

INTERNATIONAL HIGHER EDUCATION REPORT:

STUDENT TRENDS



EDITOR:
Abby Guthrie

LAYOUT:
Mattison Johnson & Darrah Caughey

CONTRIBUTORS:
Richard Prestage, Josh Hopton-Stewart,
and the educations.com team

TABLE OF CONTENTS

04	EDUCATIONS.COM: PART OF EMG – EDUCATIONS MEDIA GROUP	18	TRENDS IN NORTHERN EUROPE
06	USER BEHAVIOR BY REGION: CLICK-THROUGHS AND INFORMATION REQUESTS	22	TRENDS IN SOUTH AMERICA
09	INTERNATIONAL STUDENT SURVEY: MARKET INSIGHTS AND TRENDS	26	TRENDS IN SOUTH EAST ASIA
11	GENERAL TRENDS: BACHELOR’S DEGREES	30	TRENDS IN WESTERN EUROPE
12	GENERAL TRENDS: MASTER’S DEGREES	34	TRENDS IN THE MIDDLE EAST
14	TRENDS IN NORTH AMERICA		



EMG'S REACH

33 million people from 221 countries turned to EMG to find the right education last year

- ✓ **4,000** education providers
- ✓ **1.6** million conversions
- ✓ **70 million+** page views

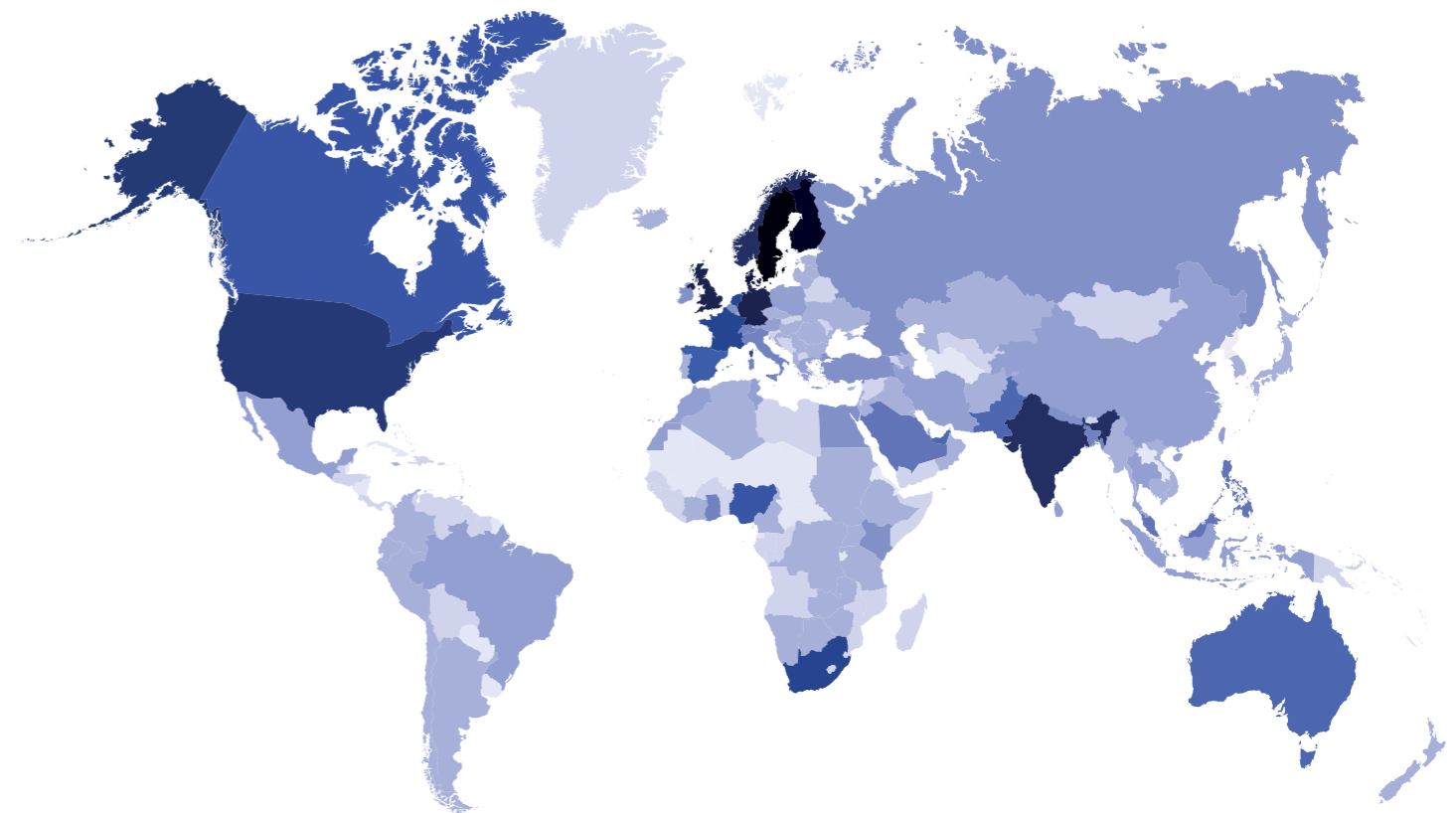
EDUCATIONS.COM PART OF EMG – EDUCATIONS MEDIA GROUP

At [educations.com](https://www.educations.com), our dream is to help everyone in the world find the right education. Our websites serve as the meeting point for students and higher education institutions, and every year, we help inspire over three million prospective students to take the plunge and consider the life-changing experience of studying abroad.

Through our platform, students can easily browse and compare programs - everything from summer courses to PhDs - at educational institutions in over 210 countries.

As an international higher education search engine, we work with schools to showcase program and university information through custom profiles, targeted email campaigns, and display advertising to students as they enter and progress in their education search.

As an arm of EMG - Educations Media Group, we're part of a network of market-leading search engines dedicated to helping everyone in the world find the right education. In addition to [educations.com](https://www.educations.com), EMG currently operates in Sweden, Norway, Denmark, Finland, France, Germany, the Netherlands, the UK, and the US.

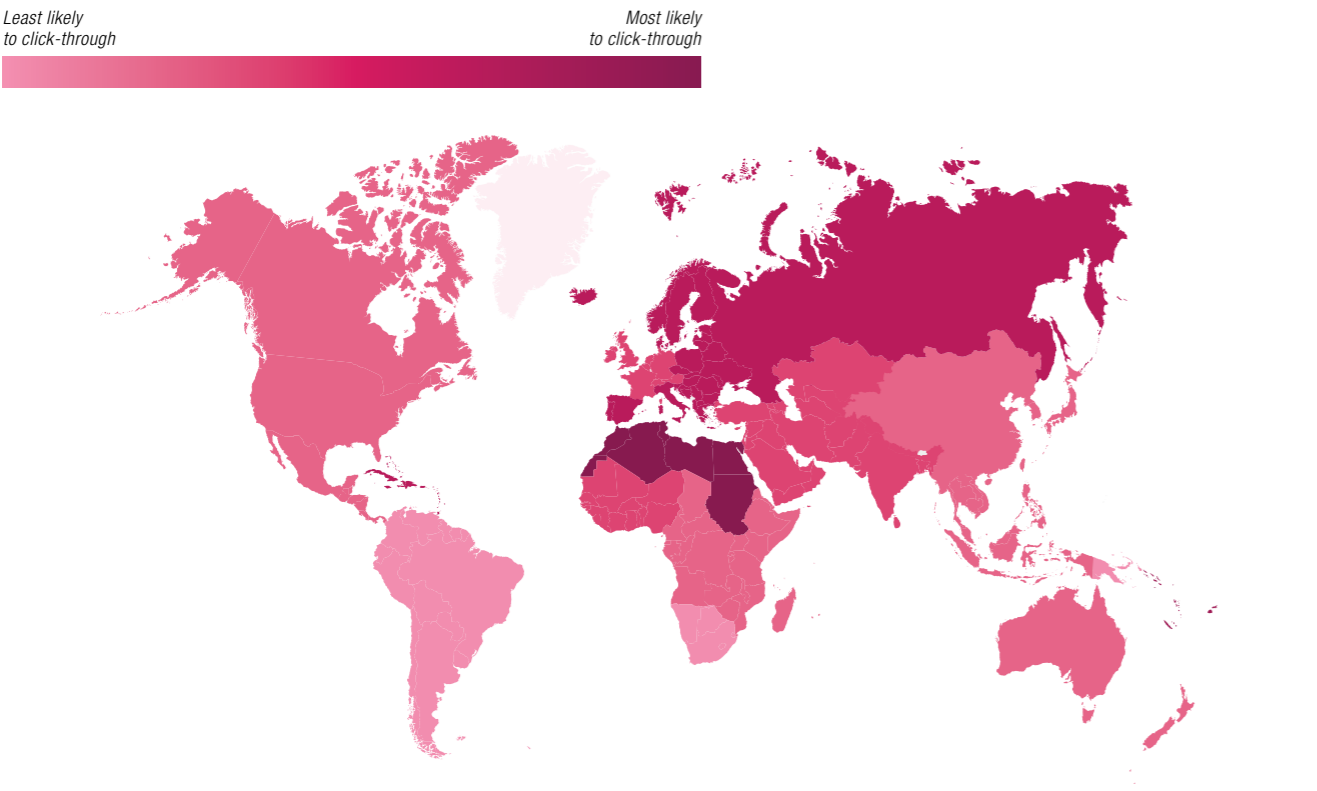


1 000
visitors

18 000 000
visitors

USER BEHAVIOR BY REGION: CLICK-THROUGHS

Below are the conversion rates of click-throughs from educations.com to university websites by sub-continent (as defined by Google Analytics). We hope to highlight which geographic regions prefer to immediately consult the university website rather than send an inquiry.

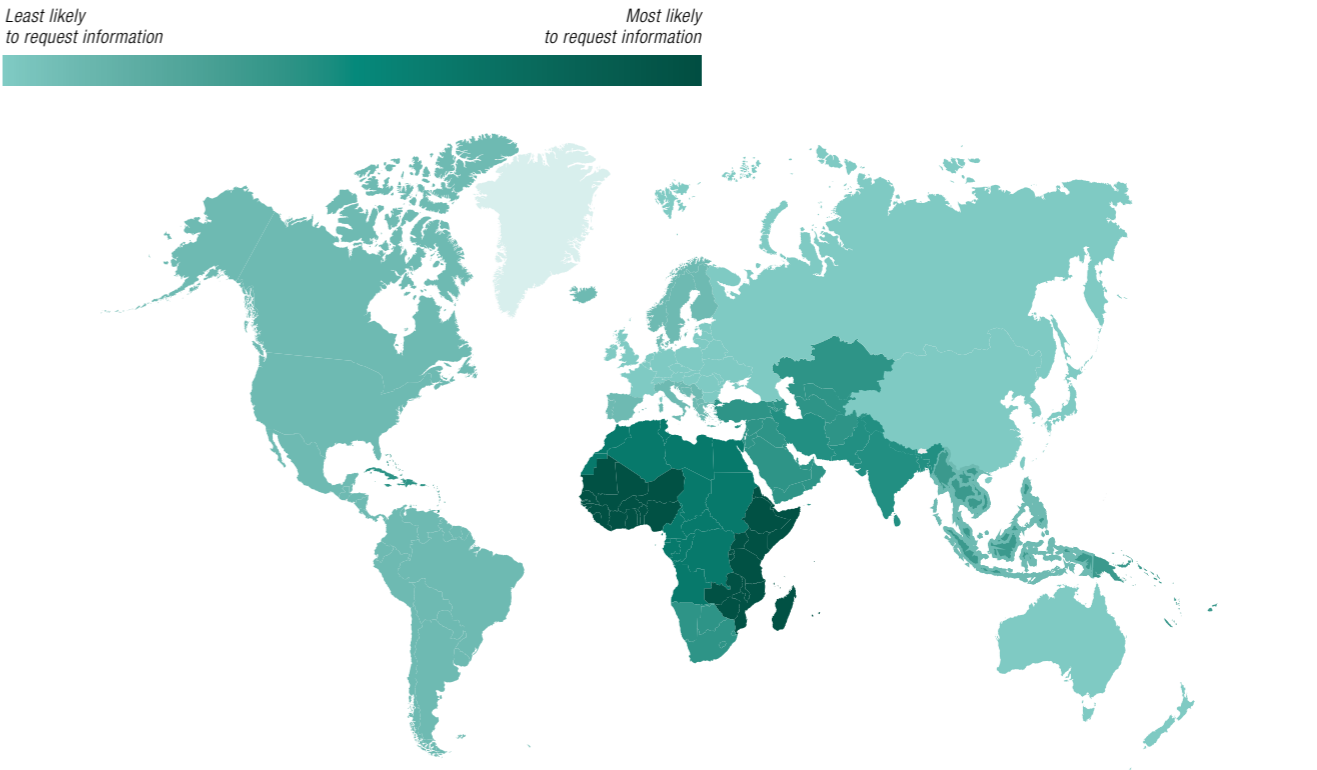


	GEOGRAPHIC REGION	CLICK-THROUGH (%)
1	Northern Africa	9.36%
2	Northern Europe	8.33%
3	Eastern Europe	8.07%
4	Southern Europe	8.04%
5	Caribbean	7.70%
6	Central Asia	6.84%
7	Southern Asia	6.64%
8	Western Asia	6.47%
9	Western Africa	6.45%
10	Western Europe	6.33%

	GEOGRAPHIC REGION	CLICK-THROUGH (%)
11	Northern America	5.99%
12	Central America	5.89%
13	Eastern Africa	5.88%
14	Southeast Asia	5.85%
15	Australasia	5.01%
16	Middle Africa	4.84%
17	Eastern Asia	4.83%
18	Southern America	3.43%
19	Southern Africa	2.61%
20	Melanesia	2.13%

USER BEHAVIOR BY REGION: INFORMATION REQUESTS

Below are the conversion rates of student inquiries sent through educations.com to universities by sub-continent (as defined by Google Analytics). We hope to highlight which geographic regions prefer to send an inquiry rather than immediately consult the university website.



	GEOGRAPHIC REGION	INFORMATION REQUEST (%)
1	Western Africa	3.77%
2	Eastern Africa	3.75%
3	Middle Africa	3.39%
4	Northern Africa	2.90%
5	Melanesia	2.37%
6	Southern Asia	2.29%
7	Caribbean	2.28%
8	Central Asia	1.91%
9	Southern Africa	1.74%
10	Western Asia	1.53%

	GEOGRAPHIC REGION	INFORMATION REQUEST (%)
11	Southeast Asia	1.38%
12	Northern Europe	1.36%
13	Northern America	1.27%
14	Southern Europe	1.24%
15	Southern America	1.14%
16	Central America	1.07%
17	Eastern Europe	0.98%
18	Western Europe	0.83%
19	Eastern Asia	0.76%
20	Australasia	0.0%



INTERNATIONAL STUDENT SURVEY: MARKET INSIGHTS AND TRENDS

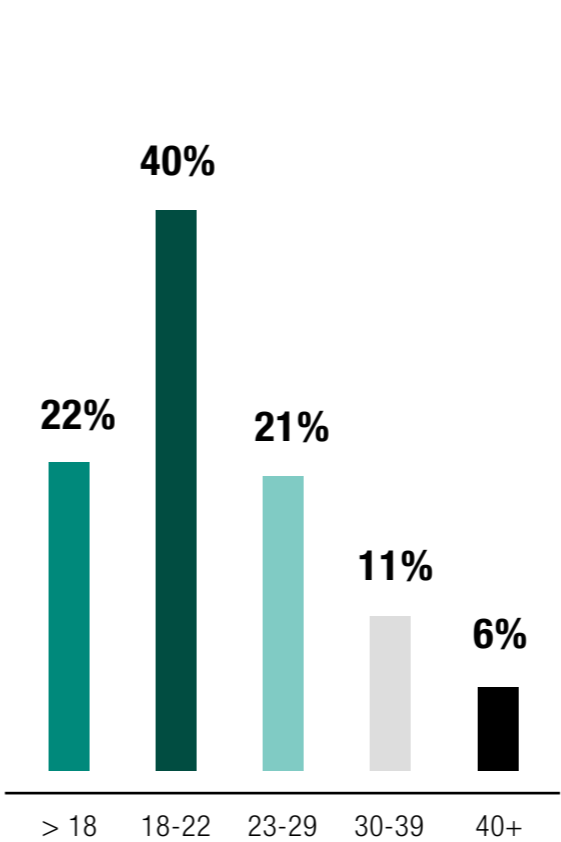
At [educations.com](https://www.educations.com), we help inspire over three million prospective international students to find and connect with the right educational institutions.

Understanding the motivations, influences, worries, aspirations, and challenges of these students is an important part of helping us do the best job we can. As your partner in higher education international student recruitment, we are thrilled to share the results of an in-depth survey we conducted with over 32,000 students representing 192 nationalities.

We collected responses by emailing our database of students who have found their university through [educations.com](https://www.educations.com) and prospective students who have engaged with us in their search for education.

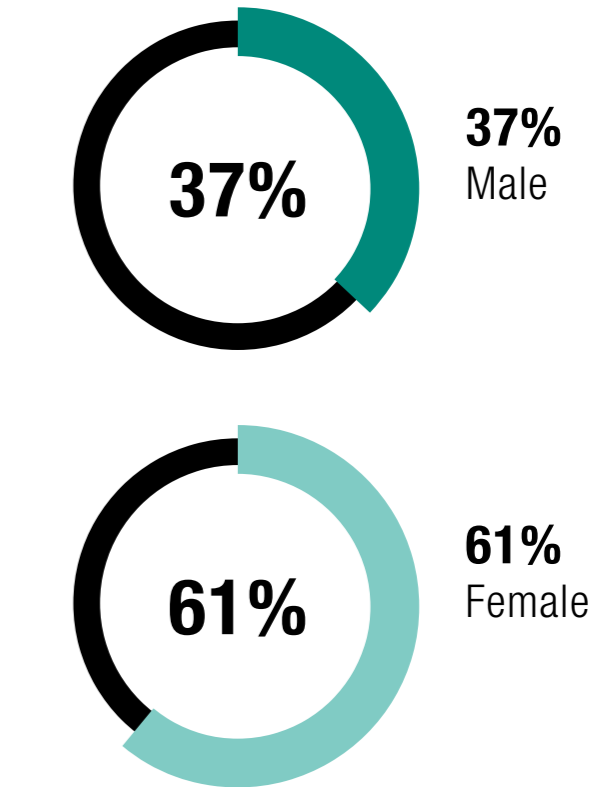
Our hope in this survey is to illuminate general trends separated by undergraduate and postgraduate study, as well as spotlight several key student recruitment regions to help you better understand and communicate with these markets.

AGE



GENDER*

*2% who responded to the survey identified as non-binary.



GENERAL TRENDS: UNDERGRADUATE DEGREES

WHERE DO STUDENTS FIND STUDY ABROAD INFORMATION?

International students increasingly rely on search engines and social media to make a decision.

Students are 8% less likely than before to learn about study abroad through study abroad fairs and events. They are 15% more likely to rely on search engines and 72% more likely to use social media to learn about the process.

	CURRENT STUDENTS	PROSPECTIVE STUDENTS
Internet Search	73%	84%
Social Media	32%	35%
Study Abroad Fairs	39%	36%

HOW DO STUDENTS CHOOSE THEIR UNIVERSITY OF STUDY?

The rankings and reputation of the school is dropping in importance for prospective students, with teaching quality and cost of living valued respectively 45% and 118% more highly than by current students.

The importance of campus facilities has climbed by 56% and housing opportunities by 182%.

CURRENT	PROSPECTIVE
1 School's Reputation	1 Teaching Quality
2 School's Ranking	2 Cost of Living
3 Teaching Quality	3 School's Ranking

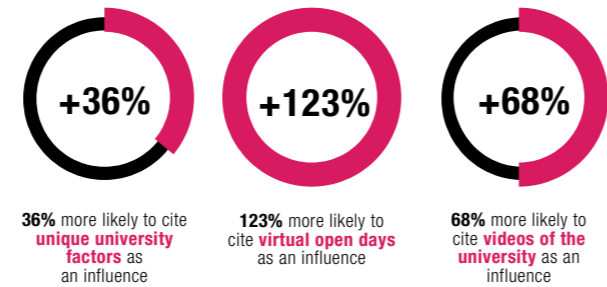
HOW DO STUDENTS CHOOSE THEIR PROGRAM OF STUDY?

CURRENT	PROSPECTIVE
1 Interest / Passion	1 Interest / Passion
2 Career Opportunities	2 Cost of Tuition Fees
3 Program Content	3 Entry Requirements

Prospective students are 28% less likely to be interested in the reputation of a program and 21% less invested in the relevancy of a program compared to current students.

They are 33% more likely to rank admissions requirements as key in the initial phase of decision-making and 42% more likely to value the perceived teaching quality.

WHAT INFORMATION DO STUDENTS USE TO CHOOSE ONE UNIVERSITY OVER ANOTHER?

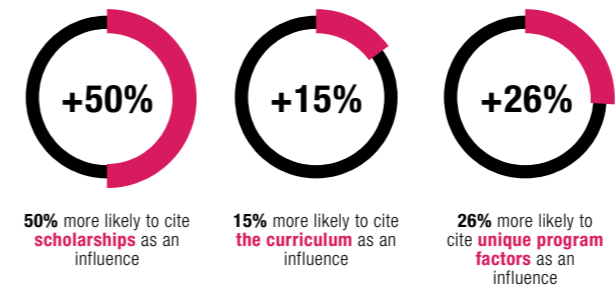


Students are 33% more likely to value a university's student reviews and are keener than ever to choose their university based on the unique opportunities the campus offers.

Making application decisions based on videos and virtual open days is also sky rocketing.

WHAT INFORMATION DO STUDENTS USE TO CHOOSE ONE PROGRAM OVER ANOTHER?

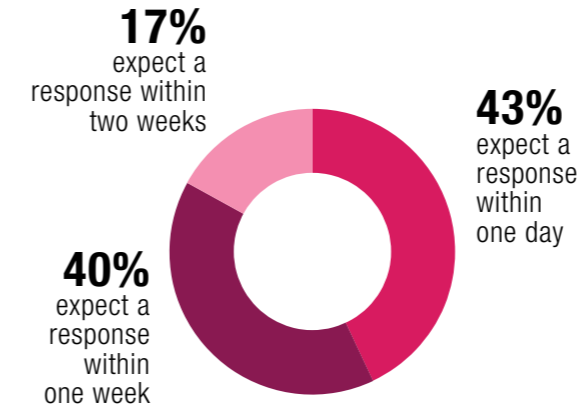
Detailed program information including scholarship opportunities, the curriculum, and admission requirements are key to how students decide which programs are appealing enough to submit an application.



WHAT DO STUDENTS EXPECT FROM UNIVERSITY ADMISSIONS COMMUNICATION?

For the first time, we've collected data on the expectations of prospective students regarding university responses to their initial inquiries.

83% of undergraduate students expect a response within a week of their inquiry and 81% expect a personal response to their emails.

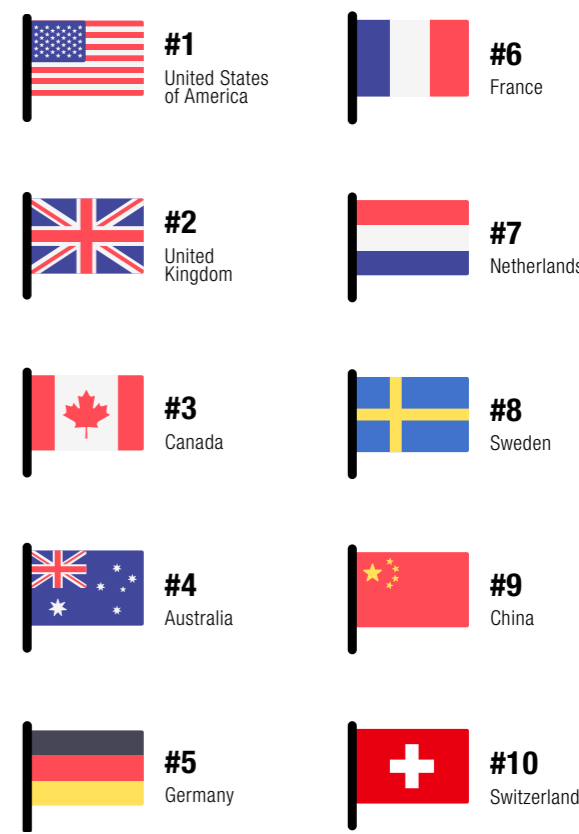


WHAT KIND OF A RESPONSE DO STUDENTS EXPECT FROM UNIVERSITY ADMISSIONS?

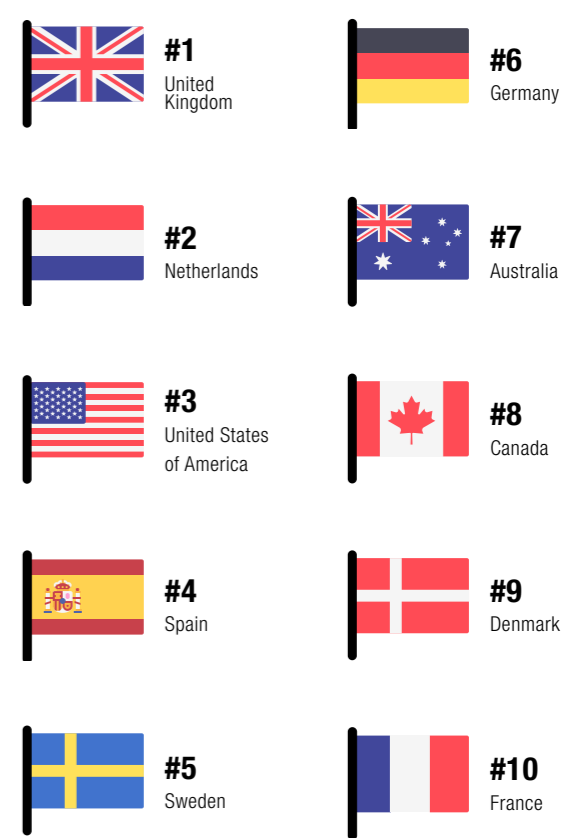
81% of students expect a personalized email with specific information answering their questions.

19% of students expect a broad email with links to relevant information.

WHERE DO PROSPECTIVE UNDERGRADUATE STUDENTS DREAM OF STUDYING ABROAD?



WHERE ARE CURRENT UNDERGRADUATE STUDENTS STUDYING ABROAD?



GENERAL TRENDS: POSTGRADUATE DEGREES

WHERE DO POSTGRADUATE STUDENTS FIND STUDY ABROAD INFORMATION?

Prospective postgraduate students are following similar undergraduate trends, with decreasing reliance on study abroad events and the increasing expectation that social media and internet searches will provide all of the necessary information they need.

	CURRENT STUDENTS	PROSPECTIVE STUDENTS
Internet Search	74%	84%
Social Media	30%	57%
Study Abroad Fairs	30%	34%

HOW DO POSTGRADUATE STUDENTS CHOOSE THEIR UNIVERSITY OF STUDY?

Prospective graduate students are 23% less concerned with the general reputation of the school and 82% less concerned with personal recommendations than current students. What do graduate students care about more than ever before?

Teaching quality is ranked 79% higher than before and has slipped into the top consideration factor.

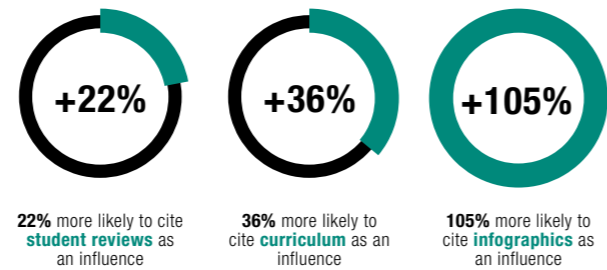
CURRENT	PROSPECTIVE
1 School's Ranking	1 Teaching Quality
2 School's Reputation	2 Cost of Living
3 School's Location	3 School's Ranking

HOW DO POSTGRADUATE STUDENTS CHOOSE THEIR PROGRAM OF STUDY?

CURRENT	PROSPECTIVE
1 Interest / Passion	1 Interest / Passion
2 Program Content	2 Cost of Tuition Fees
3 Program Reputation	3 Teaching Quality

When searching for international education, prospective postgraduate students are placing 21% more importance on teaching quality and 53% more importance on tuition fees.

WHAT INFORMATION DO POSTGRADUATE STUDENTS USE TO CHOOSE ONE UNIVERSITY OVER ANOTHER?

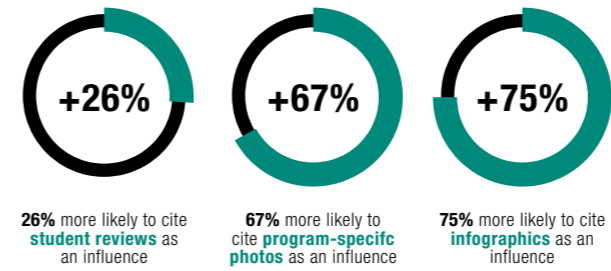


Detailed information about the curriculum on your university website, and infographics about your university (including information such as rankings, graduate outcomes, and unique factors) are increasingly important when choosing a university.

Providing a platform for students to read reviews from current students or recent graduates is also crucial to prospective postgraduate students.

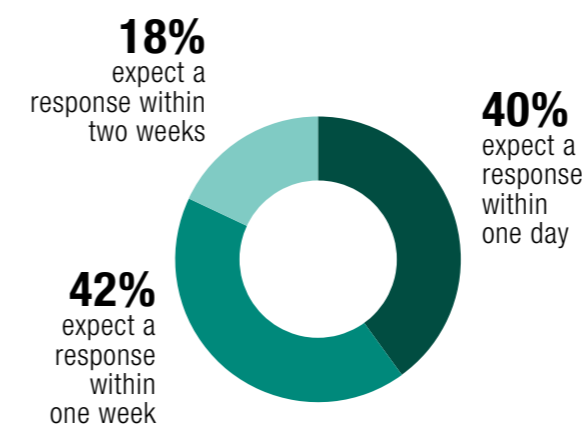
WHAT INFORMATION DO POSTGRADUATE STUDENTS USE TO CHOOSE ONE PROGRAM OVER ANOTHER?

40% of prospective postgraduate students rank photos depicting program experience as very important. Visual information in general is gaining influence with prospective students now being 75% more likely to rate infographics as important.



WHAT DO STUDENTS EXPECT FROM UNIVERSITY ADMISSIONS COMMUNICATION?

Prospective postgraduate students have similar concerns to undergraduate students. 82% expect a response within a week of their enquiry and 36% expect a response within a day, with 80% of students expecting a personalized response to their questions.

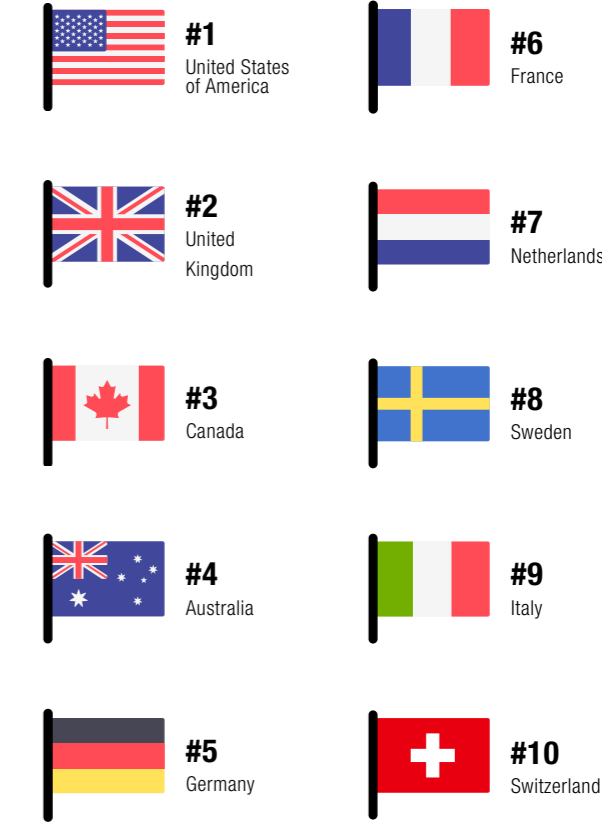


WHAT KIND OF A RESPONSE DO STUDENTS EXPECT FROM UNIVERSITY ADMISSIONS?

80% of students expect a personalized email with specific information answering their questions.

20% of students expect a broad email with links to relevant information.

WHERE DO PROSPECTIVE POSTGRADUATE STUDENTS DREAM OF STUDYING ABROAD?



WHERE ARE CURRENT POSTGRADUATE STUDENTS STUDYING ABROAD?





TRENDS IN NORTH AMERICA

How are prospective North American students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, what their priorities are when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

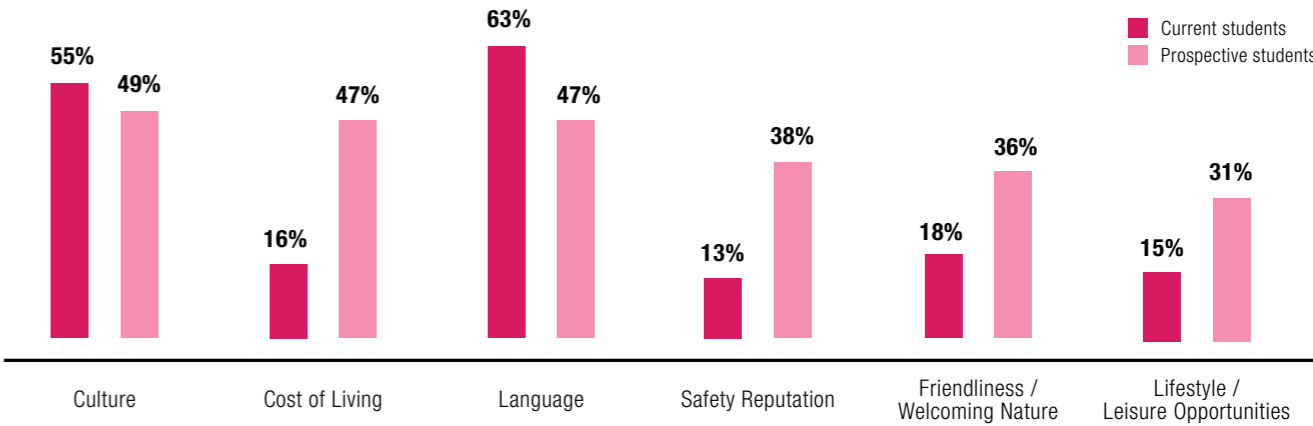
Countries from the survey include the United States and Canada, with over 2,400 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN NORTH AMERICA:

- Does your country offer the opportunity for students to obtain a work visa after graduation? North American students are showing a growing interest in the ability to work in a new country after graduation.
- Almost half of all prospective North American students will now choose the program they wish to study before their country of study. While country brand remains important, don't forget to advertise at a program level.
- Don't forget to include details on living costs, teaching quality, and campus life when marketing your university. They are top - and growing - factors for prospective North American students when evaluating a higher education institution.
- Program reputation is a growing influence for North American students. Include any details about rankings and laurels of professors or program alumni in your digital marketing campaigns.

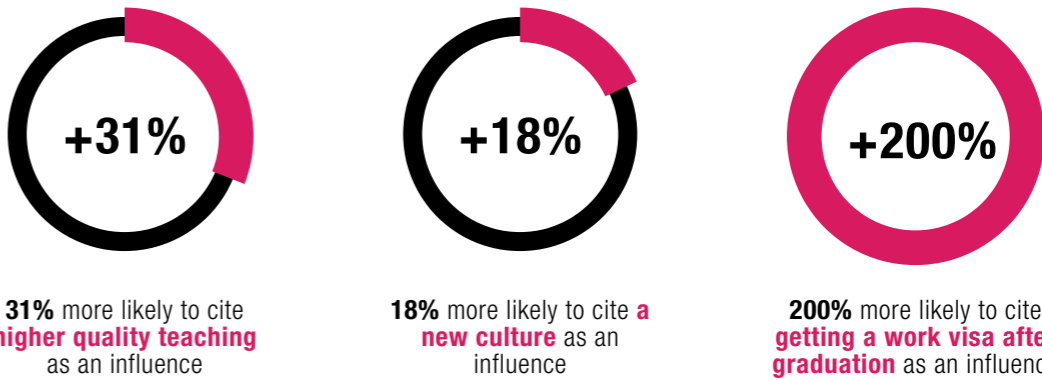
HOW DO THEY CHOOSE THEIR COUNTRY OF STUDY?

North American prospective students have made notable shifts in how they evaluate a potential country of study. With far less focus on the spoken language of the country, they are prioritizing safety, friendliness, and lifestyle far more than their currently enrolled counterparts.



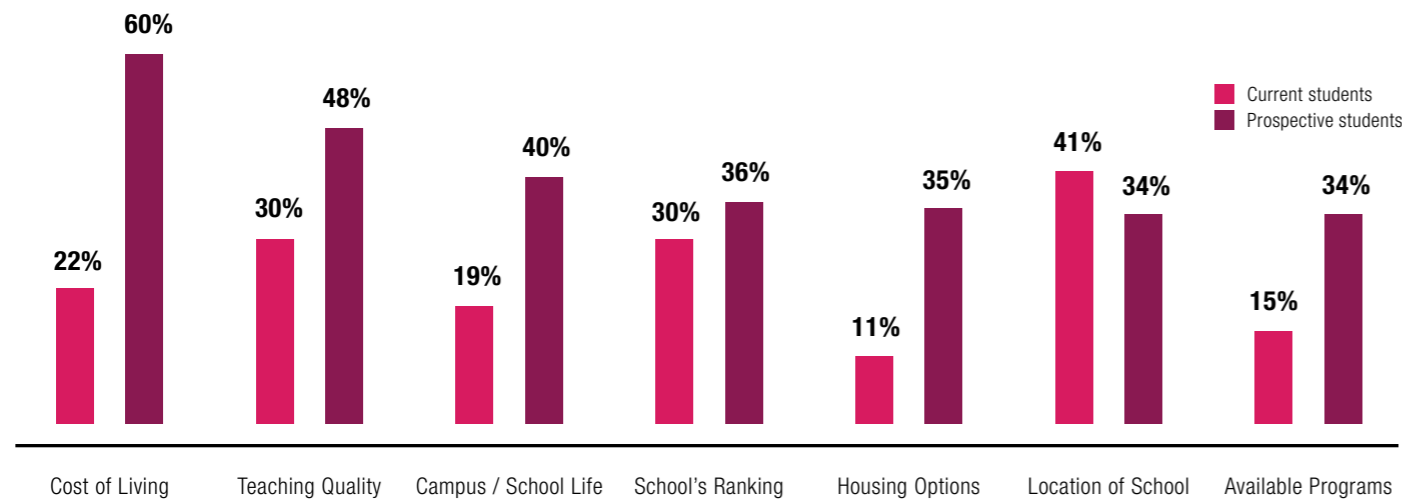
INFLUENCES TO STUDY ABROAD

North American students are increasingly focusing on high teaching quality and experiencing a new culture as reasons to study abroad, while other driving factors such as personal development, adventure, and making new friends remain relatively steady.



HOW DO THEY CHOOSE A HIGHER EDUCATION INSTITUTION?

North American students are increasingly concerned with cost of living and available housing options when considering universities. Campus life and teaching quality are also factors on the rise.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

Tuition cost is the number one factor that North American students take into consideration - even over choosing a subject they are deeply passionate about and interested in. Program reputation also saw a significant increase as a consideration factor when deciding between programs.



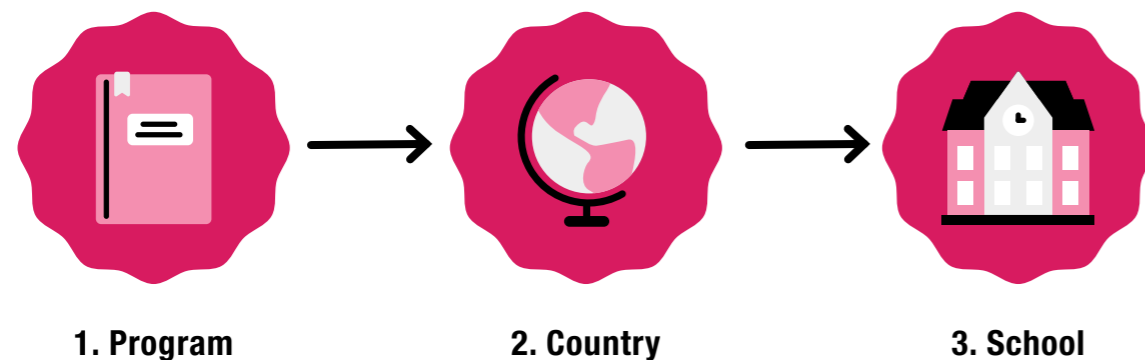
70%
increase in
interest of
tuition cost



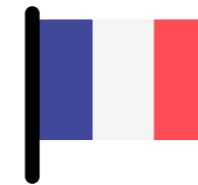
36%
increase in
interest of
program
reputation

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

Current North American students were far more likely to choose their country of study before program which represents a marked shift from new students who are now keen to choose their program first.



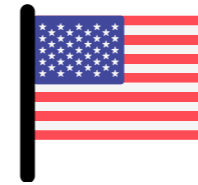
WHERE DO NORTH AMERICAN STUDENTS DREAM OF STUDYING ABROAD?



#1
France



#6
Australia



#2
United States



#7
Italy



#3
United Kingdom



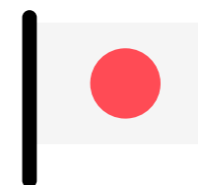
#8
Germany



#4
Spain



#9
Canada



#5
Japan



#10
South Korea





TRENDS IN NORTHERN EUROPE

How are prospective Northern European students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, what their priorities are when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

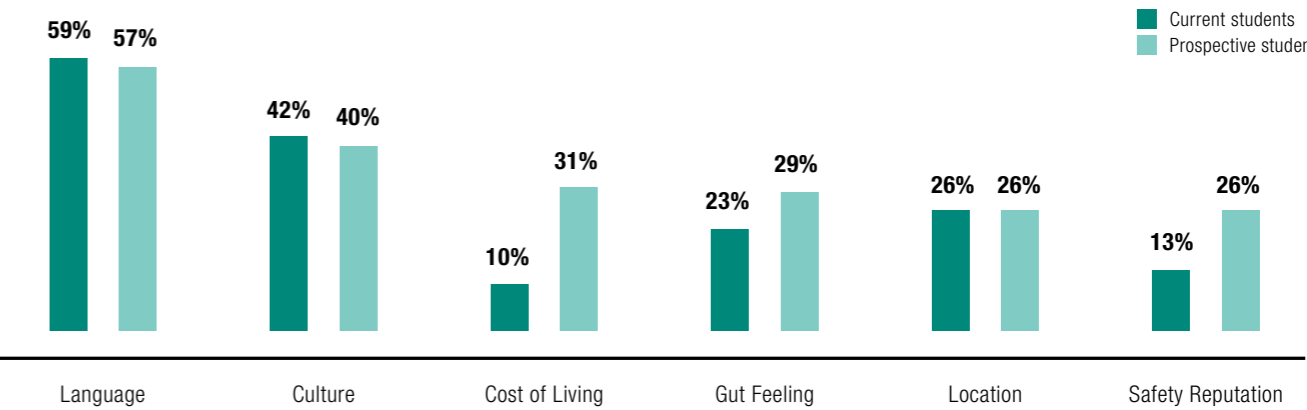
Countries from the survey include: Sweden, Denmark, Norway, Finland, Latvia, Lithuania, and Estonia, with over 6,100 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN NORTHERN EUROPE:

- Show off your career services! Northern European students are becoming more interested in career services during their international studies as well as opportunities for work visas after graduation. Underline any unique benefits your university or country of campus offers to international students.
- When deciding on their study abroad experience, the most common path for students in Northern Europe is to choose country first, program second, and university last, meaning country brand is now your first potential touchpoint.
- Make sure your marketing campaigns can be backed up by helpful information regarding practical considerations. While top reasons for choosing a study abroad location in this market remain idealistic and focused on personal growth and adventure, the more practical factors of cost of living and safety ranking of the country are moving into the top consideration factors.
- The teaching quality of universities and individual programs is increasing in importance for Northern European students. Promoting small class sizes, mentorship, remarkable professors, or other details in your campaigns can be highly effective.

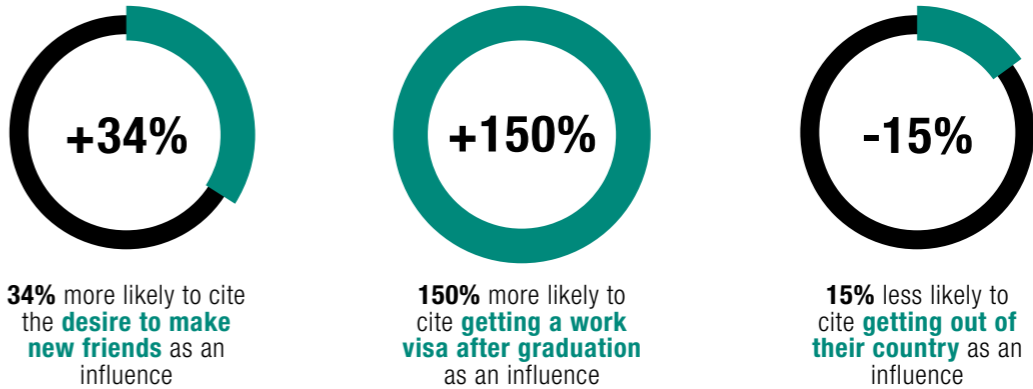
HOW DO THEY CHOOSE THEIR COUNTRY OF STUDY?

Northern European students are more likely to prioritize on a country’s cost of living, safety reputation, and the friendliness towards international students in their location selection. However, they are also placing more emphasis on intuition about countries citing “a gut feeling about the country” as their fourth biggest priority.



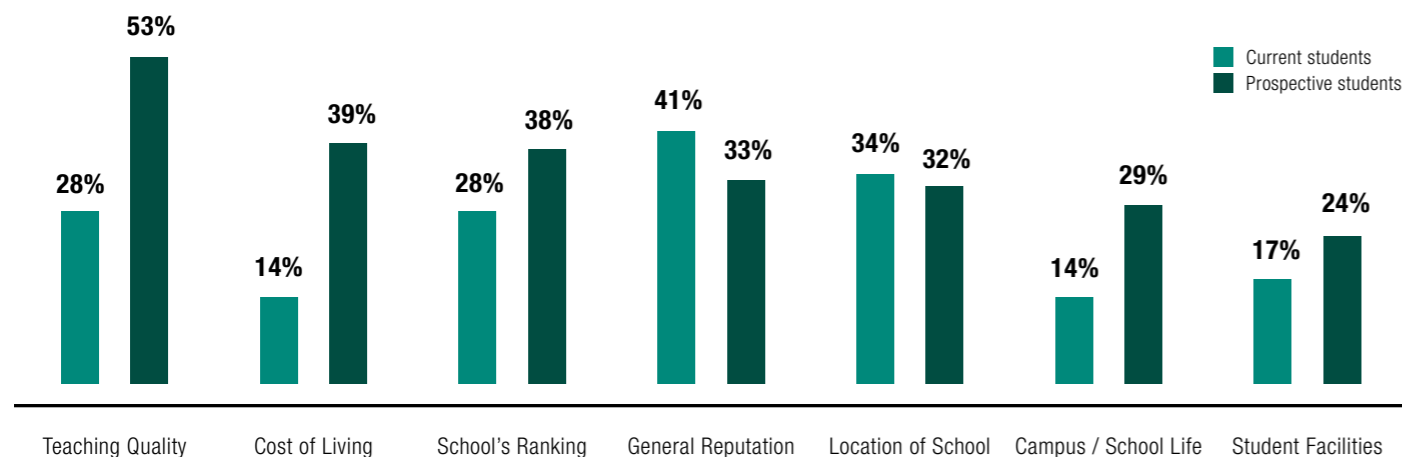
INFLUENCES TO STUDY ABROAD

Northern European students are showing increasing interest in using study abroad to open up more global career opportunities and form social bonds.



HOW DO THEY CHOOSE A HIGHER EDUCATION INSTITUTION?

Northern European students have a rising interest in teaching quality and educational facilities, and are overall less interested in the general reputation of the school, wanting instead to evaluate the factors themselves.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

Similarly, when evaluating study abroad programs, prospective Northern European students are more interested in teaching quality, career services, and work placement opportunities that can complement their program.



11%
decrease in
interest of
accreditations



75%
increase in
interest of
career services

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

Northern European students are most likely to begin their study abroad search by firstly deciding on their country of studies before moving onto program specific offers and, lastly, evaluating the university as a whole.



1. Country

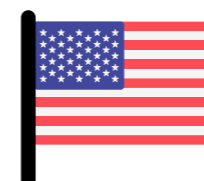


2. Program



3. University

WHERE DO NORTHERN EUROPEAN STUDENTS DREAM OF STUDYING ABROAD?



#1
United States



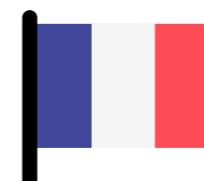
#2
United Kingdom



#3
Sweden



#4
Australia



#5
France



#6
Canada



#7
Spain



#8
Germany



#9
Japan



#10
Italy





TRENDS IN SOUTH AMERICA

How are prospective South American students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, what their priorities are when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

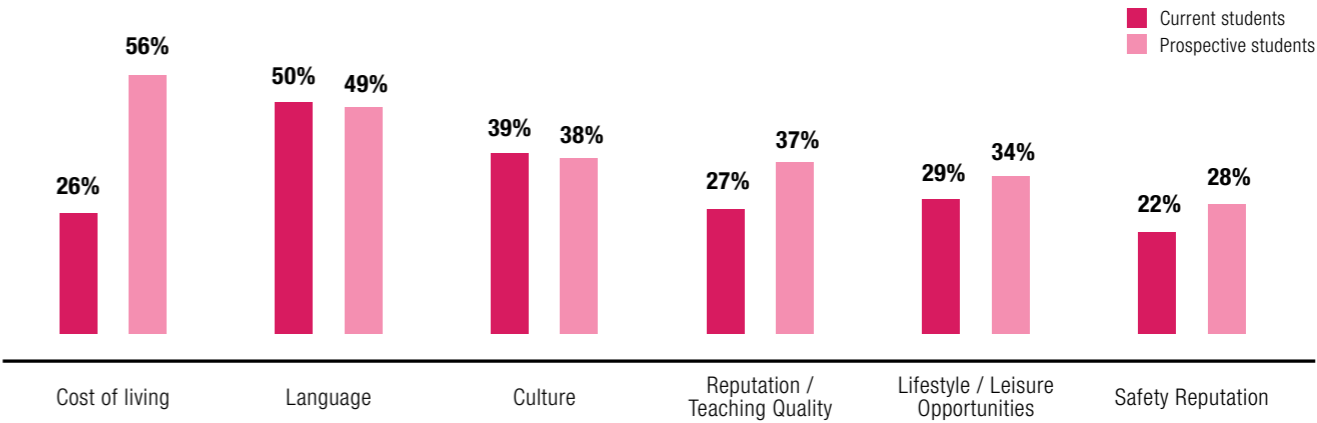
Countries from the survey include: Argentina, Bolivia, Brazil, Chile, Columbia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela, with over 700 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN SOUTH AMERICA:

- If your university is located in a country known for its high educational standards and places value on higher education, leverage how your university's ethos mirrors this. For prospective South American students, country brand and university brand are tied together.
- Although South American students look to a culture that values education, they are also giving growing attention to lifestyle and leisure opportunities. Highlight social and cultural opportunities that international students can enjoy at your university.
- Do you have standout campus facilities? Is your campus well-located to cultural and leisure opportunities? Drill down on these benefits when focusing on the South American student pool to set your university apart from competitors.
- Tuition fees are a growing concern for South American students when selecting a program to study in the first phase of their international higher education search. Provide information about how students can fund and budget their studies to give them ease of mind.

HOW DO THEY CHOOSE THEIR COUNTRY OF STUDY?

Reputation matters for South American students, but they are increasingly concerned about the reputation of the country's standard of university education. Rising attention to lifestyle and leisure opportunities as well as social life suggest that South American students are closely evaluating the lifestyle they will enjoy as an international student.



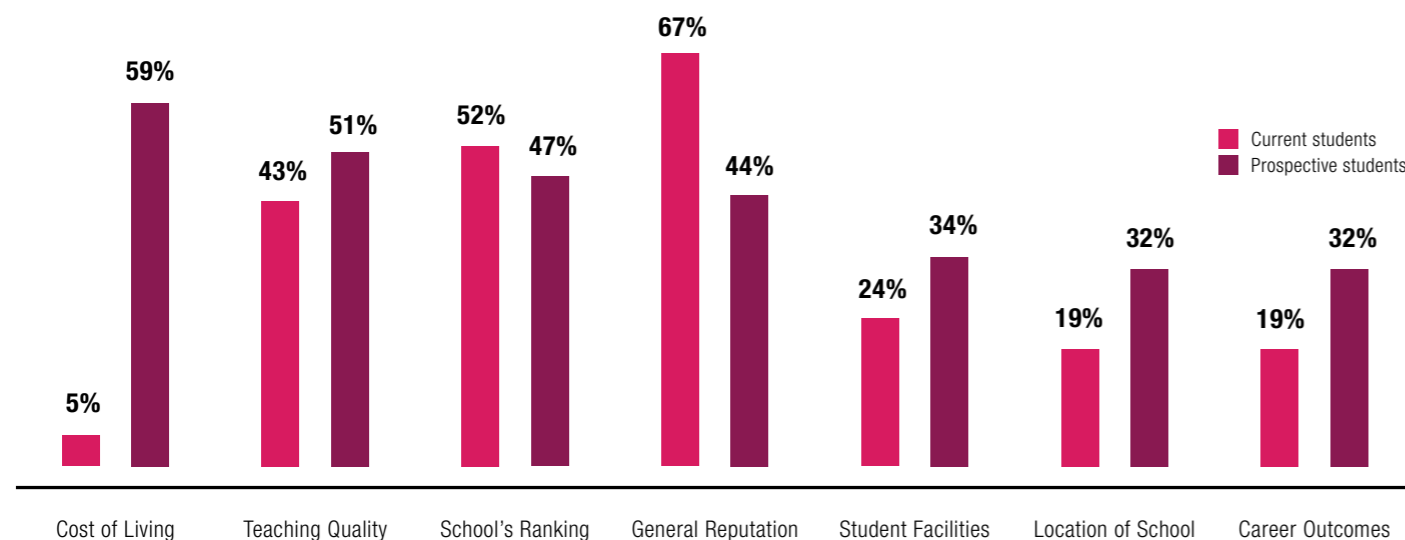
INFLUENCES TO STUDY ABROAD

Prospective South American students are considering social factors and the ability to work abroad after graduation at increasing rates, and focusing less on studying abroad as a pathway to accessing higher quality teaching.



HOW DO STUDENTS CHOOSE A HIGHER EDUCATION INSTITUTION?

Where campuses are located and the facilities they host such as the library, student union, and international student center are increasing in importance when South American students choose between universities. Rankings and reputation are decreasing in importance.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

South American students are showing a growing concern in a program's tuition fees and are paying a decreasing amount of attention to the advice of family and friends when selecting a program.



68%
decrease in
interest based on
recommendations



63%
increase in
interest of
tuition fees

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

South American students are most likely to begin their study abroad search by first deciding on their program of study before moving onto country of study, and lastly, evaluating the university as a whole.



1. Program

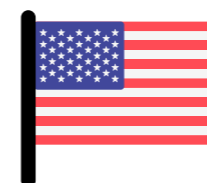


2. Country



3. University

WHERE DO SOUTH AMERICAN STUDENTS DREAM OF STUDYING ABROAD?



#1
United States



#2
Canada



#3
United Kingdom



#4
Germany



#5
Netherlands



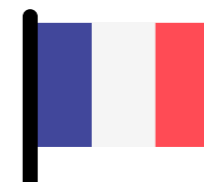
#6
Spain



#7
Italy



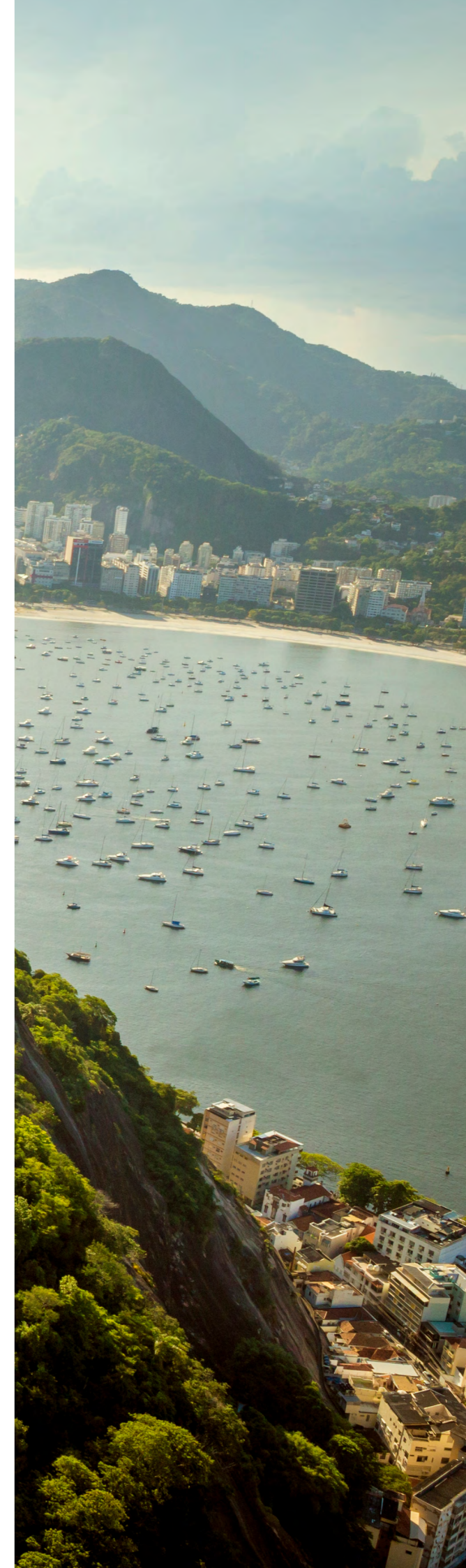
#8
Sweden



#9
France



#10
Australia





TRENDS IN SOUTHEAST ASIA

How are prospective Southeast Asian students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, what their priorities are when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

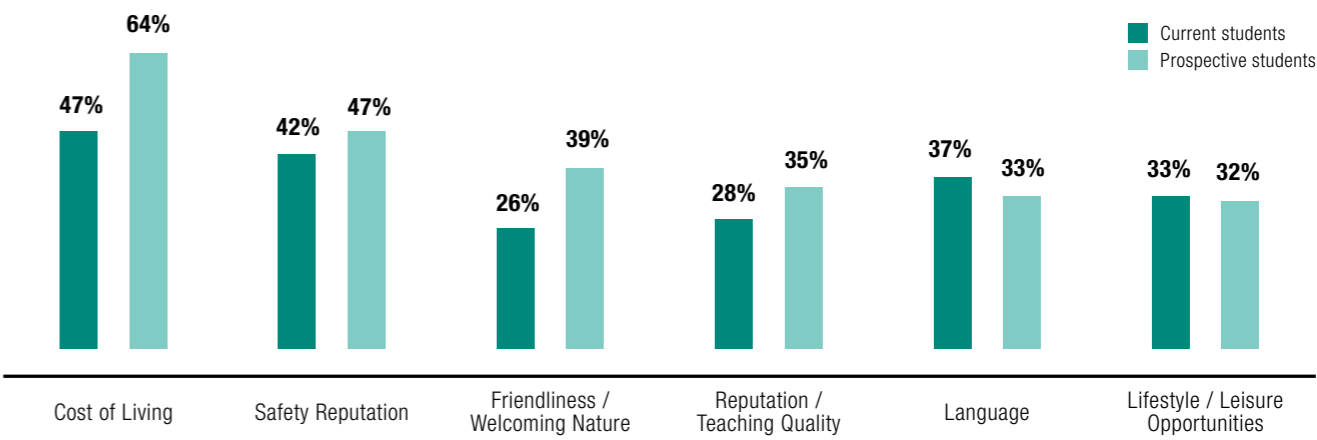
Countries from the survey include: Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam, with over 2,700 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN SOUTHEAST ASIA:

- When marketing to Southeast Asian students, target your messaging around the careers your programs can lead to, the funding options available, and any opportunities for work visas after graduation.
- A decreasing focus on the country's spoken language when choosing a country of study indicates a growing opportunity for universities to reach out to students with foreign-language-taught program options..
- When marketing your university, focus on teaching level and provide transparent and clear cost-of-living information.
- Underline the friendliness and openness to international students that your university community, broader community, and country offer to people from different nationalities to set your school apart.

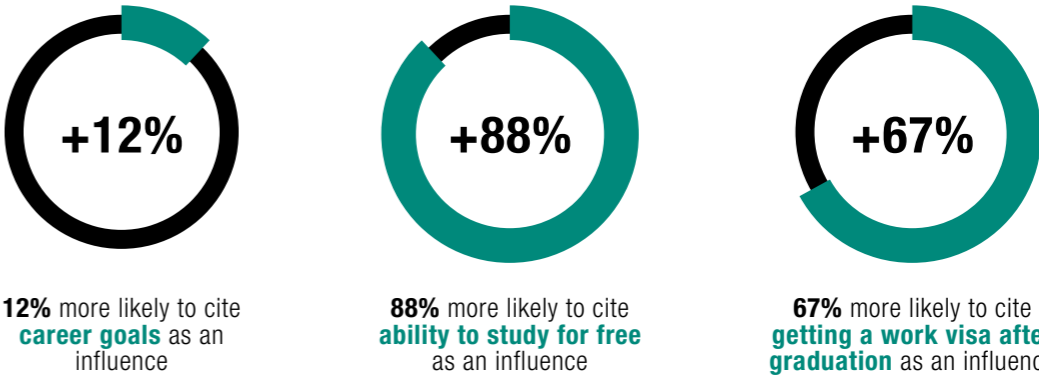
HOW ARE STUDENTS CHOOSING THEIR COUNTRY OF STUDIES?

The friendliness and openness of a country's culture towards international students is a growing factor for how Southeast Asian students choose their country of study. A country's reputation for a high standard of education is also growing with a decreasing focus on the primary spoken language of the country.



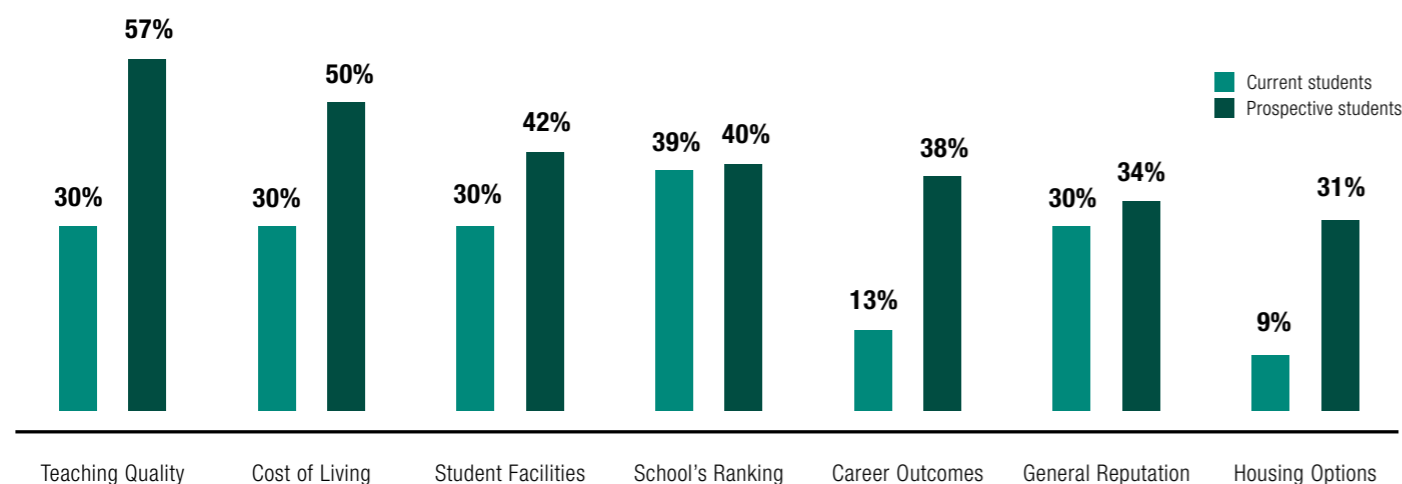
INFLUENCES TO STUDY ABROAD

Prospective Southeast Asian students are looking at more practical factors when it comes to study abroad compared to other regions, with a continued trend toward career focus, funded studies, and opportunities for work visas in their country of study.



HOW DID YOU CHOOSE WHAT SCHOOL TO STUDY ABROAD AT?

Southeast Asian students are showing increasing focus on teaching quality, cost of living, and campus facilities. The number of programs on offer, recommendations from family and friends, and the location of the school have dropped out of top considerations for prospective students.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

Only 14% of prospective Southeast Asian students consider program rankings an important factor, while an increasing number are concerned about fitting program requirements with 40% of students saying that entry requirements are a very important factor.



20%
decrease in
interest of
program's
ranking



22%
increase in
concern
for entry
requirements

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

Southeast Asian students are most likely to begin their study abroad search by firstly deciding on their program of study before moving onto country of study and, lastly, evaluating the university as a whole.



1. Program



2. Country

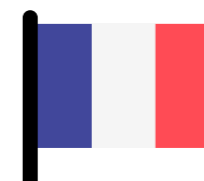


3. School

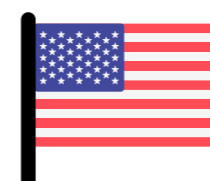
WHERE DO SOUTHEAST ASIAN STUDENTS DREAM OF STUDYING ABROAD?



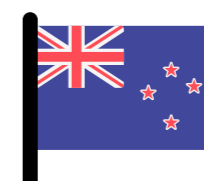
#1
United
Kingdom



#6
France



#2
United
States



#7
New Zealand



#3
Australia



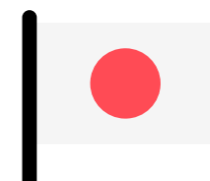
#8
Germany



#4
Canada



#9
South
Korea



#5
Japan



#10
Netherlands





TRENDS IN WESTERN EUROPE

How are prospective Western European students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, what their priorities are when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

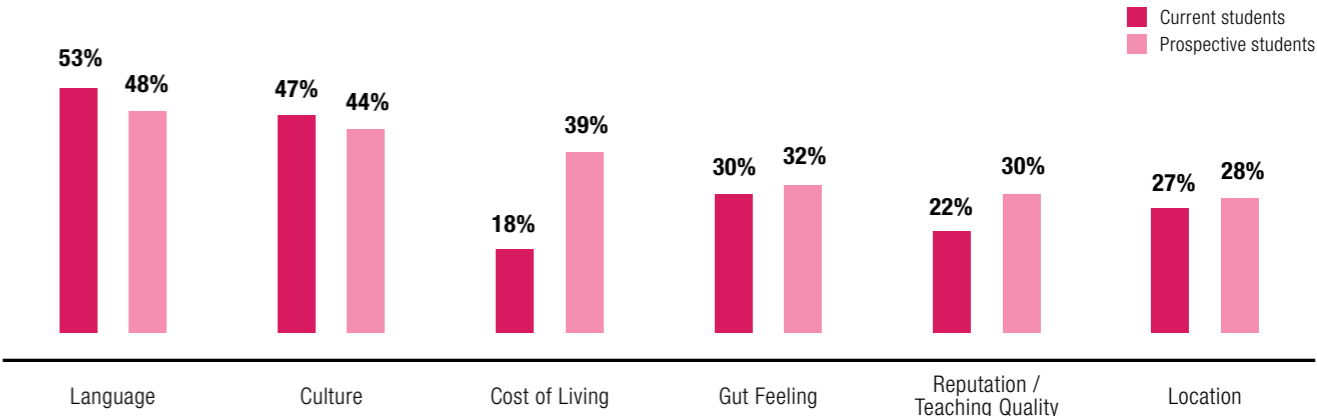
Countries from the survey include: The United Kingdom, Belgium, France, Germany, Ireland, Luxembourg, Monaco, and the Netherlands, with over 2,400 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN WESTERN EUROPE:

- Experiencing a new culture is now the top reason Western Europeans study abroad. Play up the unique opportunities your university offers for international students to immerse themselves in the local culture.
- Western European students are undergoing a shift to prioritize program over university as a first step to international education - although more than 40% still choose country before program and school.
- Highlight teaching quality and graduate career opportunities through your university. These are top and growing factors of importance for prospective students from Western Europe.
- Program-specific work placement opportunities are being cited as an increasingly appealing factor for Western European students with more than a quarter naming them as a highly influential program feature.

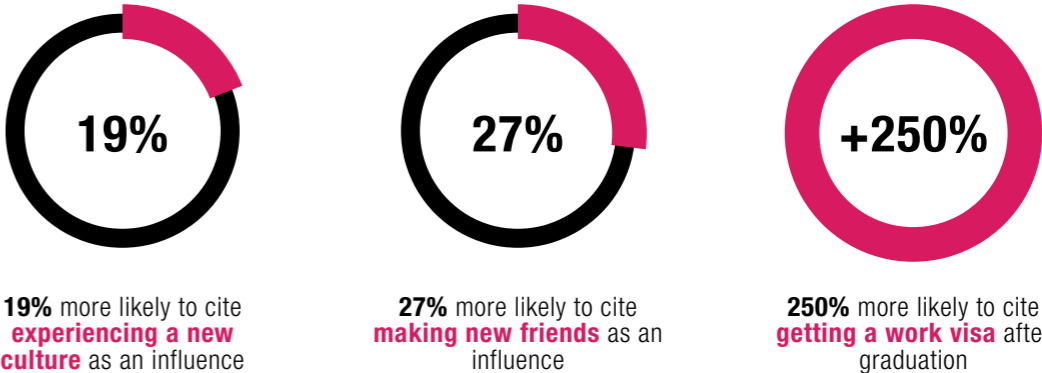
HOW ARE STUDENTS CHOOSING THEIR COUNTRY OF STUDIES?

While current and prospective students are largely in agreement about the most important factors to consider when choosing a country of study, two trends emerge. The friendliness and openness to internationals is a sinking influence while the reputation of the schools and their standard of teaching has increased.



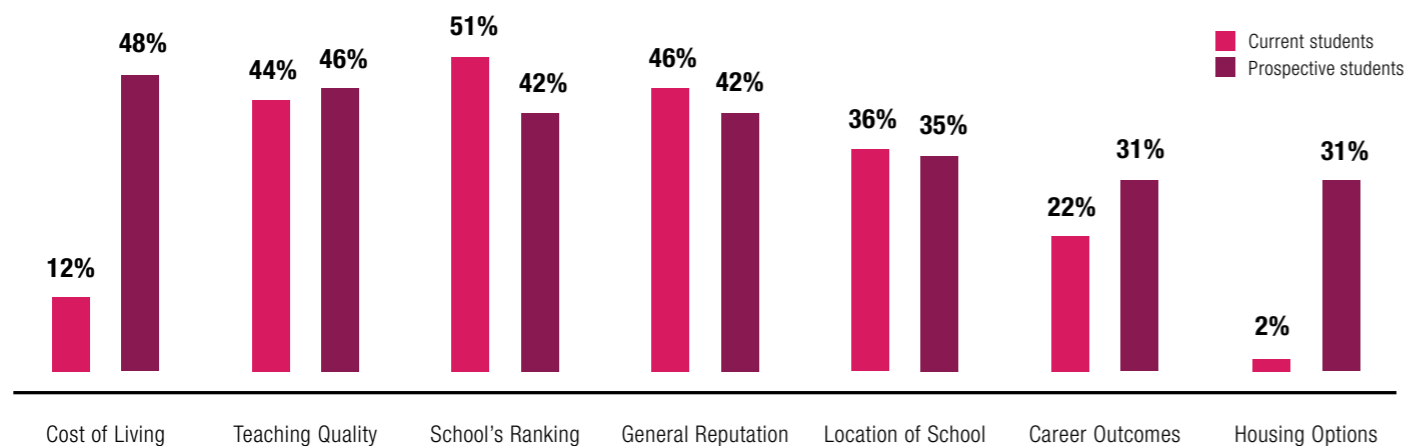
INFLUENCES TO STUDY ABROAD

The top reason for prospective Western European students to choose an education abroad is now to experience a new culture, while the majority of current students attribute their decision to desiring personal development. Making friends and connections as well as obtaining a work visa after graduation are growing reasons to study abroad.



HOW DO STUDENTS CHOOSE A HIGHER EDUCATION INSTITUTION?

While the way Western European students are choosing a country of study remains relatively stable, there are big shake-ups in how they are deciding their university. The cost of living, teaching quality, and graduate career outcomes have risen significantly in importance, while the reputation and location of the school have dropped.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

While 24% of current Western European students cited their choice of program as being highly influenced by recommendations, only 8% of prospective students are taking recommendations into account. Work placement opportunities saw a large increase as an appealing factor for programs with 28% of prospective students saying that they are an influential factor.



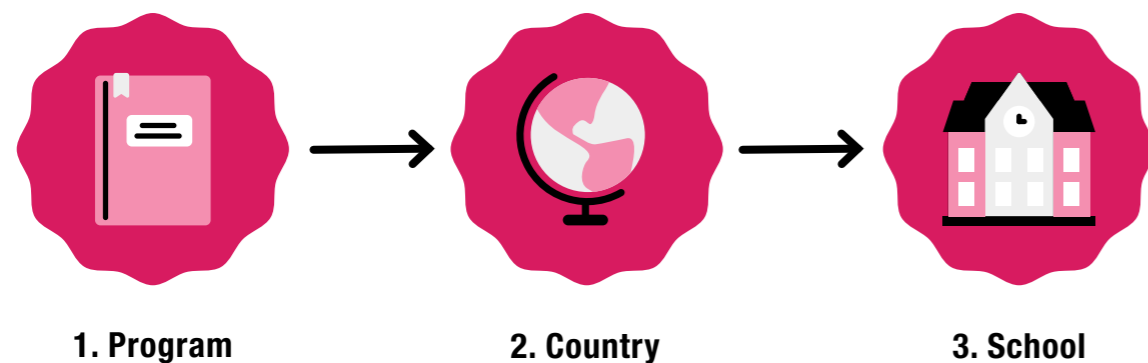
67%
decrease in
interest over
recommendations



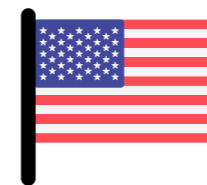
40%
increase in
interest over
work placement
opportunities

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

As with Northern European students, the paradigm is undergoing a shift towards program first in a region that has previously chosen country as their first port of call when searching for education abroad.



WHERE DO WESTERN EUROPEAN STUDENTS DREAM OF STUDYING ABROAD?



#1
United States



#6
Netherlands



#2
United Kingdom



#7
Germany



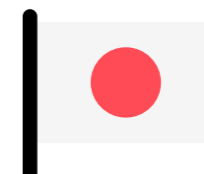
#3
Australia



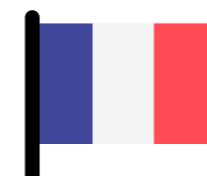
#8
Spain



#4
Canada



#9
Japan



#5
France



#10
Italy





TRENDS IN THE MIDDLE EAST

How are prospective Middle Eastern students different from students already enrolled abroad? We asked students in both groups about how their journey takes shape, their priorities when evaluating choices, and what information they find most valuable in order to highlight trends and help you prepare your marketing strategy for 2020.

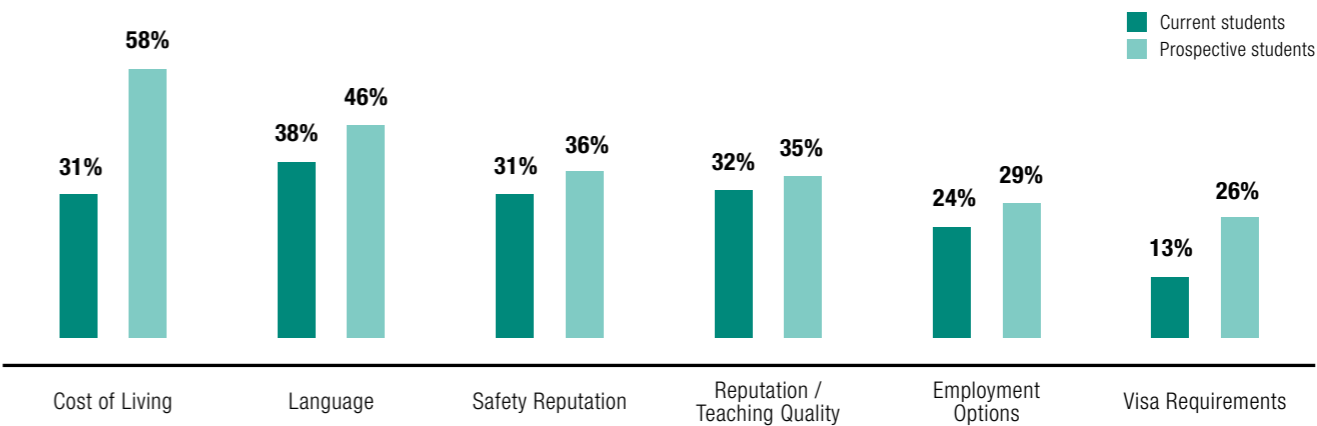
Countries from the survey include: Algeria, Bahrain, Egypt, Iran, Israel, Kuwait, Jordan, Lebanon, Libya, Mauritania, Oman, Morocco, Qatar, Saudi Arabia, Syria, Yemen, and the United Arab Emirates, with over 1,300 responses included from this region.

KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN THE MIDDLE EAST:

- When marketing to prospective Middle Eastern students, speak to their overarching priority for a strong career as a result of their education. Highlight graduate career outcomes, work placement opportunities, and school or program rankings.
- Don't assume you're locked out of the Middle East if you don't have a strong student body from this region already. The decreasing influence of family and friends can mean that you have more opportunities than ever to reach students from the Middle East.
- Meet Middle Eastern students at the first point in their journey by employing a robust marketing strategy to spotlight your programs.
- Although the majority of Middle Eastern students choose their program of study before evaluating the country it is delivered in, it's still a good idea to include ease of visa and career opportunities in your country of residence to tip the scales.

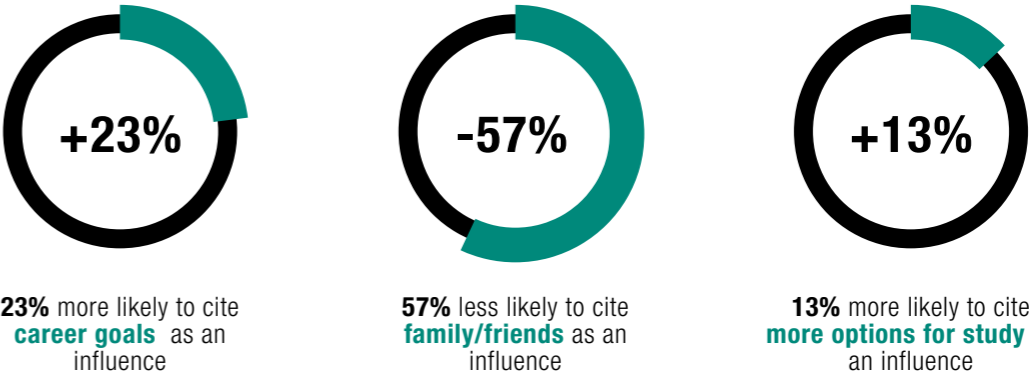
HOW DO THEY CHOOSE THEIR COUNTRY OF STUDY?

Prospective Middle Eastern students are concerned now more than ever about their study abroad destination's cost of living, graduate and employment options, and the difficulty of obtaining a study visa.



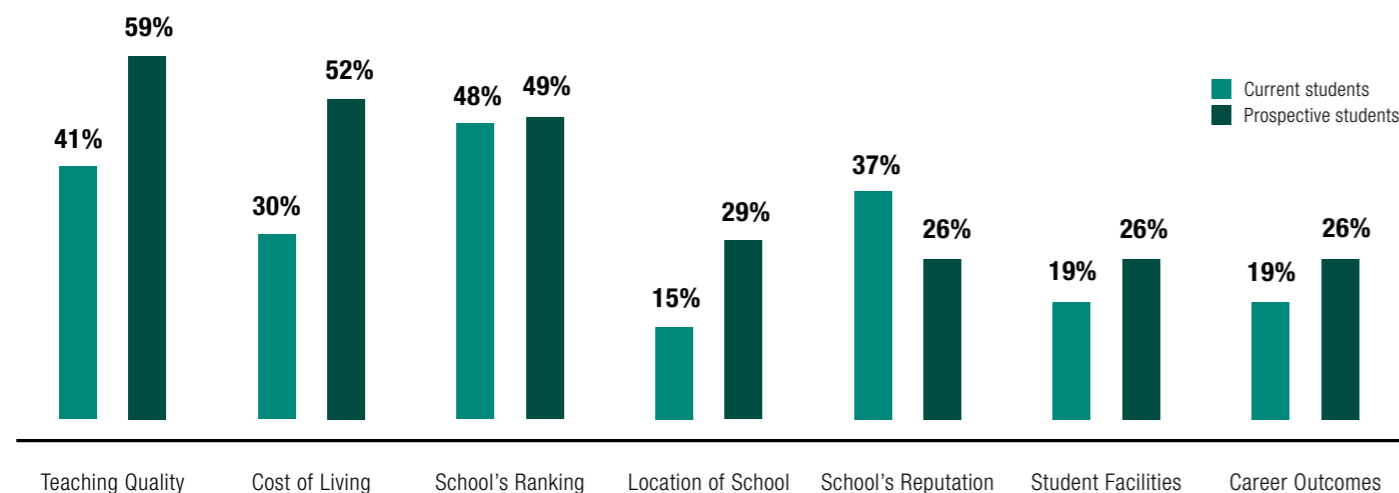
INFLUENCES TO STUDY ABROAD

Middle Eastern students are placing increasing weight on career goals and increased options for studying in other countries when deciding to study abroad, with a strong drop in pleasing or fitting in with family and friends.



HOW DO STUDENTS CHOOSE A HIGHER EDUCATION INSTITUTION?

Prospective Middle Eastern students are showing preferences for universities with strong school rankings, a campus with an appealing location, and adequate graduate career outcomes.



HOW DO THEY CHOOSE WHICH PROGRAM TO STUDY ABROAD?

Prospective Middle Eastern students are valuing programs' study mode flexibility in terms of blended learning and part-time options more than ever, and are considering work placement opportunities as an important part of a program's features.



22%
increase in
interest of work
placement
opportunities



37%
increase in
interest of
study mode
flexibility

HOW DO THEY CHOOSE WHERE TO STUDY ABROAD?

Middle Eastern students are most likely to begin their study abroad search by firstly deciding on their program of study before moving onto country of study and, lastly, evaluating the university as a whole.



1. Program

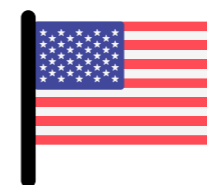


2. Country

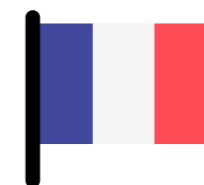


3. School

WHERE DO MIDDLE EASTERN STUDENTS DREAM OF STUDYING ABROAD?



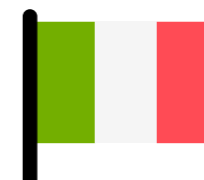
#1
United
States



#6
France



#2
United
Kingdom



#7
Italy



#3
Canada



#8
Spain



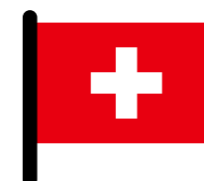
#4
Sweden



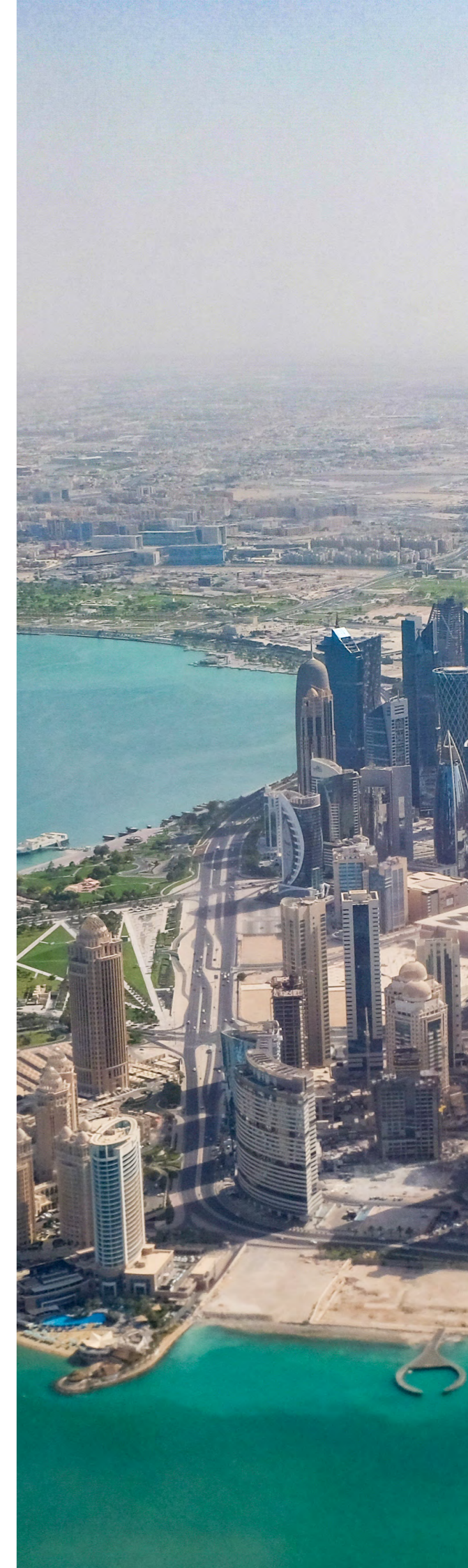
#9
Australia



#5
Germany



#10
Switzerland





RECOMMENDED CITATION

educations.com (2019). International Higher Education Report: Student Trends 2019.

Retrieved from:

<https://www.educations.com/read-student-trends-2019-15494>



educations.com

EDUCATIONS.COM

+44 20 3318 6280

INFO@EDUCATIONS.COM