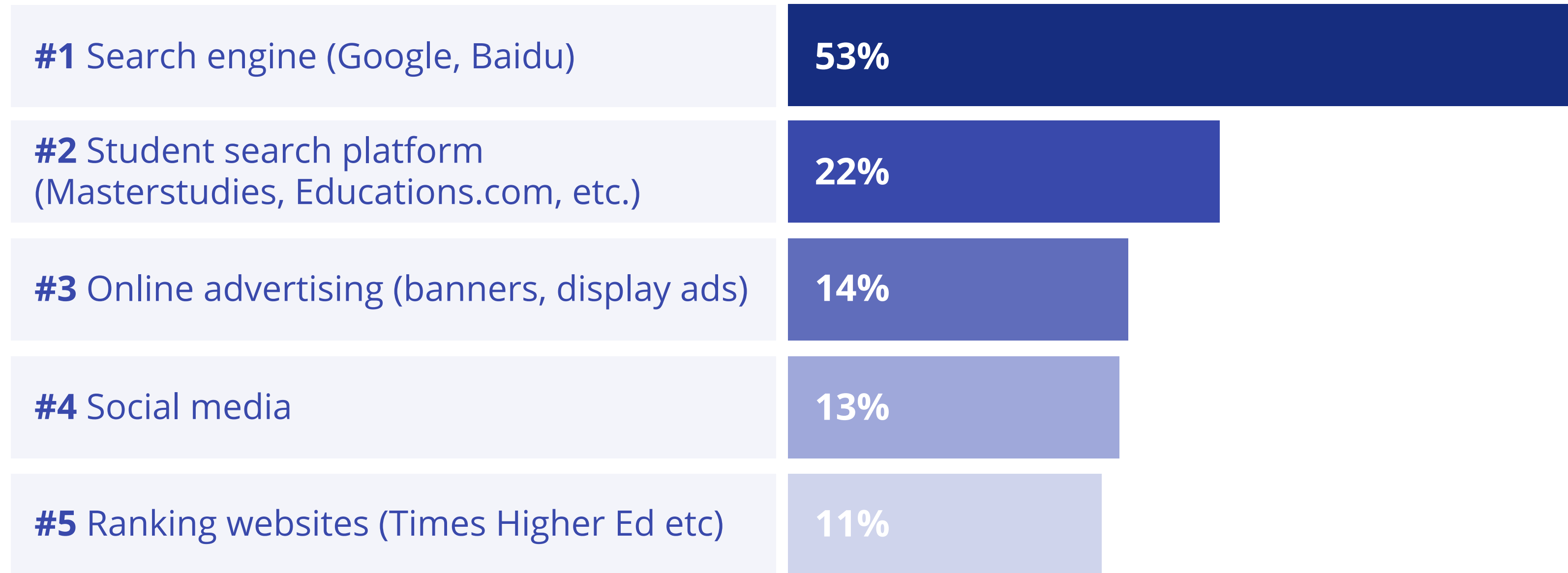


**93%**  
**OF STUDENTS**  
**DISCOVERED THEIR**  
**PREFERRED INSTITUTION**  
**ONLINE**

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%



60%

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

# THE FUTURE OF HIGHER ED

# 75%

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



# How Early Do Students Begin Their Research?

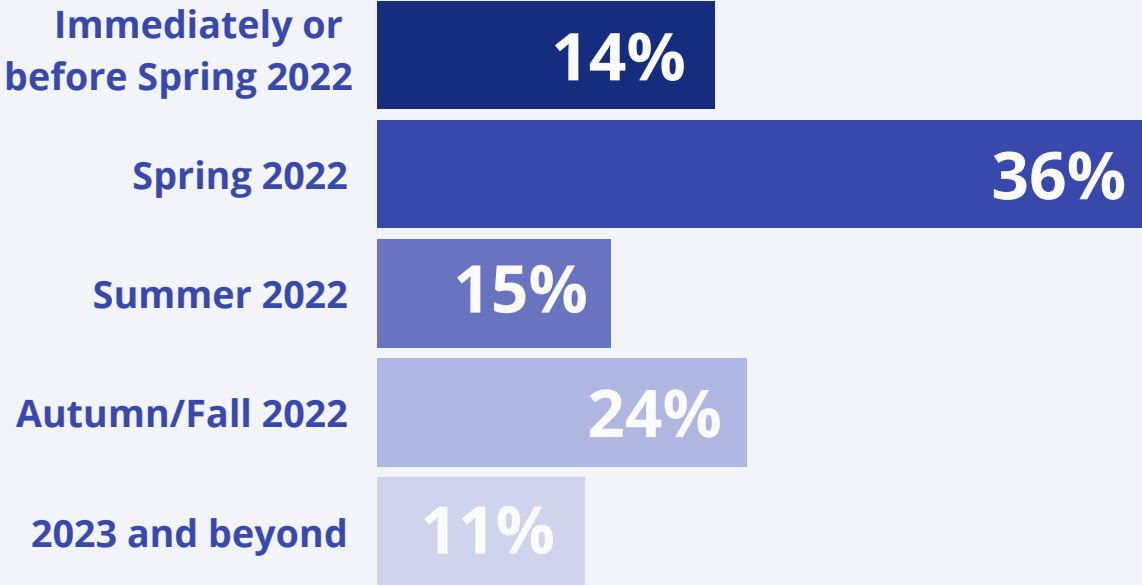
## POSITIVE OUTLOOK FOR EARLY 2022

89% 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!

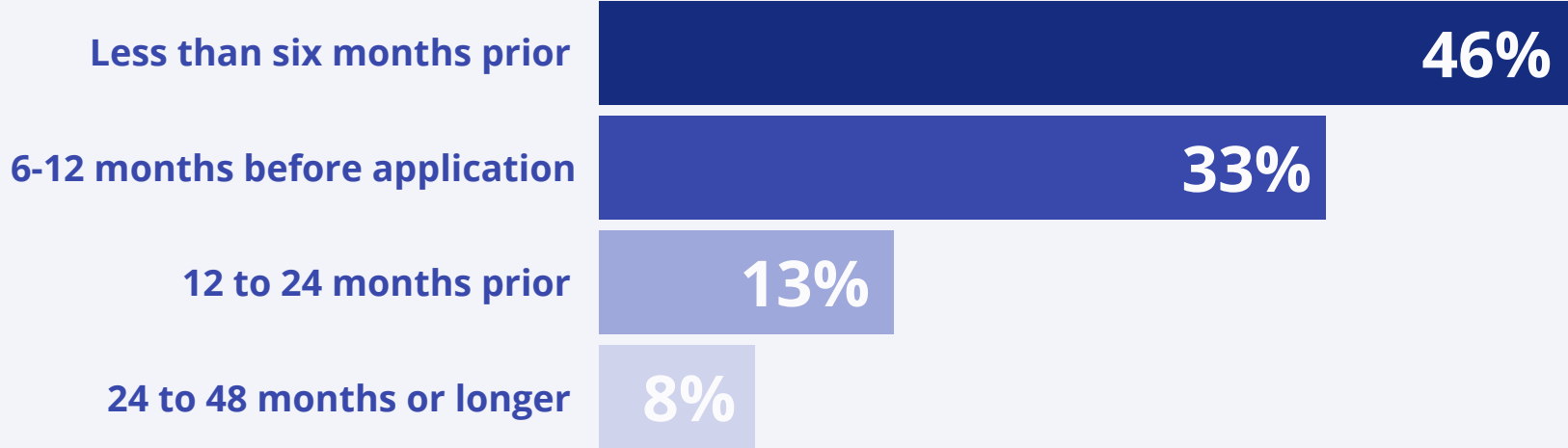
**In some cases (36%), many of the potential students surveyed want to start as early as spring semester 2022.**

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?

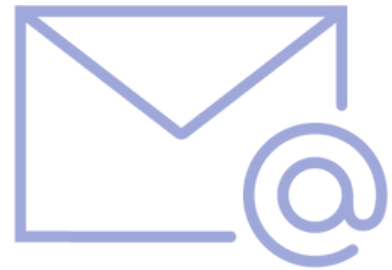


# 62%

**of potential undergraduate students interested in the UK said they were not aware of the UCAS application system**

\* UCAS: The Universities and Colleges Admissions Service is a UK-based organization whose main role is to operate the application process for British universities.





# Student Communication

TOP EIGHT STUDENT PREFERENCES FOR EMAIL UPDATES



**#1 Scholarship/funding 77%**

**#2 Cost of living & practical info 58%**

**#3 Visas & immigration 58%**

**#4 Deadlines & application info 55%**

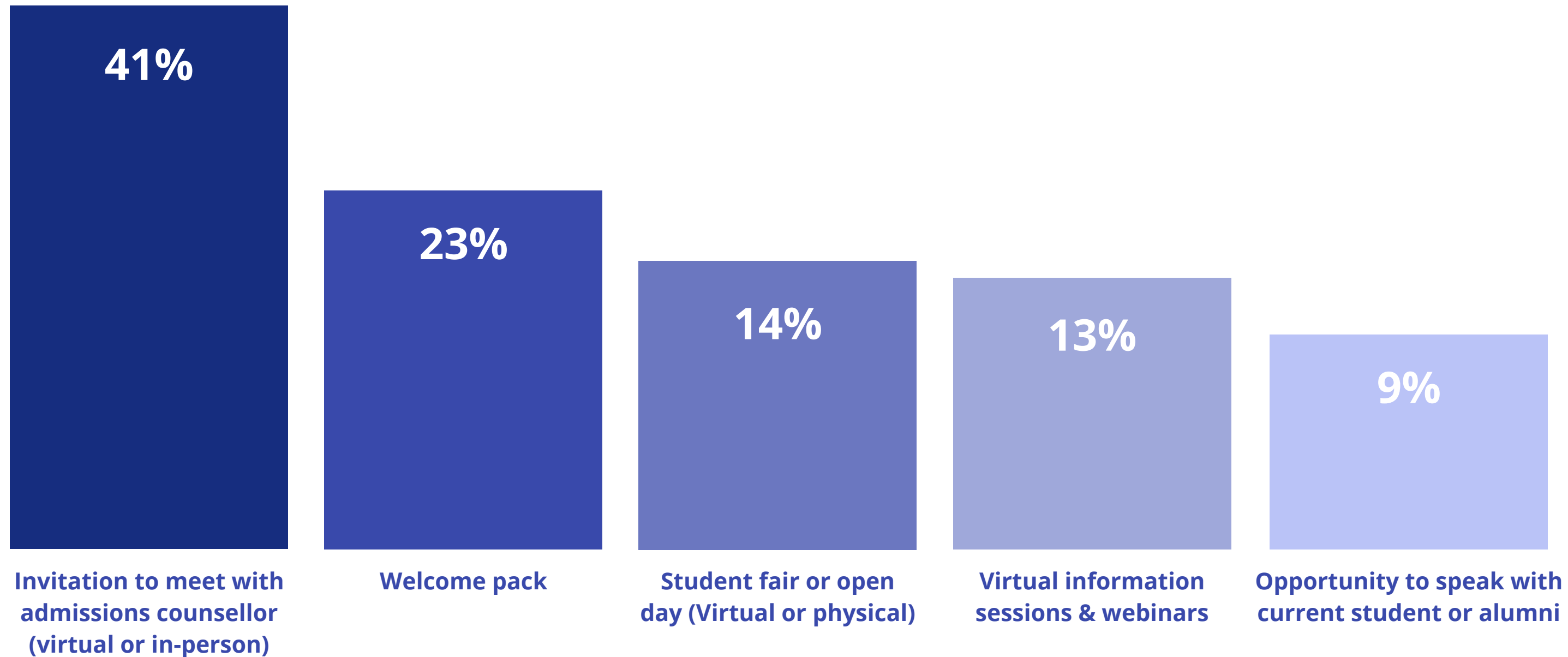
**#5 General tips & advice 36%**

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

**#7 Meet current students, alumni 23%**

**#8 Campus tours and events 19%**

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





# 65% of students said they needed funding to enroll

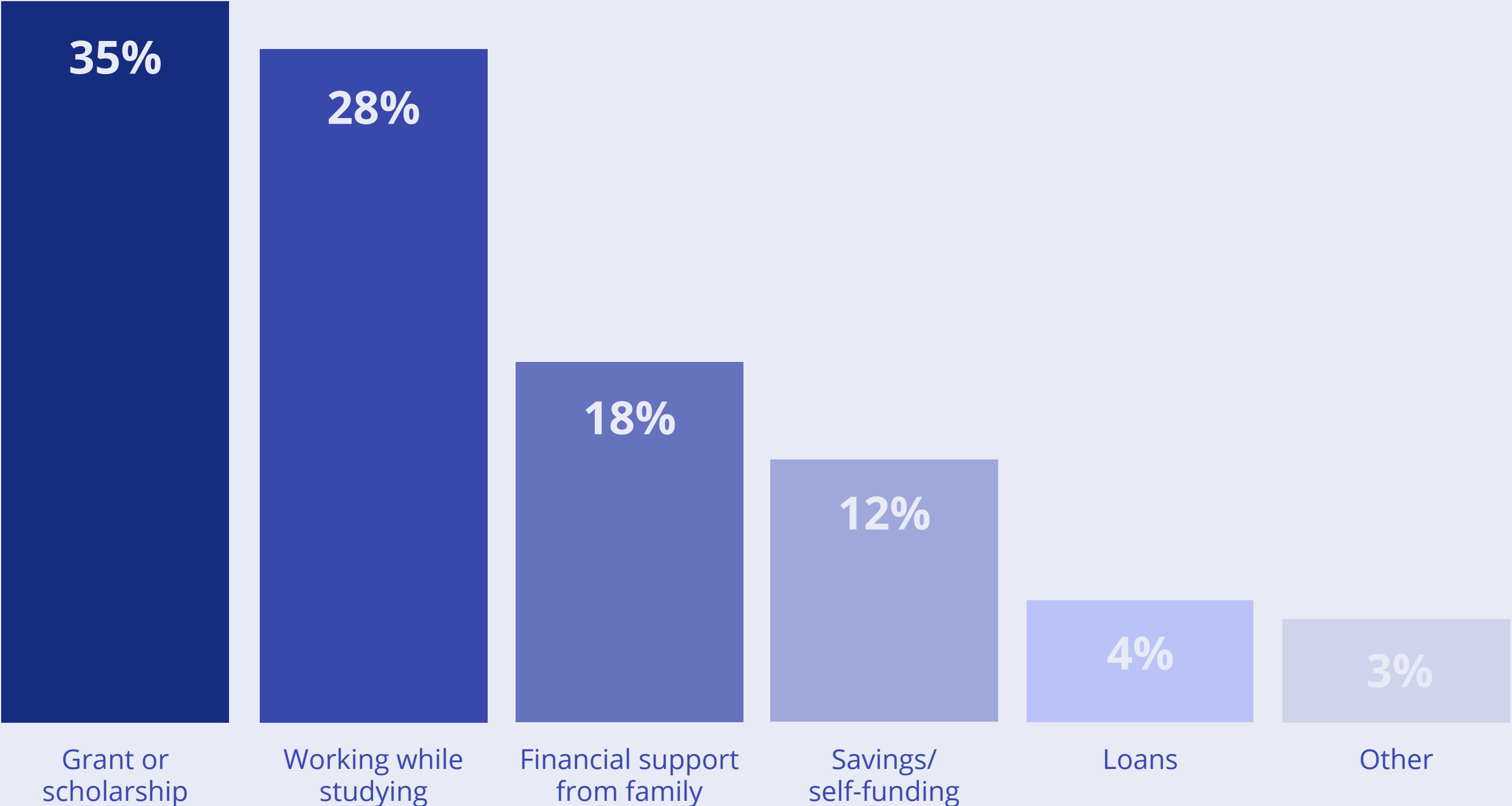
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35% intended to obtain a grant or scholarship  
while 28% said they would work and study



WE ASKED STUDENTS...

# How will you fund your studies?





**KEYSTONE**  
EDUCATION GROUP

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