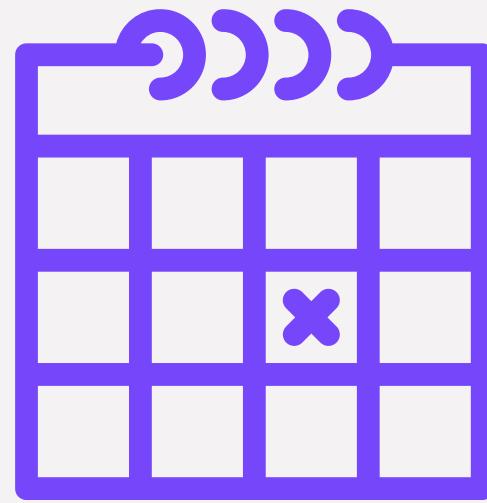


# Diversity Through Data: Re-thinking Postgraduate Opportunities in 2026

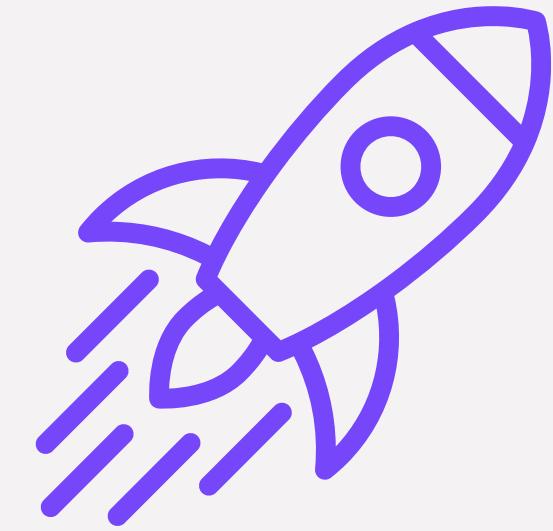
**Mark Bennett** | VP Research & Insight – Keystone Education Group  
**Nurcin Hopkins** | Senior Account Director – FindAUniversity

Find  University  
A KEYSTONE COMPANY

# Working in postgrad is great, isn't it?



You (probably) don't have to do clearing.



Sometimes it actually *is* rocket science.



Parts of your job can sound like a bizarre rap.

*...recruiting for a 1+3, at a DTP, for a PhD, funded by UKRI...*

# But it's also really important.

Right now\* FindAMasters lists:



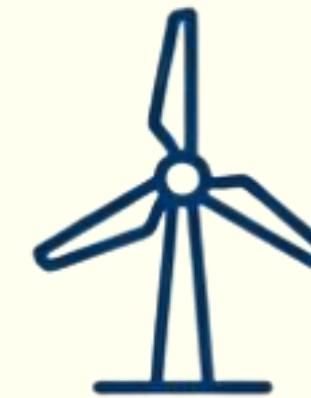
**246**

Masters degrees  
related to Cancer  
Research



**813**

Masters degrees  
related to Climate  
Change



**263**

Masters degrees  
related to Renewable  
Energy

*\*Well, when Mark made this slide in December...*

# And it's also really diverse.

Postgraduate taught  
study is **the** most  
diverse sector in  
higher education.

In several ways.

But it could be more  
so.

# Qualifications are obviously diverse...

Undergraduate

BA

BSc

Postgraduate

MA

MSc

MBA

MRes

MPhil

LLM

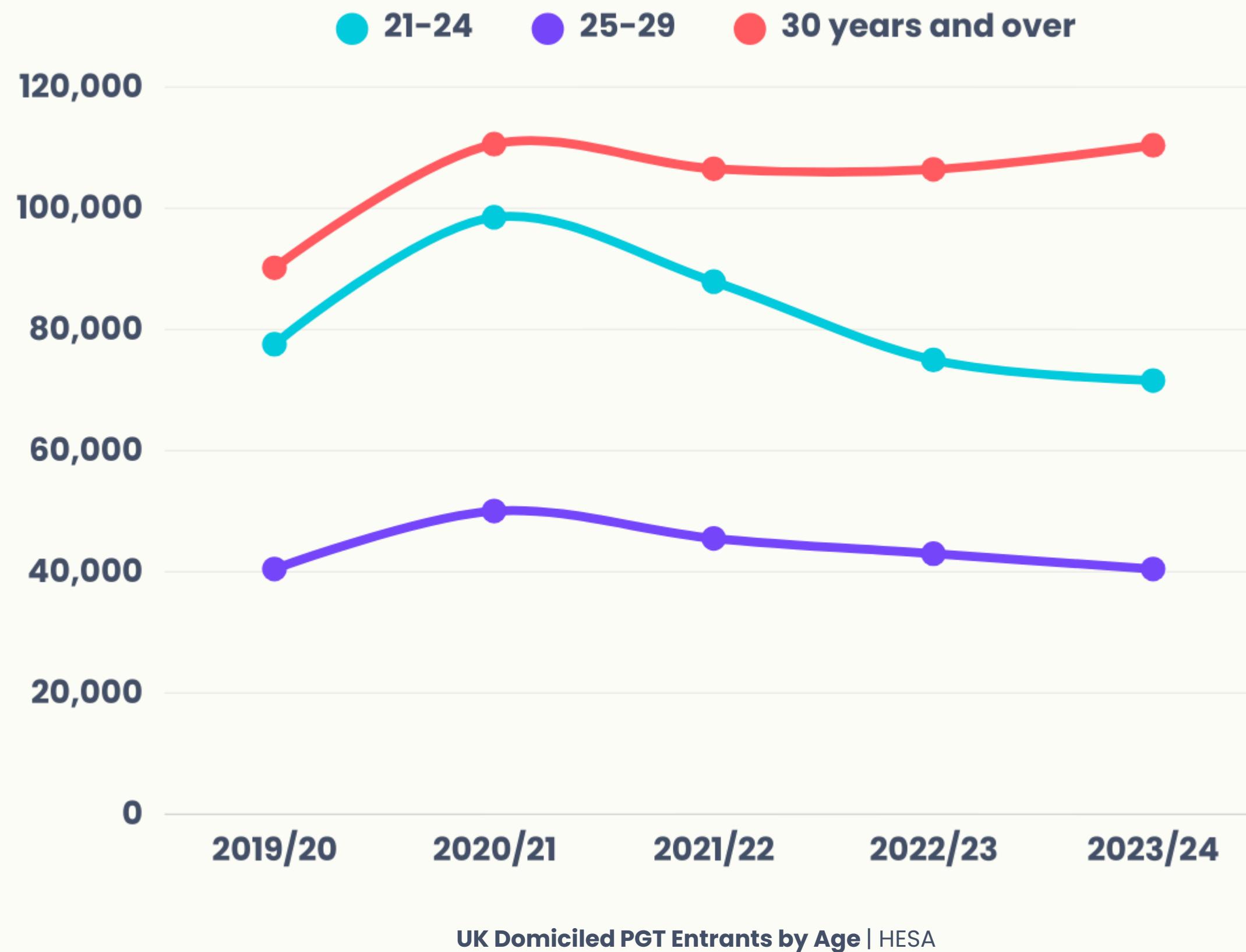
(And so are subjects and specialisms)

# But so are the people who study them

30+ is a **big** segment and the biggest segment at PGT

It's also **grown the most** since the pandemic.

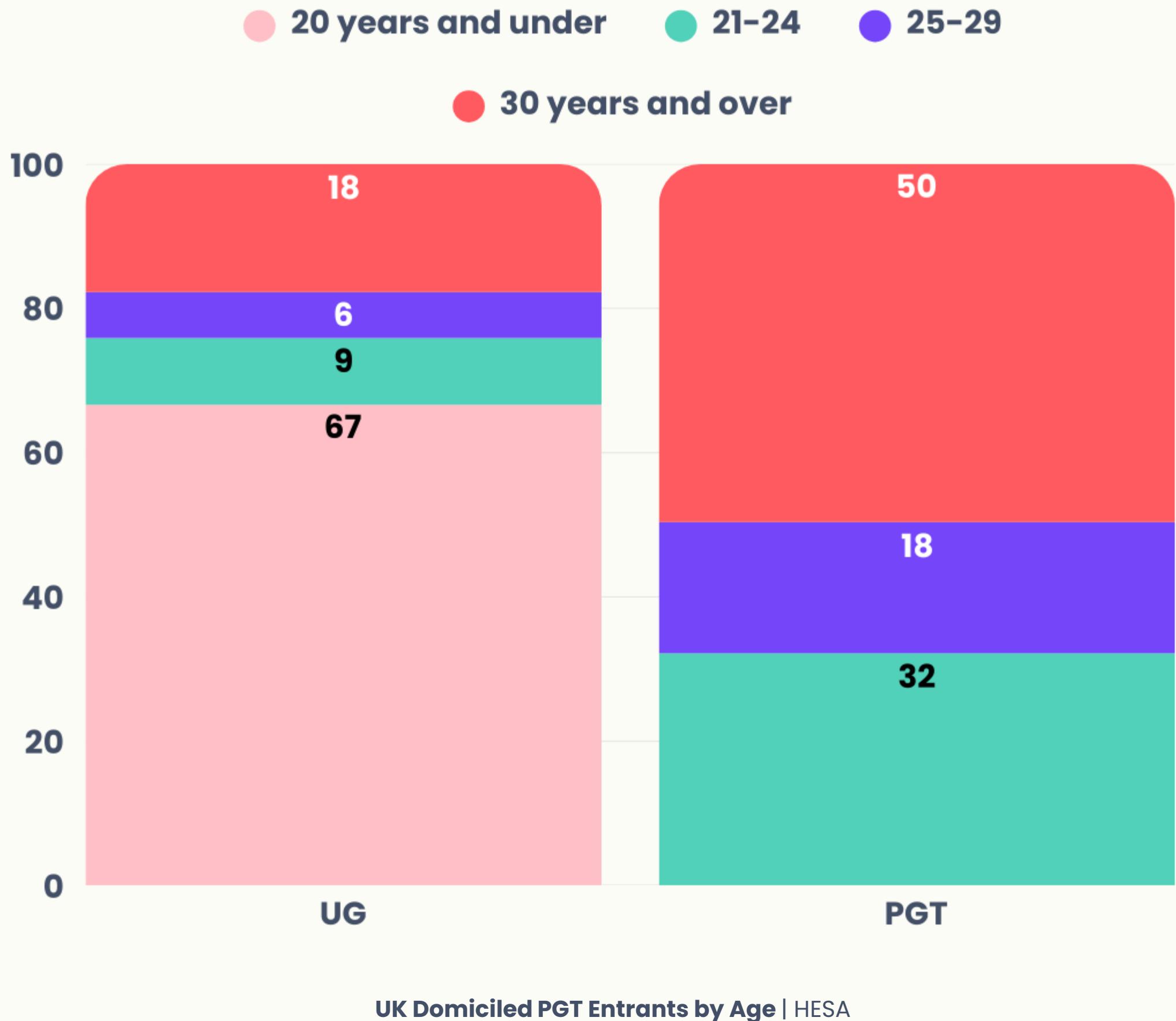
It was the **only segment to grow** entrances for PGT study in the UK in 2023/24.



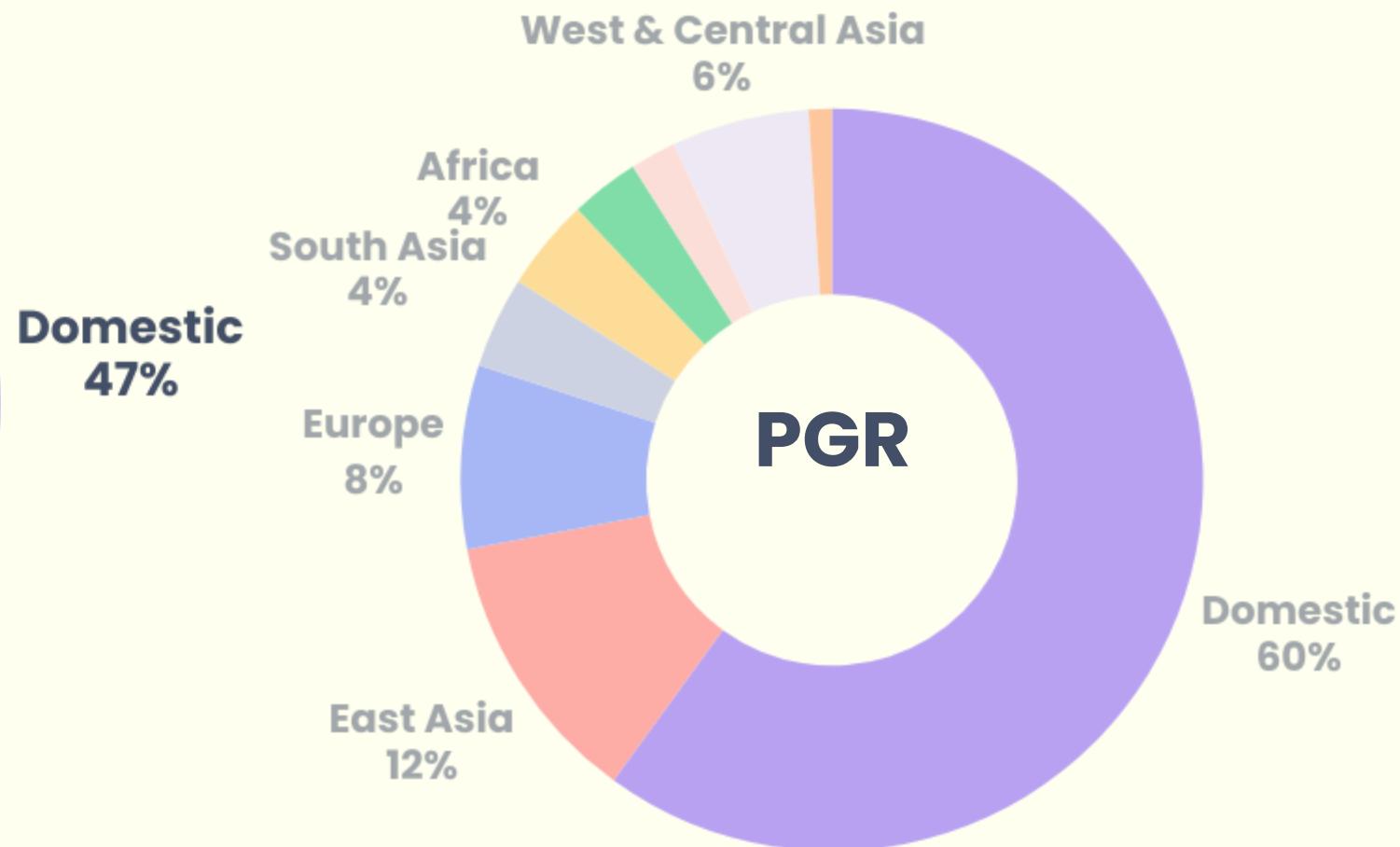
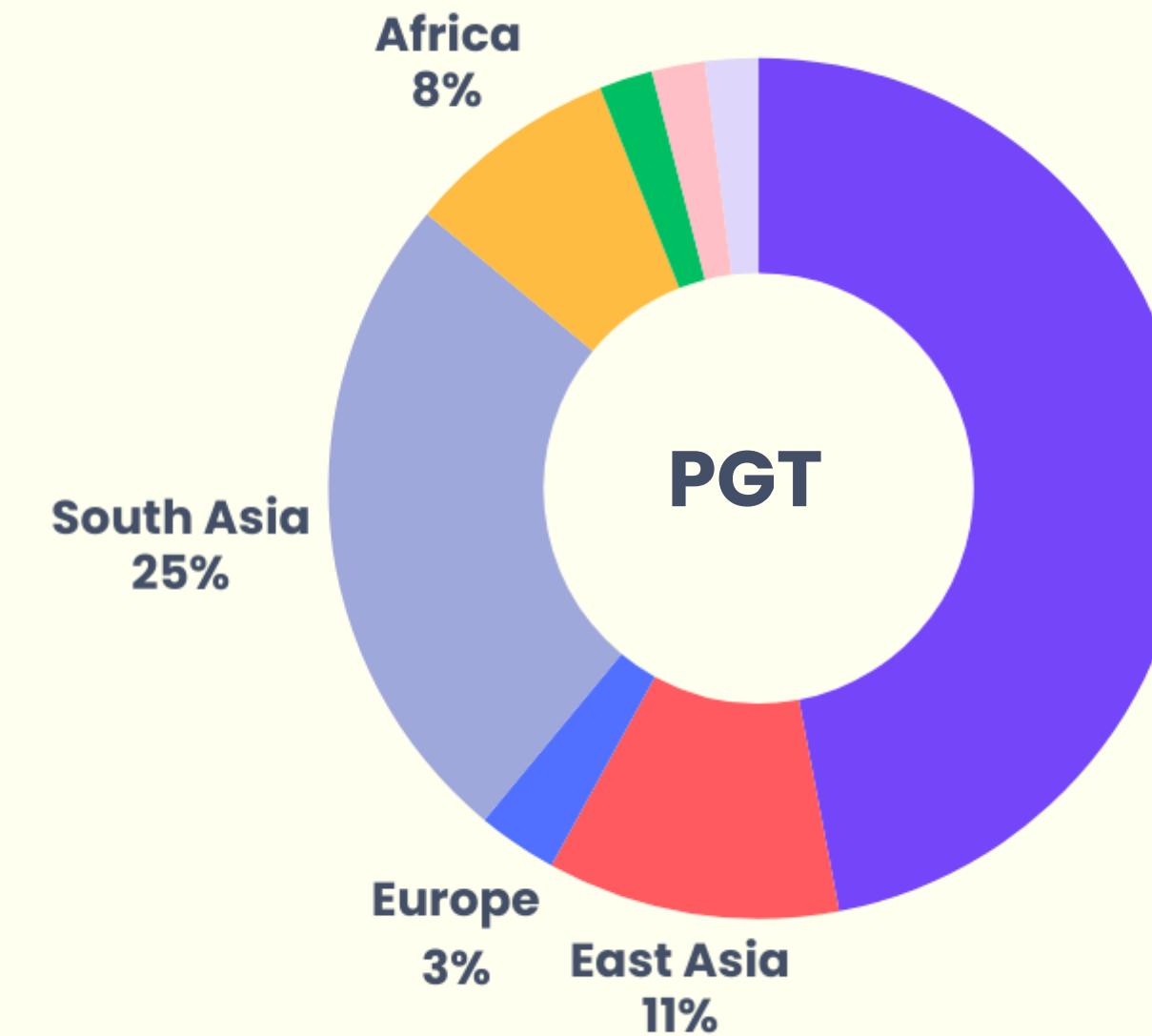
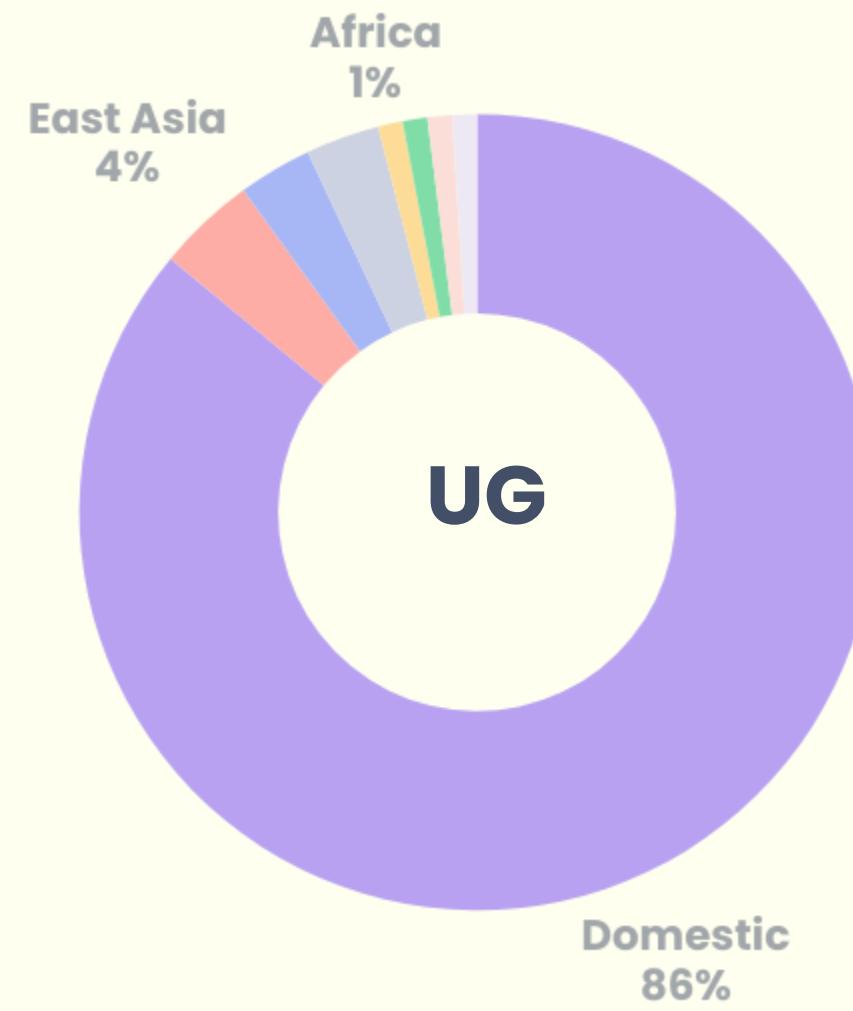
# This means PGT domestic is more diverse than UG

The largest age segment  
accounts for **over 2/3** of all  
**undergraduate** entrants.

...but '**only**' **half** of  
postgraduate taught  
entrants.

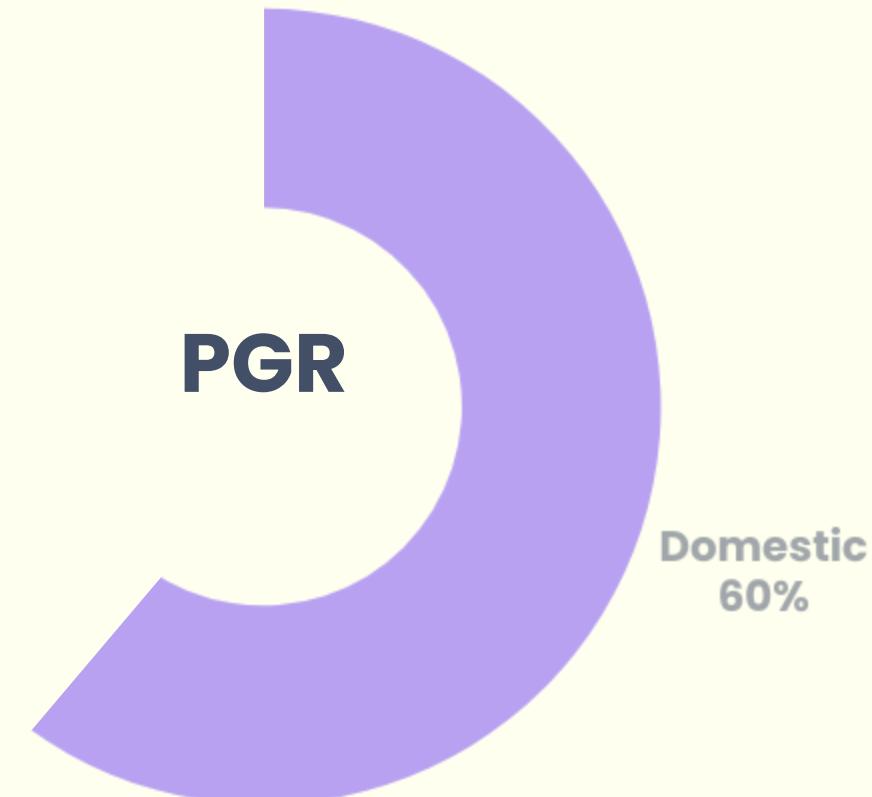
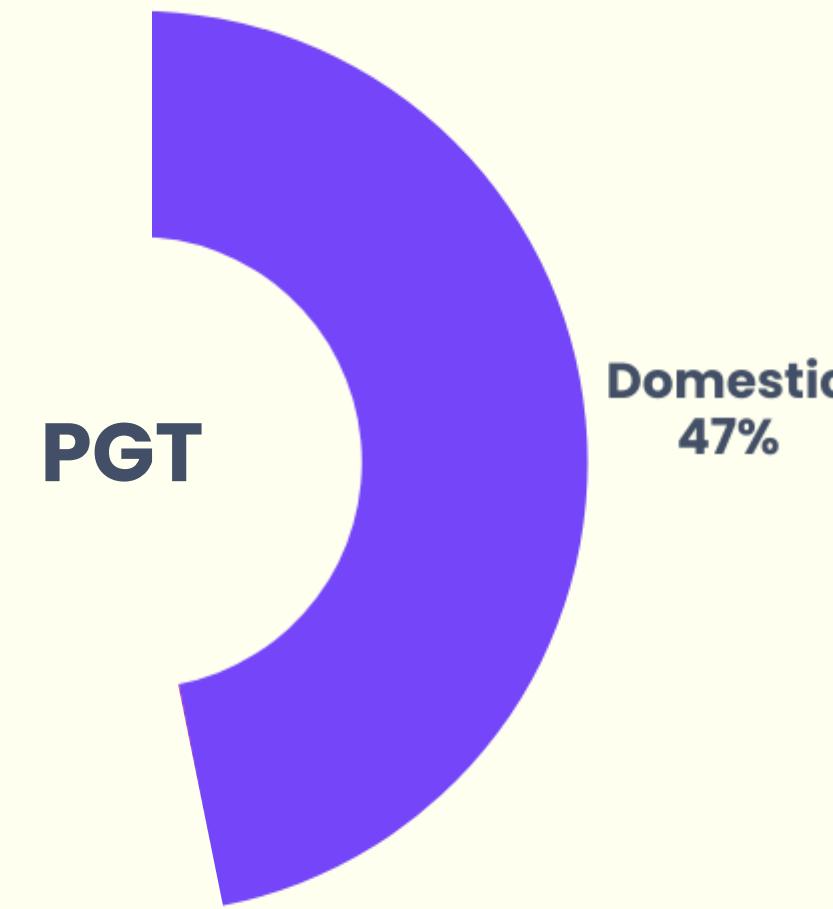
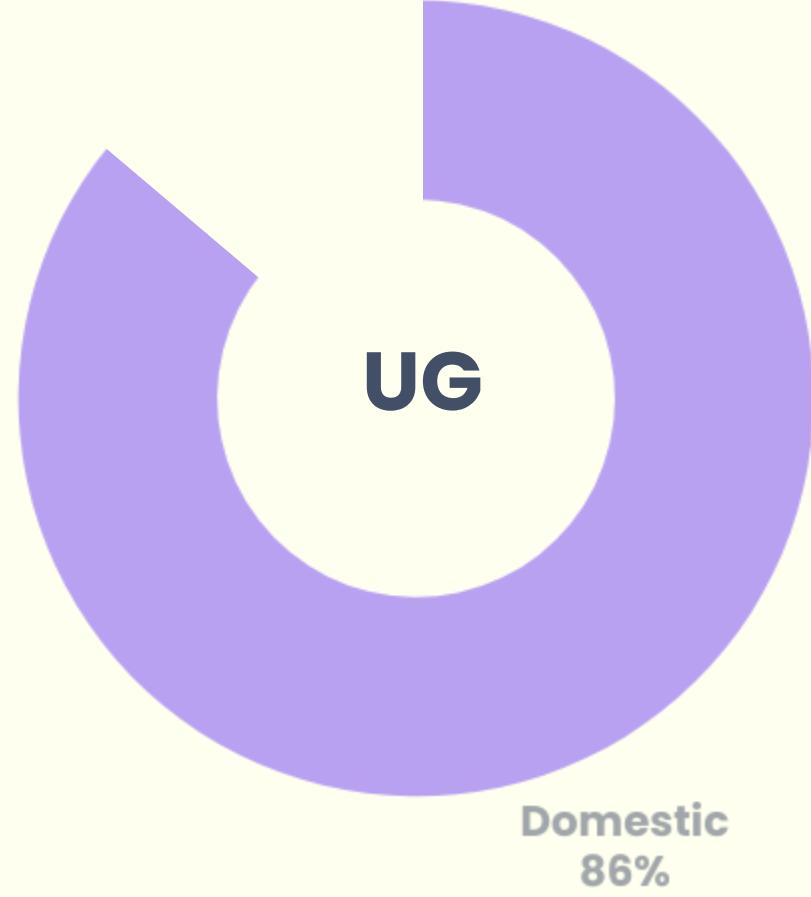


# PGT is also the most international part of UK HE.



International students account for 53% of PGT enrolments as of 2023/24. Compared to 14% of UG and 40% of PGR.

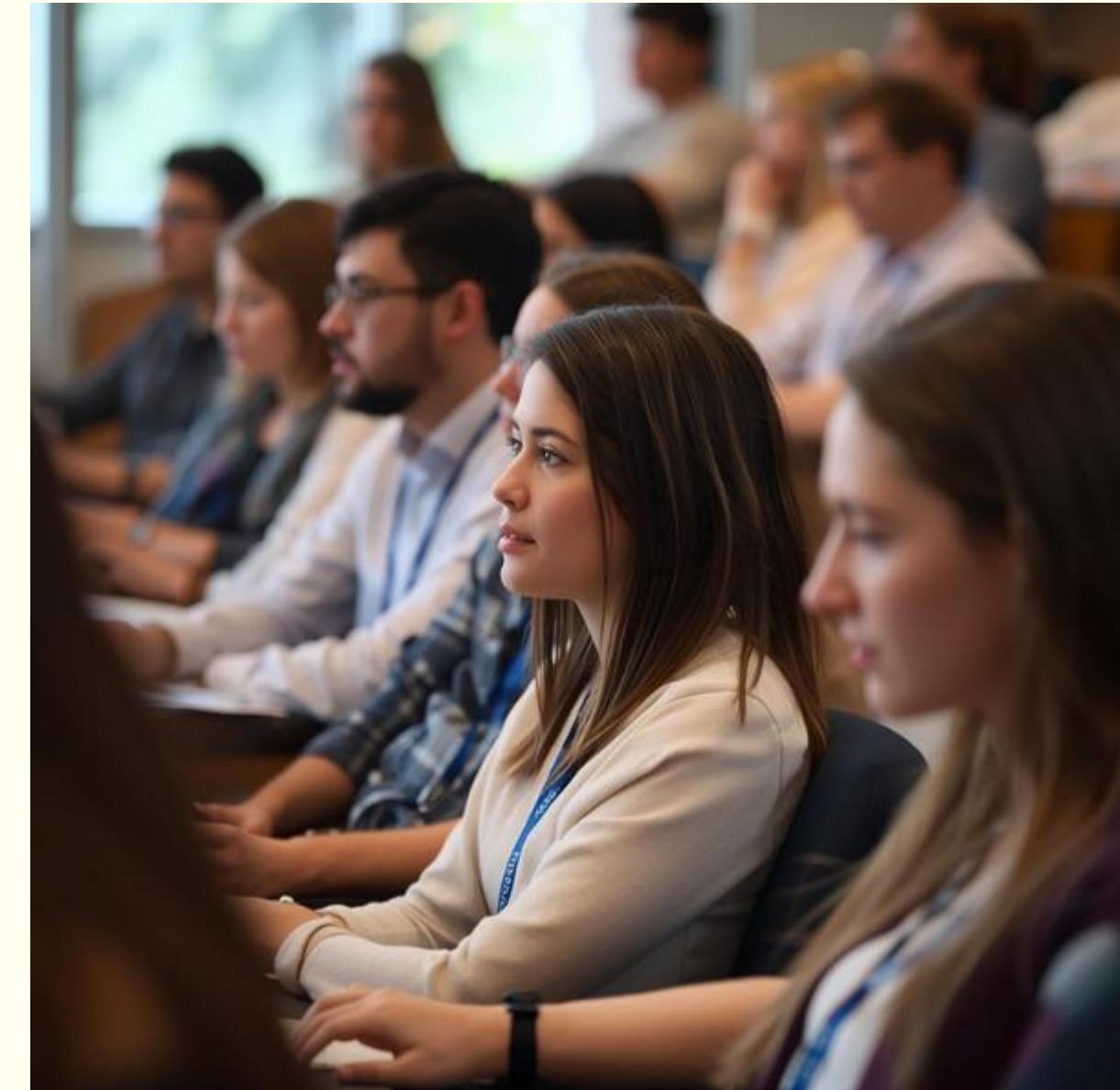
# Which makes it more diverse overall



As of 2023/24, PGT is the **only level** of UK higher education where **no one nationality is the majority**.

# “Postgraduate Masters students on a UK campus”

(According to Canva AI)



Gender 

Nationality 

Ethnicity 

Age 



India, China and Nigeria(?) **do** account for 64% of UK enrolments (as of 2023/24).

But the 'long tail' is getting a lot more diverse.

In **2014/15** only **5** countries hit **5k+** enrolments.

By **2023/24** that number has risen to **7**.

(And the original **5** have grown exponentially.)

# What's the risk?



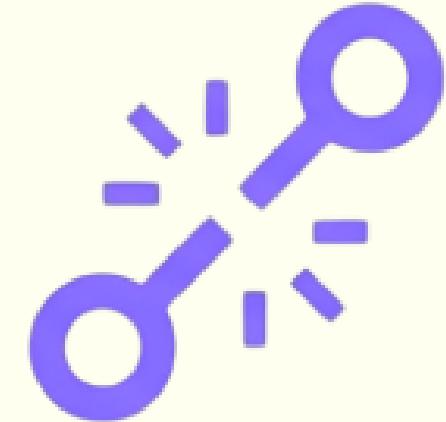
## Missed opportunities

If prospective students can't see themselves as postgrads, they won't become postgrads.



## Market vulnerabilities

Over-reliance on a few key audiences exposes us to sudden policy and market shifts.



## It's not who we are

Our goal is to connect people with opportunities. We shouldn't miss opportunities to do that.

# Part 2

How could PGT  
be more  
diverse?



# The campus window problem

It's easy for our marketing and recruitment to pull towards the students we're used to seeing.

Perhaps more so in postgrad, where we may actually be trying to (re)recruit those students.

But the campus window is our 'rear-view mirror'.

What we see out there won't make us more diverse.



# The campus window problem

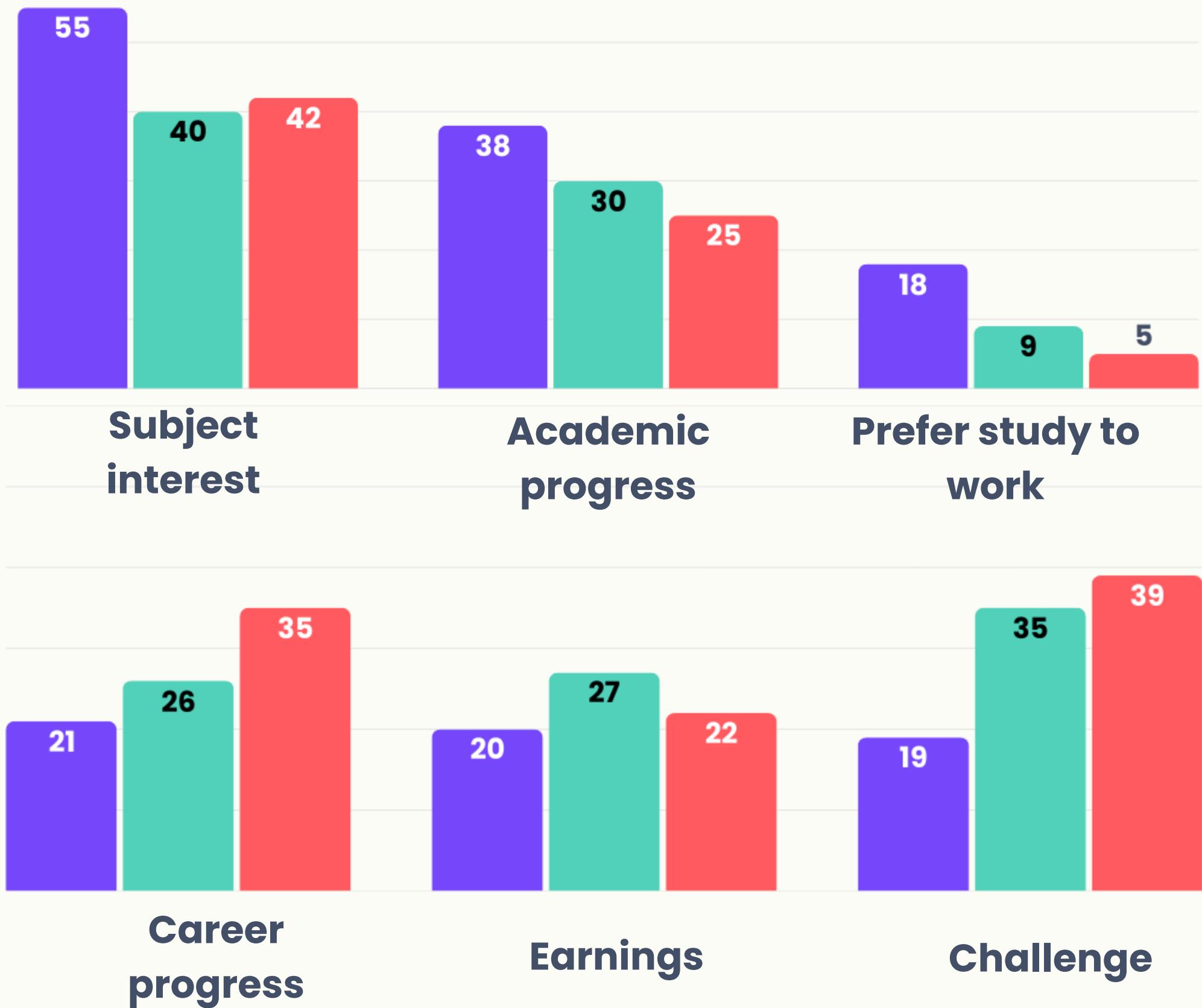
Solutions are to:

- Look at your own pipeline
- Look at sector data for your peers
- **Look at data for prospective, searching audiences**

18-24

25-34

35-44



# 1. Age diversity creates motivation diversity

A **diverse age profile** for domestic PGT also means **diverse motivations**.

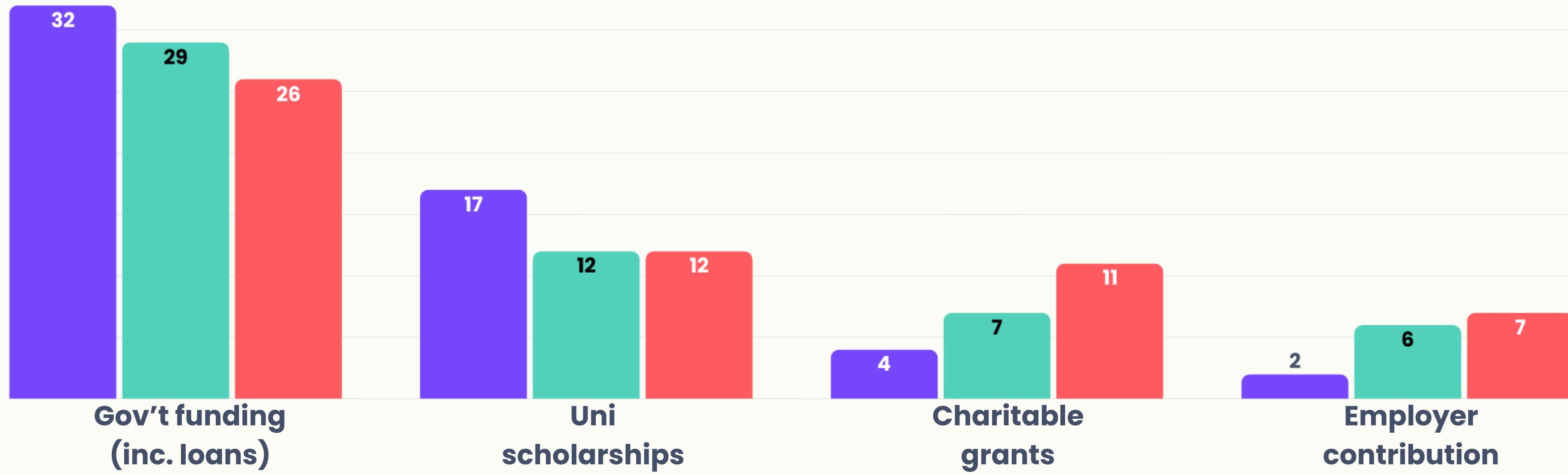
- Some of these are fairly obvious.
- Others are less so.

But **significant difference** exists.

## 2. Gaps in funding intentions may reveal gaps in information

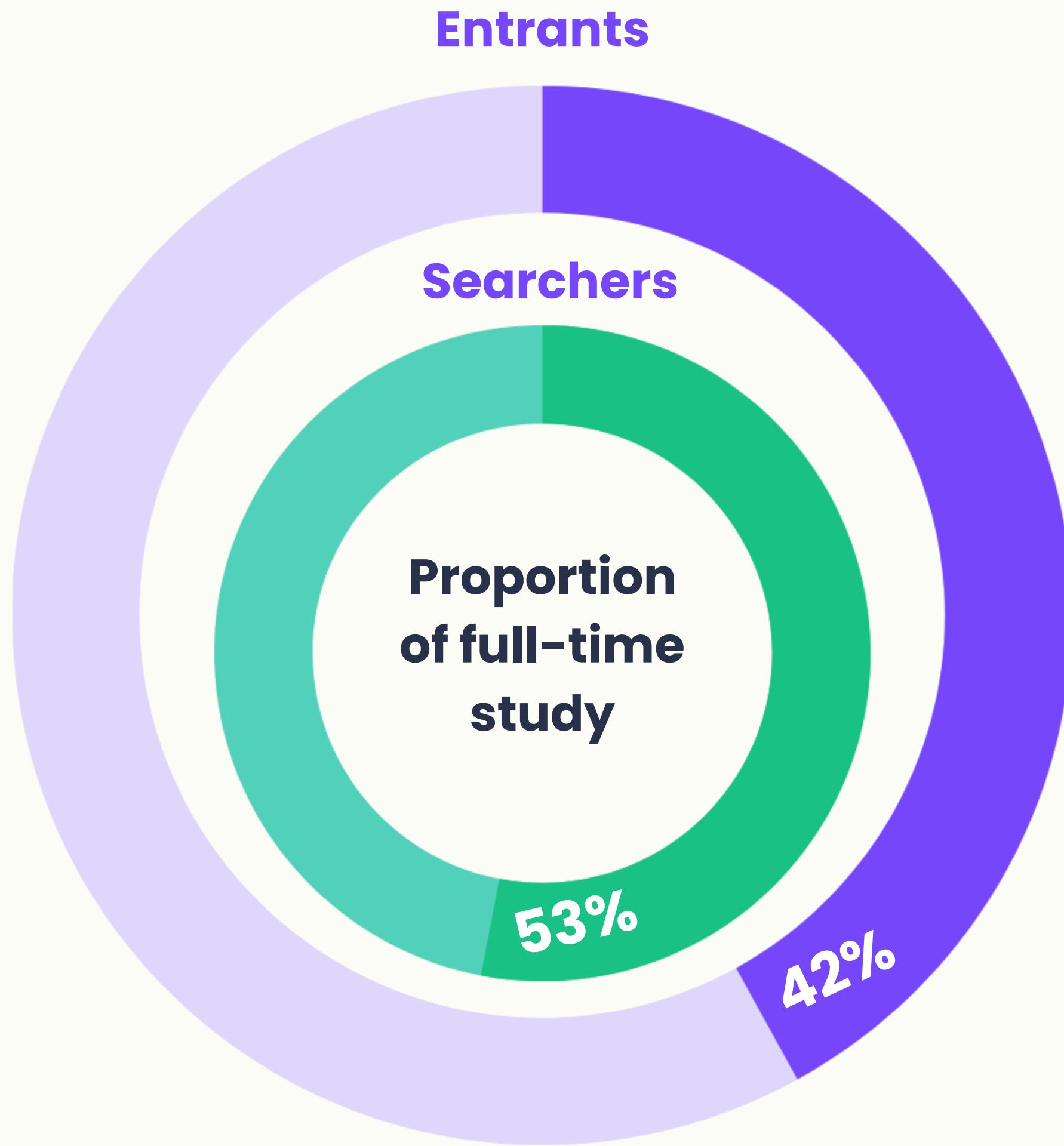
● 18-24 ● 25-34 ● 35-44

Primary Masters Funding Plan (Domestic) | Keystone Pulse 2025



Older audiences are less reliant on **sector-specific** funding and more likely to turn towards '**commonplace**' funding.

All three age brackets are almost equally reliant on work during study (c.25%)



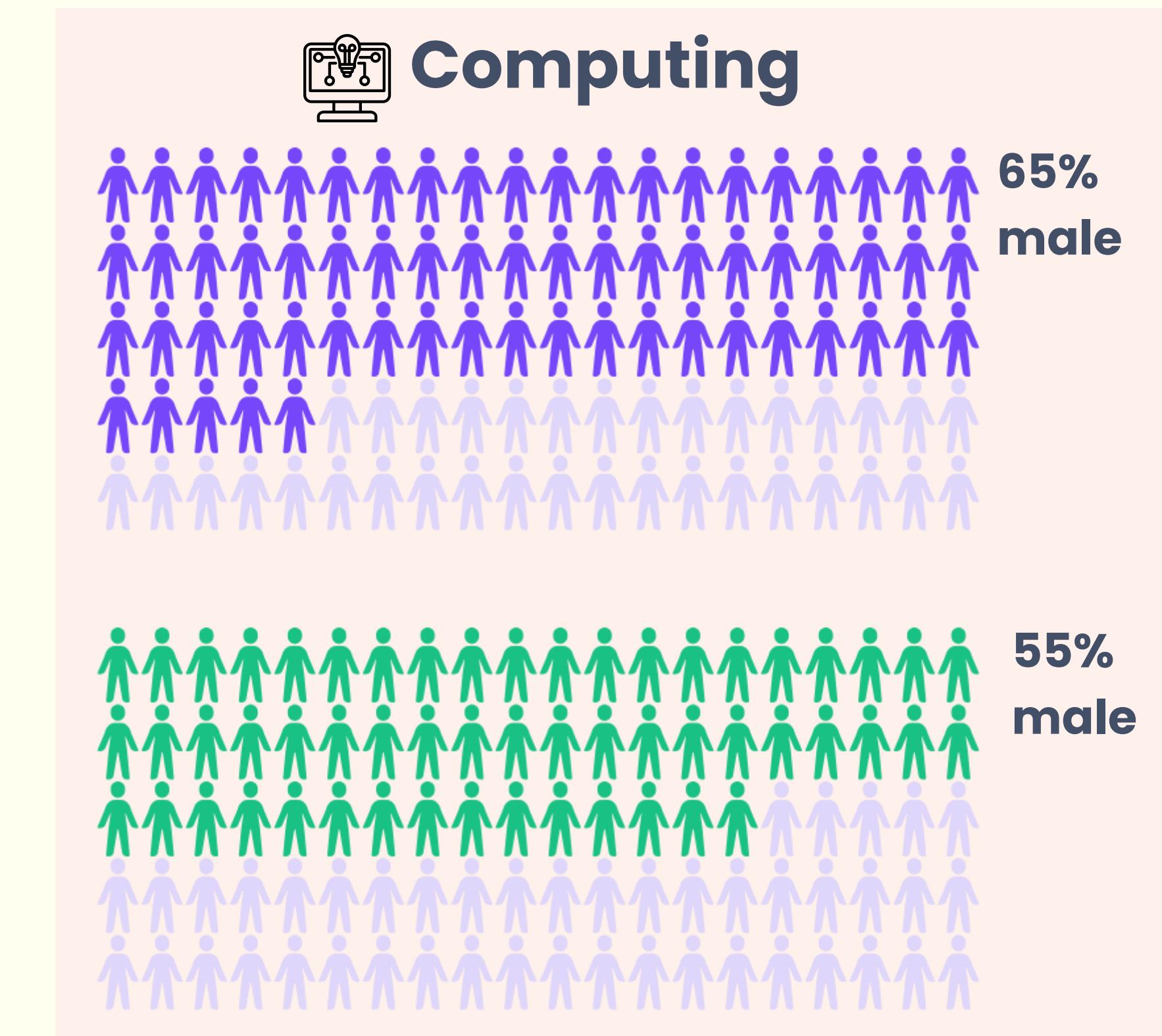
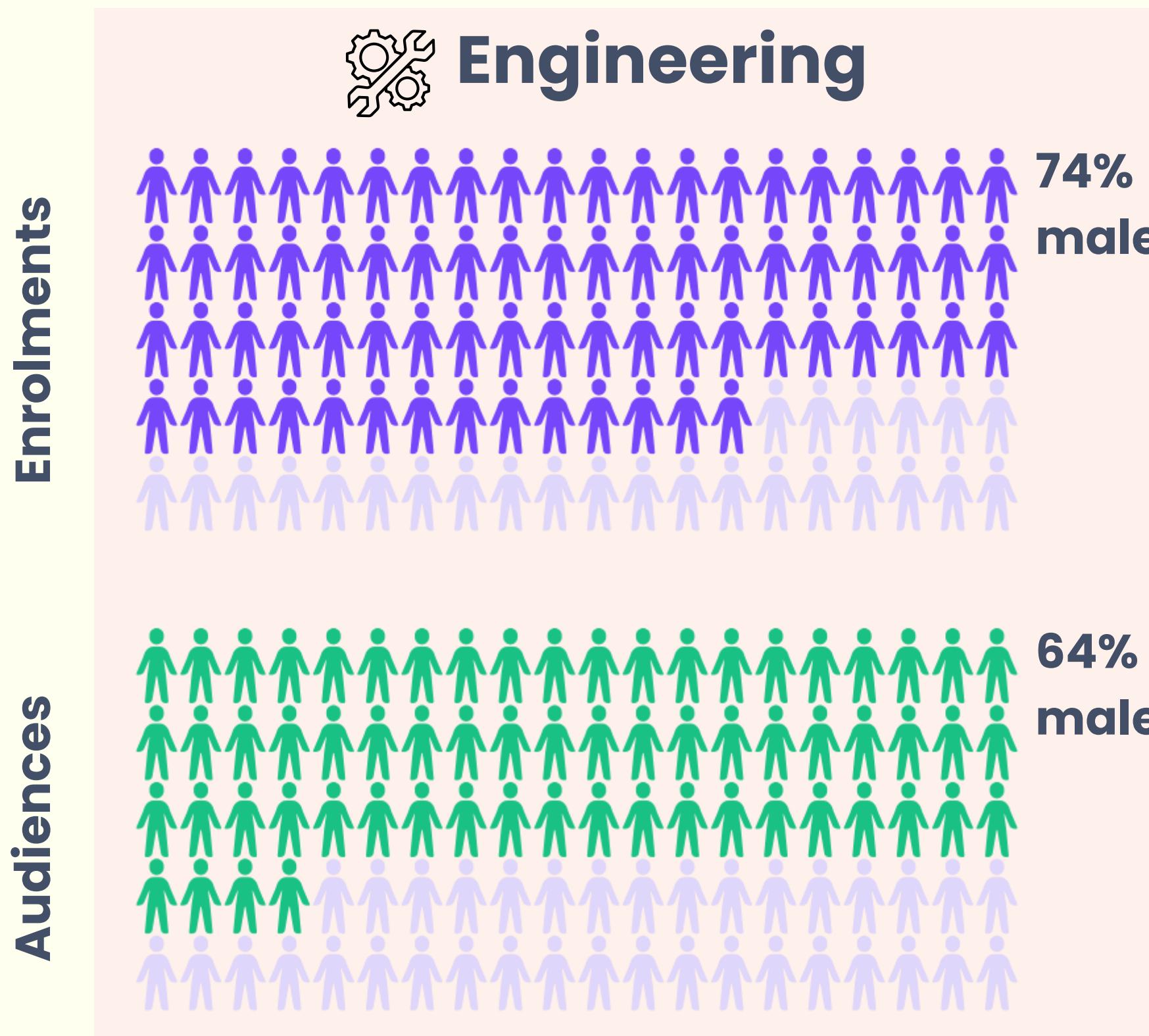
### 3. There are other gaps within audience expectations

**Part-time** study is **very common** at Masters-level.

It's also **very desirable**.

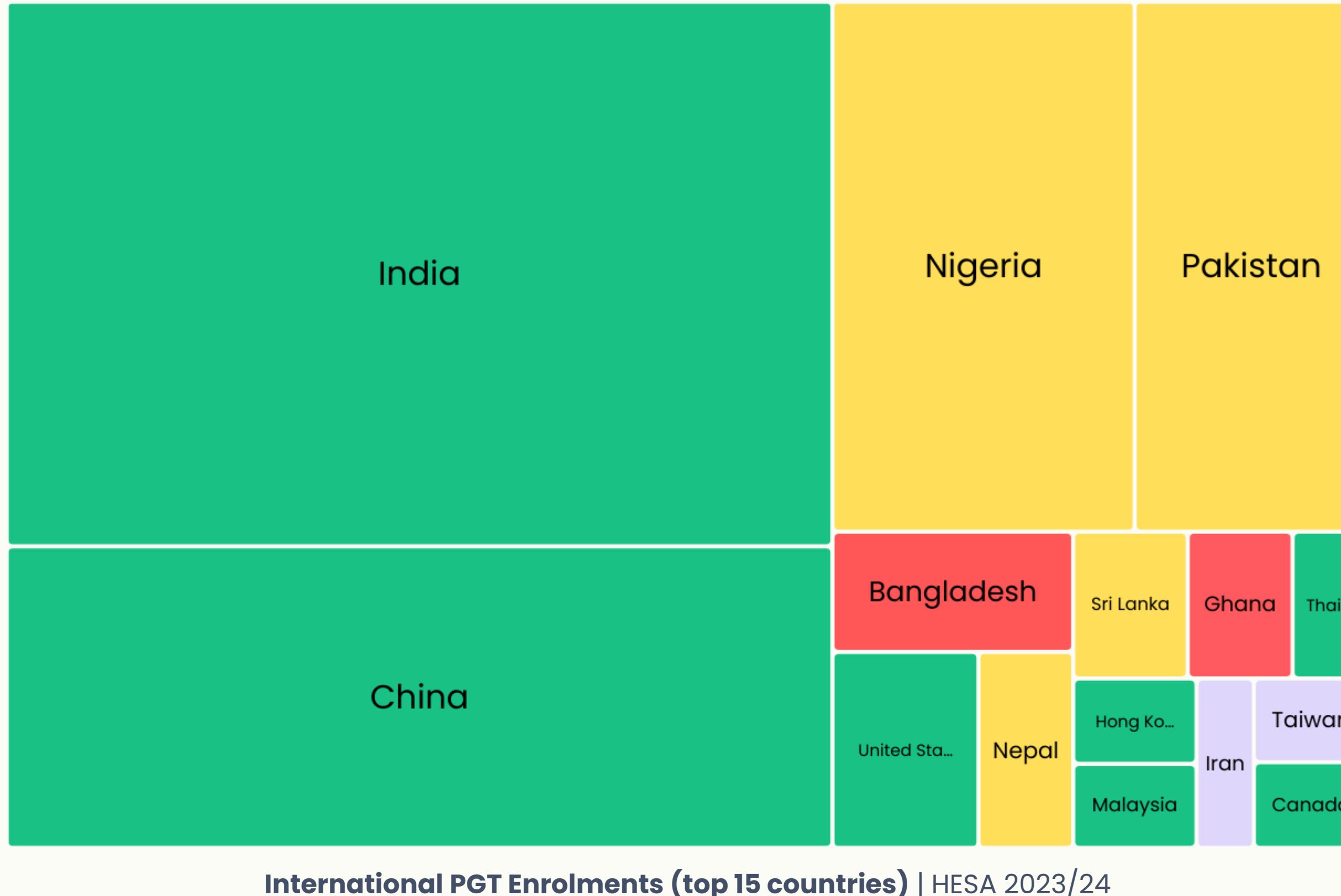
But more people 'expect' to study full-time than actually do. What does that tell us?

## 4. Audiences for some subjects are more diverse than enrolments



PGT Demographics: Enrolments (HESA 20223/24) vs Searching Audiences (Keystone Pulse 2022–2023)

## 5. International enrolments have been *moderately* diverse

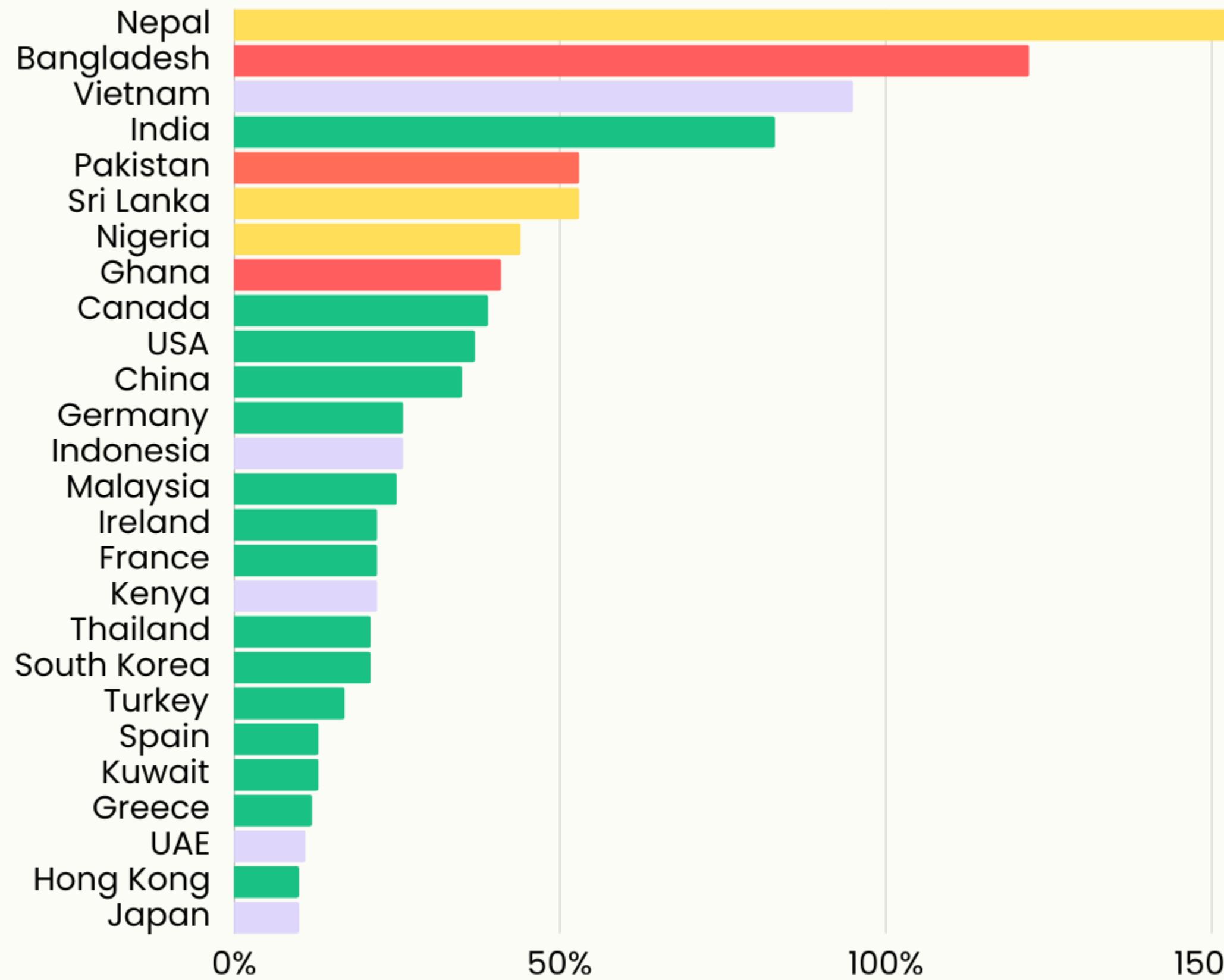


**Current enrolments** have been dominated by East and South Asia.

BCA thresholds make this more complicated.

Although **compliant** audiences dominate, a large proportion are **slightly** or **significantly** below the new 95% cut off.

## 5. International audiences can be a lot *more* diverse



The '**long tail**' for international interest is even more apparent when we're talking about... well, interest.

The vast majority of these are **compliant** with the stricter BCA thresholds.

(Let's see how this whole Erasmus thing goes too.)

# Where does all this leave us?

Sadly, a presentation at HELOA can't diversify PG for you. (As awesome as HELOA is).

But hopefully you can start to:

- Think about **different needs** and **knowledge levels**
- Be mindful of the **gaps** between **who enrolls** and **who searches**
- Appreciate how **broad** the **international audience** for PGT is
- Know **where to look for data** beyond the campus window – we love sharing it ('cos we LovePG)

...Remember that **diversity** is part of what **makes PG(T)**.