

New Government, Same Challenges

Factors Driving Student Decision-Making

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Account Manager



Agenda

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Who Are IDP?

Connecting Students with
Opportunities

Who we are: IDP Education

Shaping the future of higher education

We understand the unique challenges of our clients and sector partners. By working closely with their teams, we offer tailored data, consultancy, marketing, and in-country solutions to meet their specific needs.

Our global scale and expertise drive international recruitment solutions. Using advanced data analytics, we connect partners with the right students, supporting them throughout their journey to ensure successful outcomes.

Whatuni

Used by more than 5 million users annually

An unrivalled source of institution and course information

Fully comprehensive

180,000 student reviews

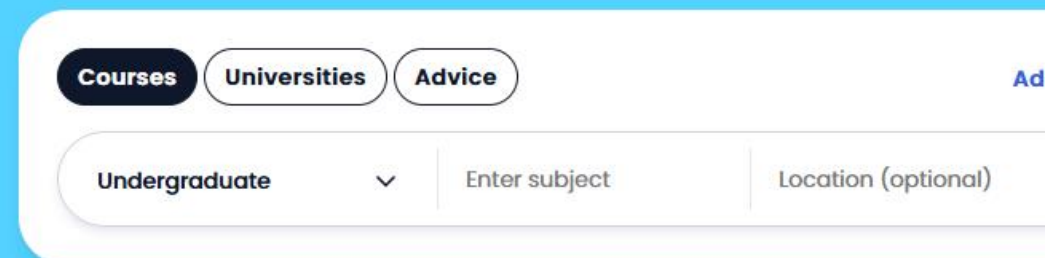
Advice sections, articles, videos and blogs.

Unique search algorithm *only* matches relevant students with courses and institutions.



Your uni search made easier

Find courses, read honest reviews, get expert advice

A screenshot of the Whatuni website's search interface. It features three tabs: 'Courses' (selected), 'Universities', and 'Advice'. Below the tabs is a search bar with a dropdown menu currently showing 'Undergraduate'. To the right of the dropdown are two input fields: 'Enter subject' and 'Location (optional)'. A yellow arrow points from the top right towards the search bar.

 More than **5 million people** come to Whatuni each year for their university research



UK
d/

Complete University Guide

Used by more than 10.5 million users annually

Used by students and key influencers (parents, guardians, and teachers)

Respected and independent league table, including subject-specific rankings

Search algorithm matches students with relevant courses and institutions allowing ranking-based filtering.

Provides content-focused, trusted and agnostic advice and support for users.

League Tables 2025

League tables. Ranking the best universities in the UK, overall and in 74
showing how best to choose your future university can be tough. Our
can help by showing you the top universities in the UK and

Share ➔

QUICK LINKS

more

SUBJECT LEAGUE TABLES +

REGION +

UNIVERSITY GROUP +



FEATURED UNIVERSITY

Engage in the issues that matter with a degree
from Roehampton, London.

#8 in the UK for student satisfaction (NSS 2024)

University League Table 2025: 93rd

VISIT WEBSITE

QUICK VIEW		FULL TABLE				
University ranking	University name	Overall score	Entry standards	Student satisfaction	Research quality	Graduate prospects
1	University of Cambridge VIEW COURSES →	100%	98%	n/a	88%	93%
2	University of Oxford VIEW COURSES →	97%	97%	n/a	87%	92%
3	London School of Economics and Poli... VIEW COURSES →	95%	92%	77%	88%	
4	University of St Andrews VIEW COURSES →	94%	100%	83%		
5	Imperial College London					

Trusted partner

We partner with 85%* of all UK universities across our 3 websites and all major UK media agencies.

Our clients span all of the institutional groups including Russell Group, MillionPlus and Post 92.

*110 of the 130 universities in the CUG league tables





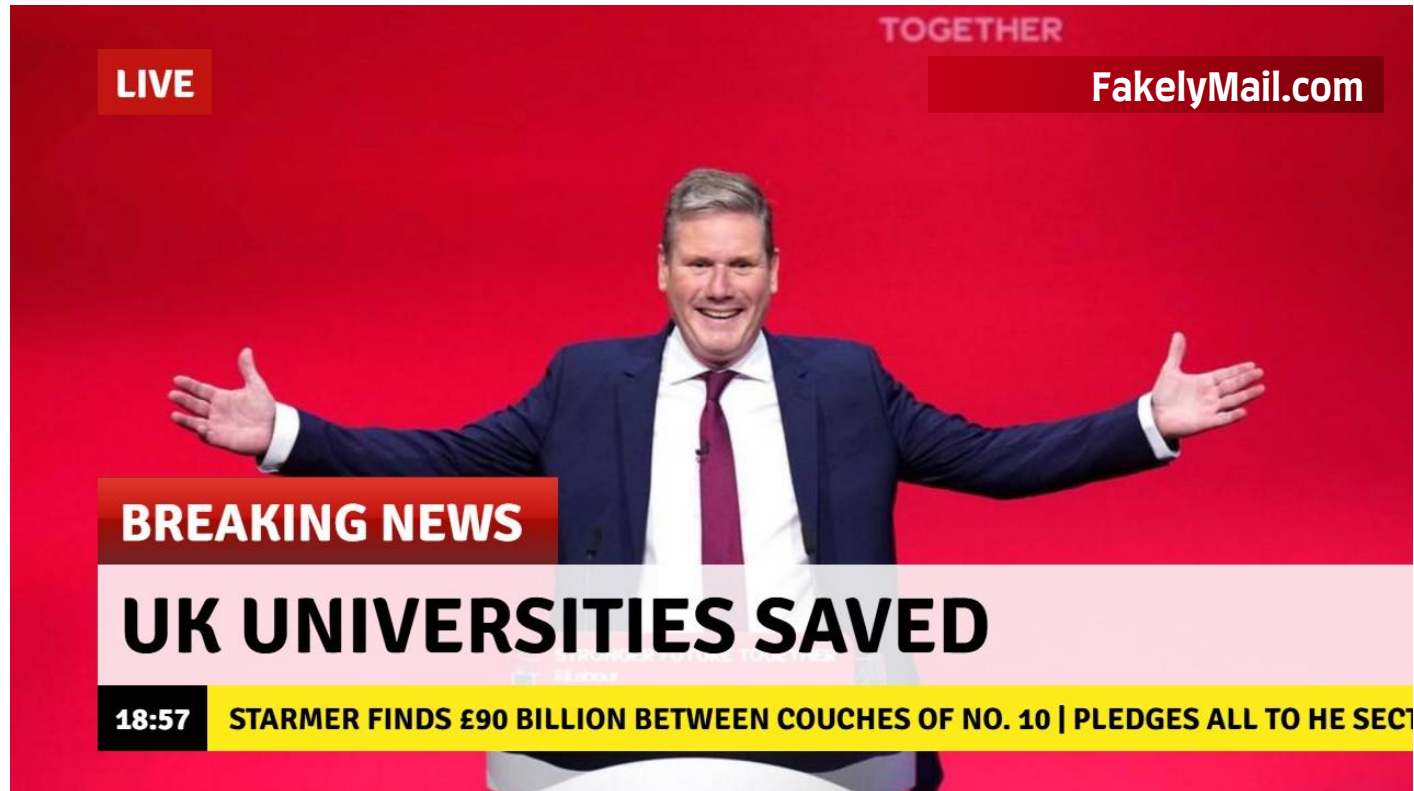
Policy Roulette

Navigating the Changing UK
Education Landscape

Context is Important

Context is Important

2025



Context is Important

2016

Britain Votes to Leave E.U.; Cameron Plans to Step Down

 Share full article    4.5K



After Britain's decision to withdraw from the European Union, the British prime minister said he would leave his post by October. Andrew Testa for The New York Times

By Steven Erlanger

June 23, 2016

Context is Important

2012

Nick Clegg apologises for tuition fees pledge

Liberal Democrat leader apologises for making 'a promise we were not absolutely sure we could deliver'



Context is Important

1998

Friday, July 17, 1998 Published at 18:00 GMT 19:00 UK

Education

Student tuition fees become law



David Blunkett: "It is fair to individual students and their families"

The Education Secretary, David Blunkett, has hailed the new Teaching and Higher Education Act as a shot in the arm for universities.

Context is Important

1992



Context is Important

1096

The Olde News

13 JAN 2025

Oxford University Established

By BENJAMIN DOVER

In this most auspicious year, a most remarkable enterprise hath come to fruition, the likes of which hath not been witnessed since the foundations of our beloved realm. It is with great joy and no small measure of astonishment that we, the humble inhabitants of Oxford, do hereby proclaim the establishment of the most venerable and noble institution to ever grace our shores Oxford University, a place where the learned shall gather to impart and acquire the sacred knowledge of the heavens and the earth.

Let it be known that this grand undertaking, which hath been borne of many years of deliberation and toil, shall serve as a beacon of learning, attracting scholars from across the land, nay, even from distant foreign kingdoms. The founding of this institution, though it may seem a mere trifle to some, will surely echo throughout the annals of history, for here shall the brightest minds of the age find sanctuary, and here shall the arts and sciences be tended as if they were sacred gardens.

The worthy scholars of Oxford, it is said, shall partake in the study of most noble pursuits: be it the mysteries of the stars, the secrets of ancient tomes, or the lofty ideals of rhetoric and philosophy. It is our belief that within these hallowed walks, many a prodigious mind shall flourish, to the glory of the realm and the advancement of mankind.

The venture is, by all accounts, the brainchild of the noble Lord Baldwin of Bicester, who, after much consultation with the wise and learned men of the kingdom, did decree that a grand hall be built to house this assembly of intellect. The edifice, though still in its infancy, doth

promise to be a marvel of craftsmanship and design. It is said that the hall shall be adorned with every manner of book, scroll, and manuscript known to man, so that all who enter might drink from the cup of knowledge.

Amongst the first of those to join this esteemed institution are a host of scholars and clerics, many of whom are well-versed in the sacred texts of the church. These early disciples of wisdom have made their vows to impart their knowledge to the youth of the kingdom, that they may grow in virtue and understanding, and thus contribute to the flourishing of both church and state.

It is also whispered in the corridors of power that King William, in his infinite wisdom, hath offered his blessing upon this noble undertaking, and that he shall, in time, bestow lands and coin upon the University to ensure its prosperity for generations to come. The most honourable of the clergy, led by Archbishop Thomas, hath likewise lent their support to this worthy cause, for it is well understood that the preservation and propagation of knowledge is, indeed, a divine undertaking.

Many a learned man hath already begun to gather at the newly constructed halls, bringing with them their scrolls and parchments, their quills and inkpots, to engage in deep and earnest discussions upon all manner of topics. From the pursuit of mathematics to the study of ancient philosophy, from the exploration of the heavens to the refinement of the Latin tongue, Oxford doth promise to be a place where minds may be set alight, and wisdom passed down through the ages.

Thus, it is with great pride and no small measure of anticipation that we, the good folk of Oxford, do hereby declare the establishment of this illustrious seat of learning. May it endure through the ages, and may the wisdom of Oxford shine like a beacon of light unto the world. We do

hope that, in time, many a young nobleman and lady, as well as the sons and daughters of the common folk, shall seek out this noble institution, that they too might partake in the noble work of the mind and the heart.

Let it be written. Let it be known. Oxford University is born! And with it, a new chapter of learning hath begun, one that shall surely endure for centuries to come.



International Moose Count Underway

By BOB O'BORSTON

The UN-sponsored International Moose Census got off to a flying start today with hopes for an increase in the worldwide moose population compared to last year's disappointing figures. Among the traditional early reporters were Egypt, returning figures of six moose, a twenty percent increase on 2011's figures of five, and Uruguay whose moose population remains stable at eleven.

According to Robbie McRobson, head of the UN Moose Preservation Council, worldwide moose numbers are expected to grow markedly on last year due to the traditional moose strongholds of Canada and the United States, with the larger developing moose ecologies also poised to make gains. The largest percentage increase in moose will likely come from China", says McRobson. The Chinese government has invested heavily in moose infrastructure over

Context is Important

2024

In the News...

2024 in Headlines

Higher education reform to back opportunity and protect students

UC
Tuition fees to rise in line with inflation, helping put universities on a secure footing alongside inflation-linked lift to maintenance loans.

From: [Department for Education](#) and [The Rt Hon Bridget Phillipson MP](#)

Published 4 November 2024



00:22

Watch: Moment Rishi Sunak calls general election

By Paul Seddon

Politics reporter, BBC News

How to “well” national student

Government will maintain the grant and study “with certainty and” Bridget Phillipson has said.



The sector has welcomed an easing of hostility towards international students under the new Labour government.
Photo: Unsplash.

University tuition fees rising to £9,535 in England



GETTY IMAGES

Tuition fees and maintenance loans will both be increasing in the 2025/26 academic year

Hazel Shearing >

Education correspondent

[@hazelshearing](#) >

Nathan Standley

Education reporter

That was just one year???



Clicks and Concerns

What's Guiding Student Curiosity?

Top Articles on Complete University Guide in 2024

Source: IDP Google Analytics

Tips for writing your personal statement

How to write a personal statement? It's difficult to know where to begin. Get hints and tips on structure, content and what not to write from a university expert.

APPLYING TO UNIVERSITY UNDERGRADUATE

Cicely Oliver
09 Aug 2023



UCAS points

Find out what UCAS points (also known as UCAS tariff points) are, how they're calculated, and why. Use our tables to work out your own score.

APPLYING TO UNIVERSITY UNDERGRADUATE

Cicely Oliver
24 Sep 2024



Types of degrees in the UK

Learn about the different types of degrees at undergraduate and postgraduate level that you can choose from when applying to university.

CHOOSING A COURSE POSTGRADUATE UNDERGRADUATE

Sophie Rogers
19 Jul 2024



Top 10 universities in London 2025

Would you like to study in London? Check out the Top 10 London unis and find out more about studying in the nation's capital.

CHOOSING A UNIVERSITY LEAGUE TABLES

Tamsin Mosse
23 May 2024



Student loan repayment calculations

Knowing how to calculate your student loan repayments can give you an idea of how much you might expect to pay back and over what period of time.

FEES AND FUNDING

Sophie Rogers
15 Nov 2024



Top Articles on Whatuni in 2024

Source: IDP Google Analytics

How do GCSE grades work?

Confused about how GCSE grades work? We unpack the GCSE grading system and how students will be assessed.



by Jamie Dobbs
🕒 Last Updated:
03 Jul 2024



What is a BTEC? Is it as valuable as an A-level?

What's a BTEC? What's a BTEC level 3 equivalent to? How do they compare to A-levels? We've explored all you need to know.



by Eleanor Foulds
🕒 Last Updated:
16 Apr 2024



UCAS points calculator: a guide

Confused by how to calculate your UCAS points? Don't worry, our UCAS points calculator is all you need.



by Eleanor Foulds
🕒 Last Updated:
29 Nov 2023



What's an HNC and HND?

Considering an HNC or HND? Learn what they are, the difference between HNC and HND, and how they can benefit you.



by Jamie Dobbs
🕒 Last Updated:
29 Nov 2023



How to change your university course during your first year

After all the excitement of starting uni has died down, it suddenly dawns on you that you actually hate your course. Now what?



by Michelle Roberts
🕒 Last Updated:
16 Apr 2024





Home or Away?

Mapping Shifts in Student Location Preferences

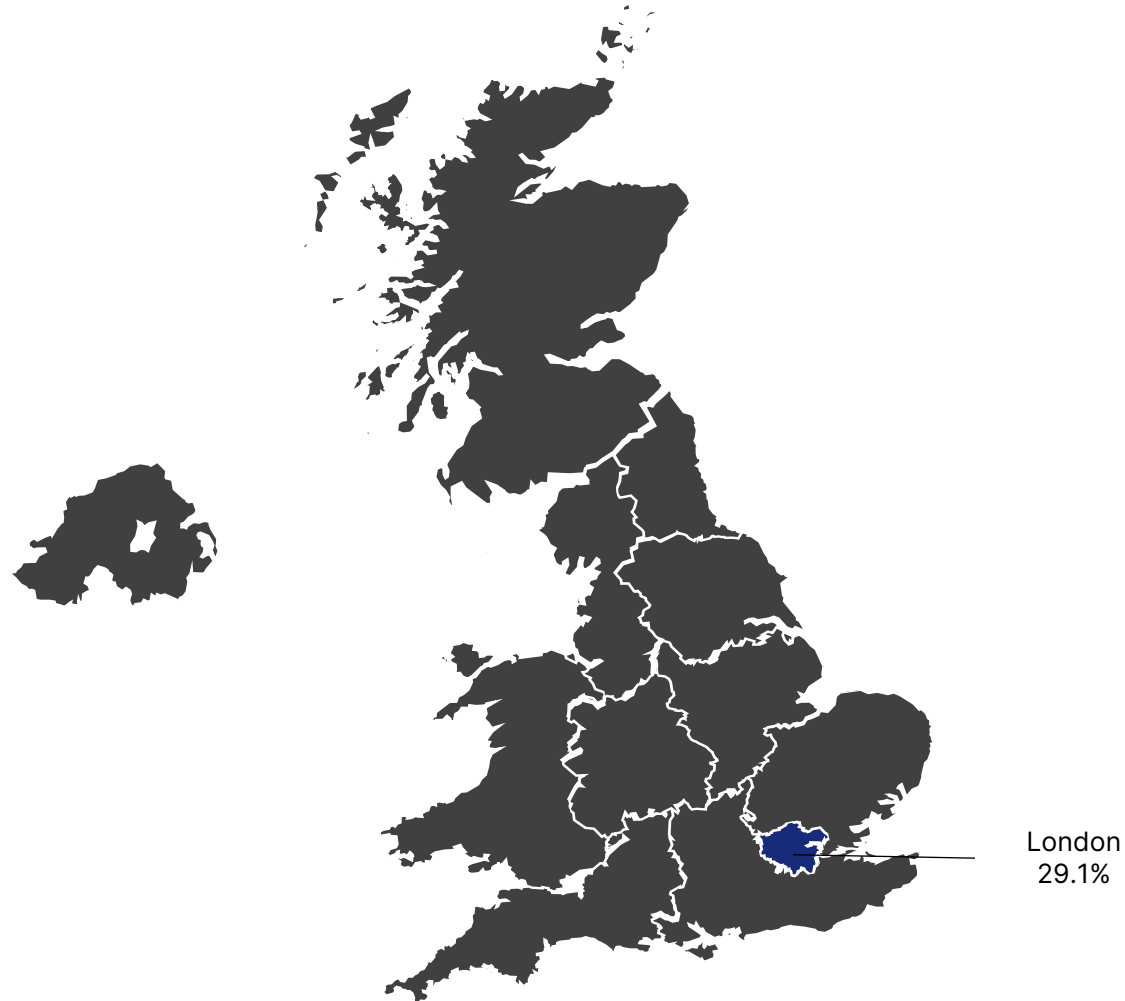
Where are prospects researching?

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



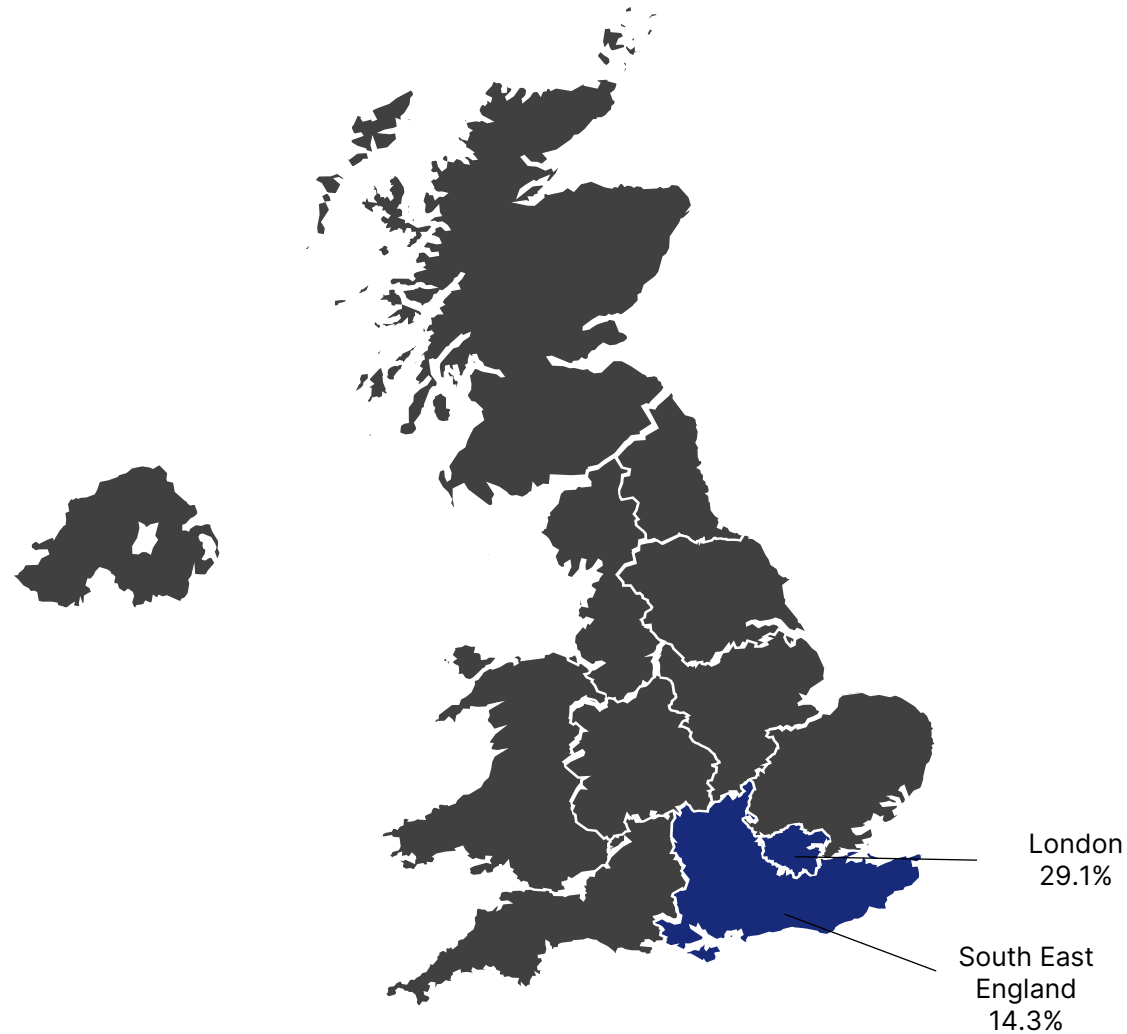
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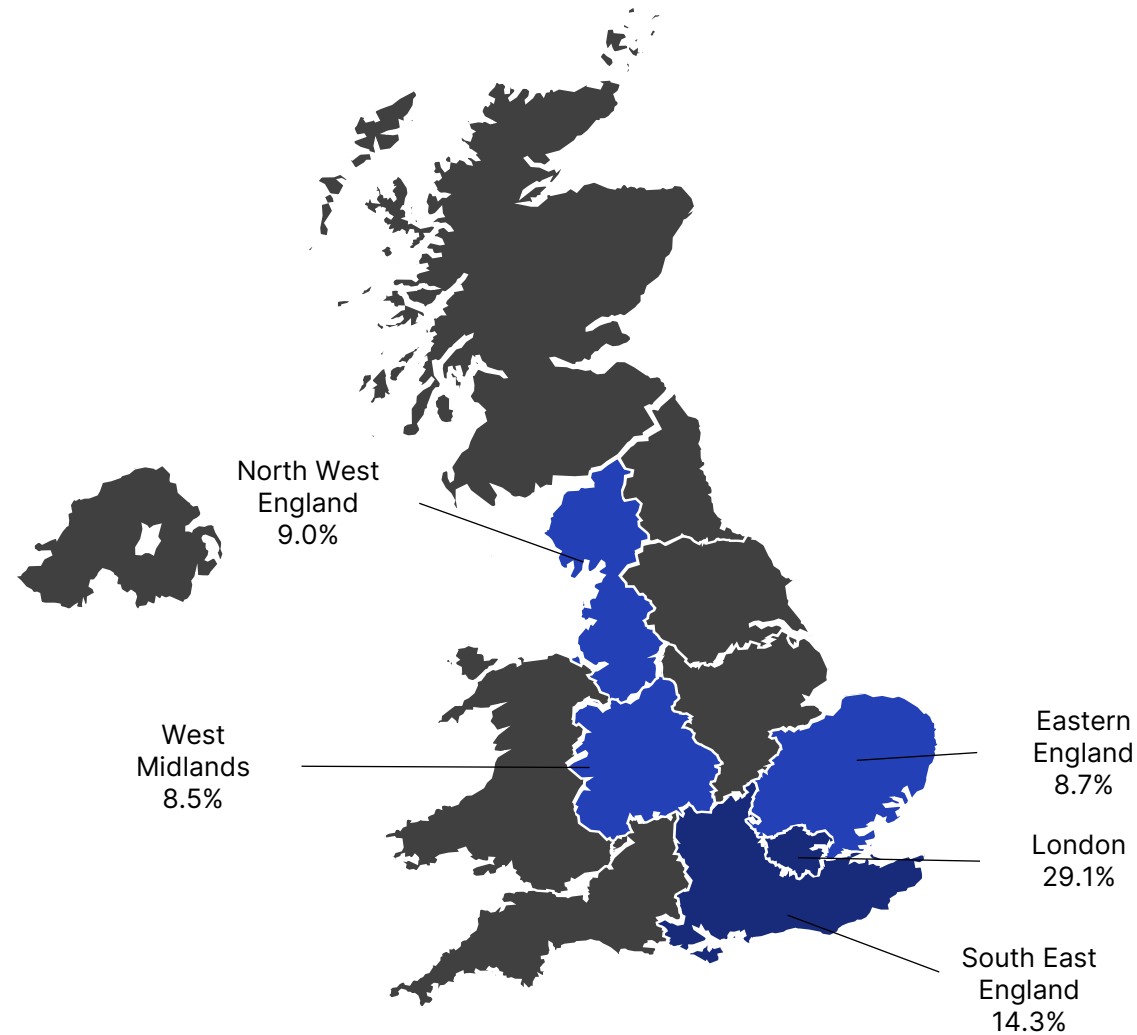
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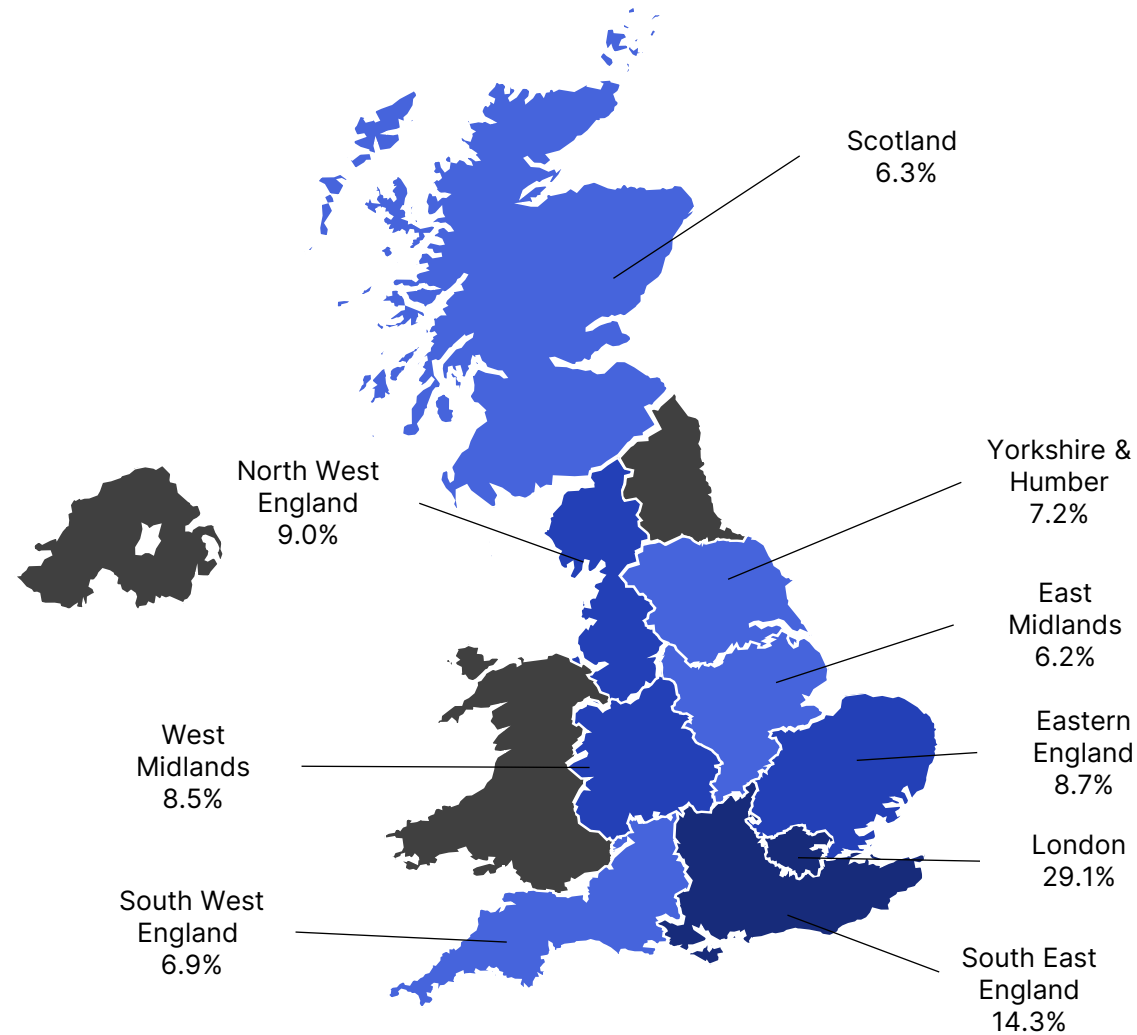
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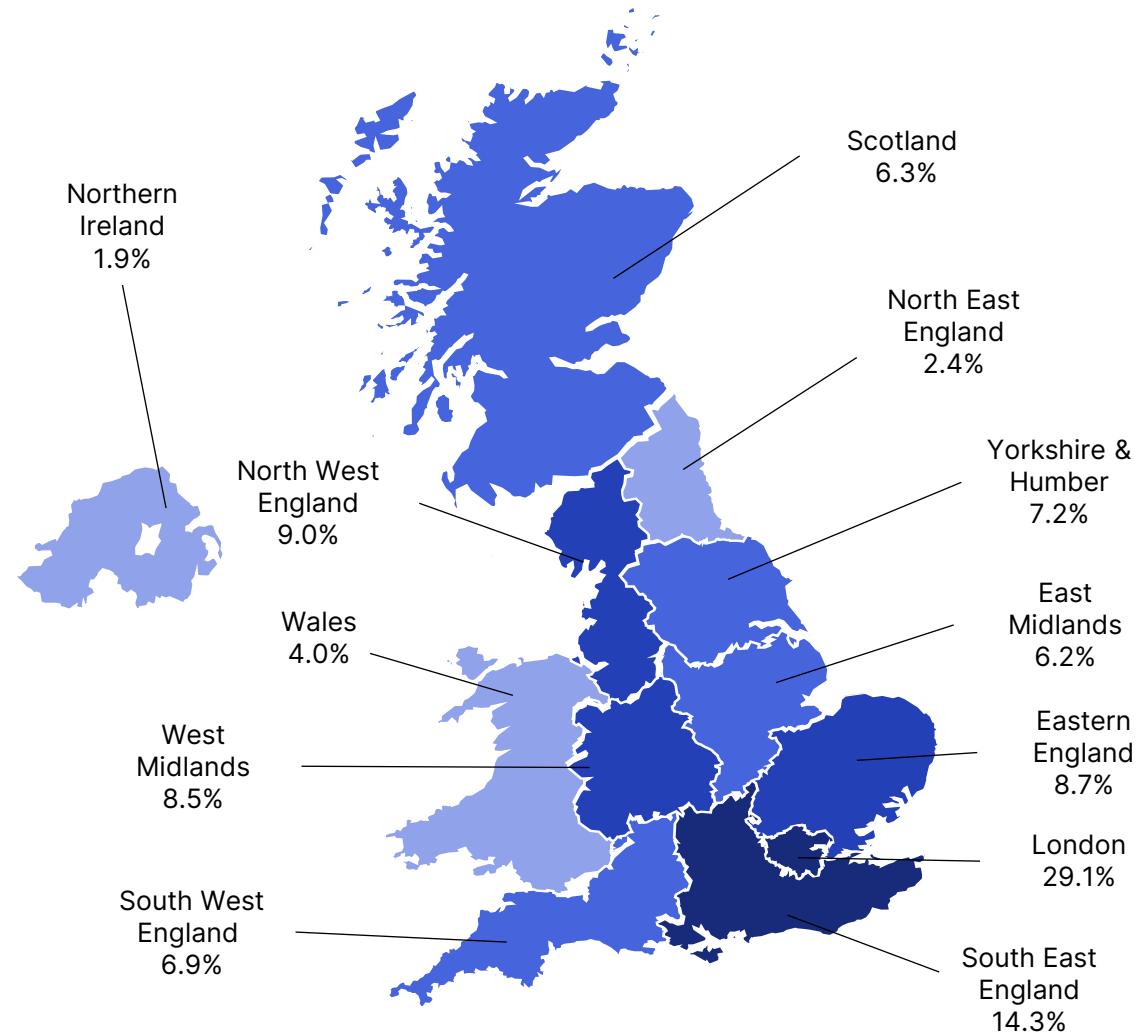
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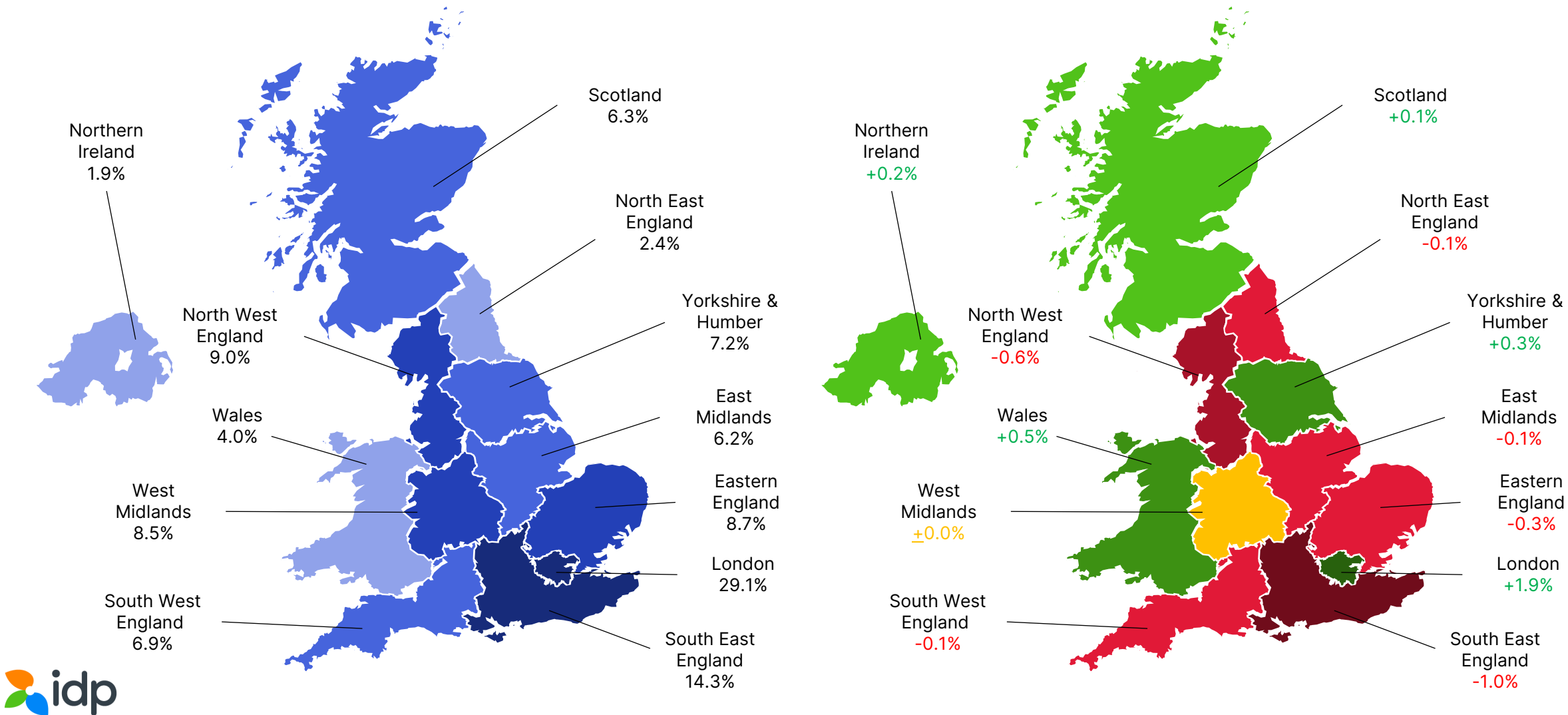
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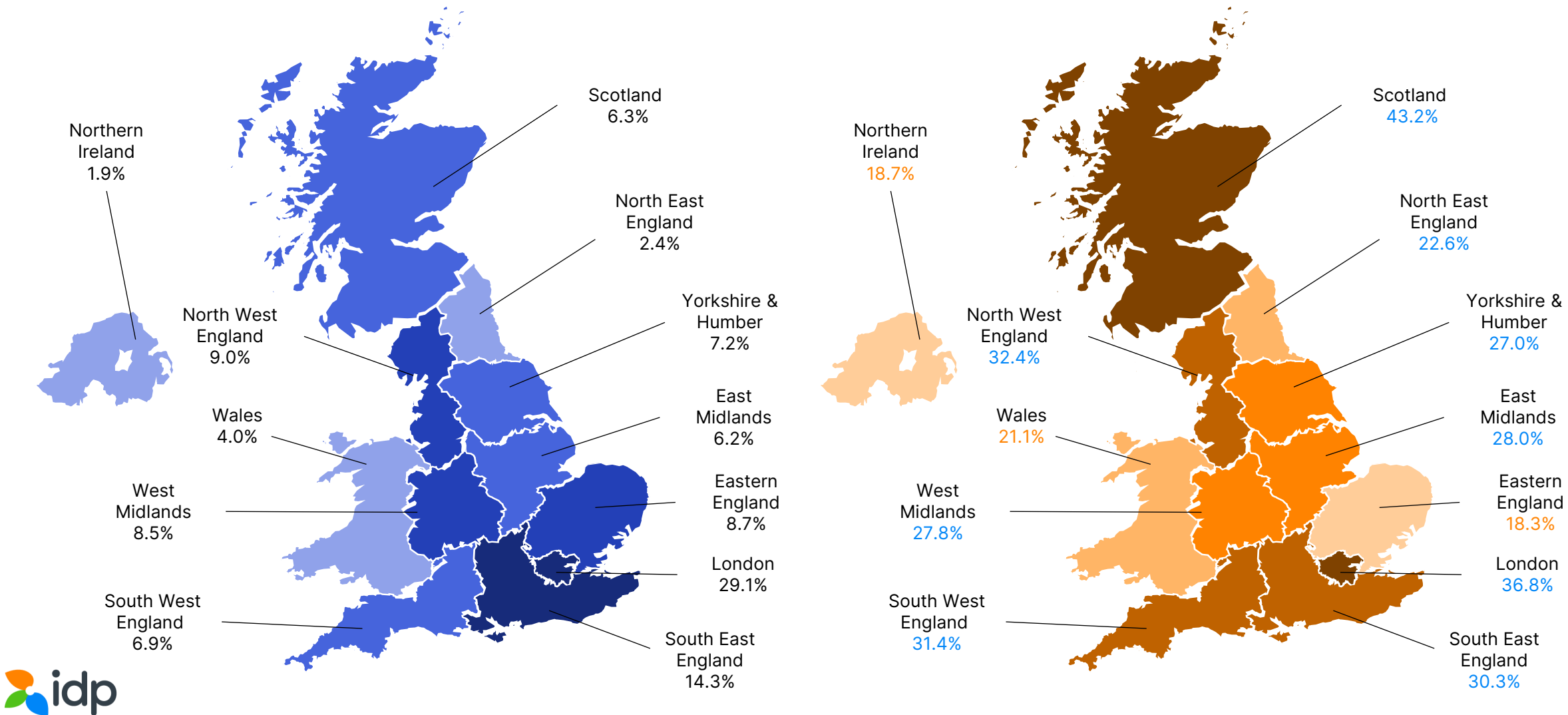
Where are prospects researching?

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



Who's staying local?

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



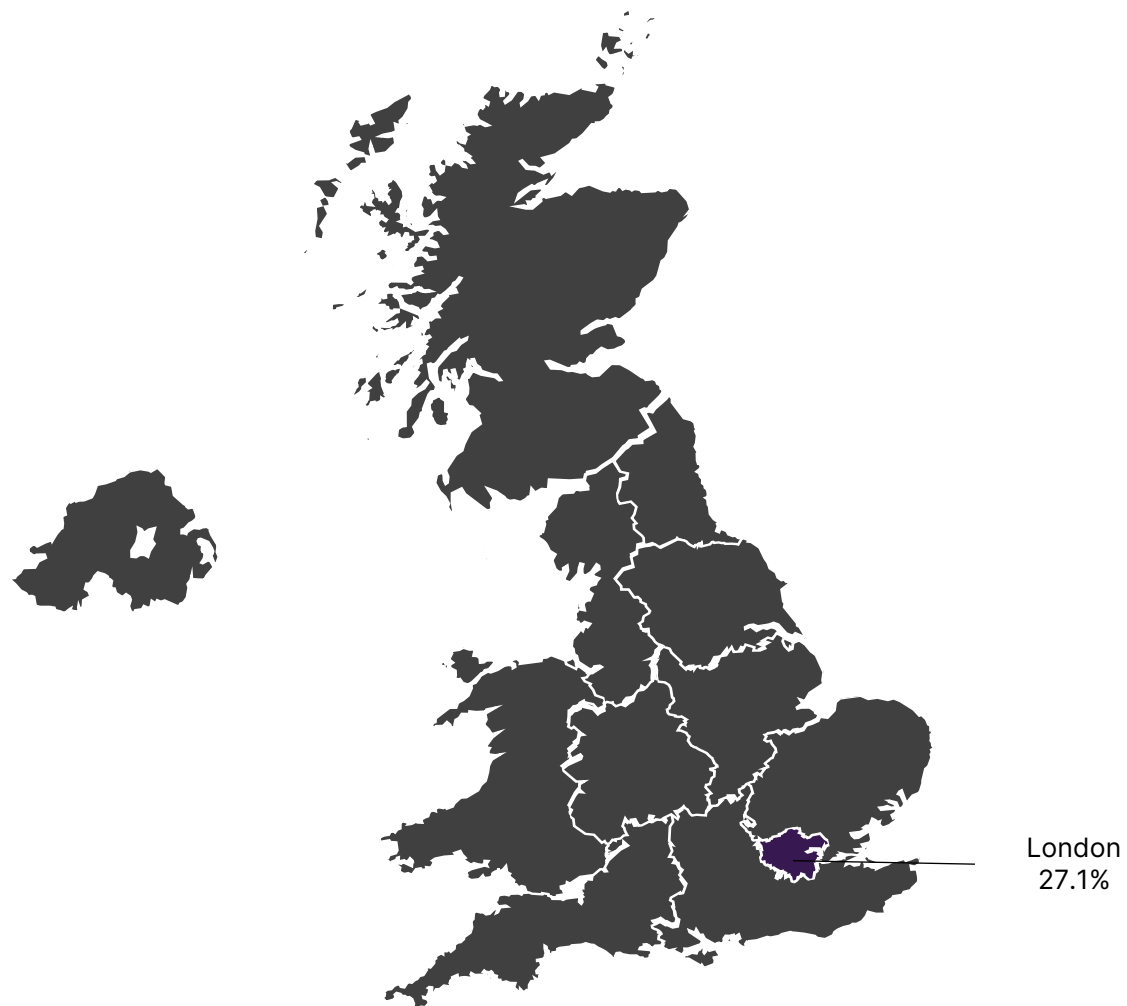
Where are you going?

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



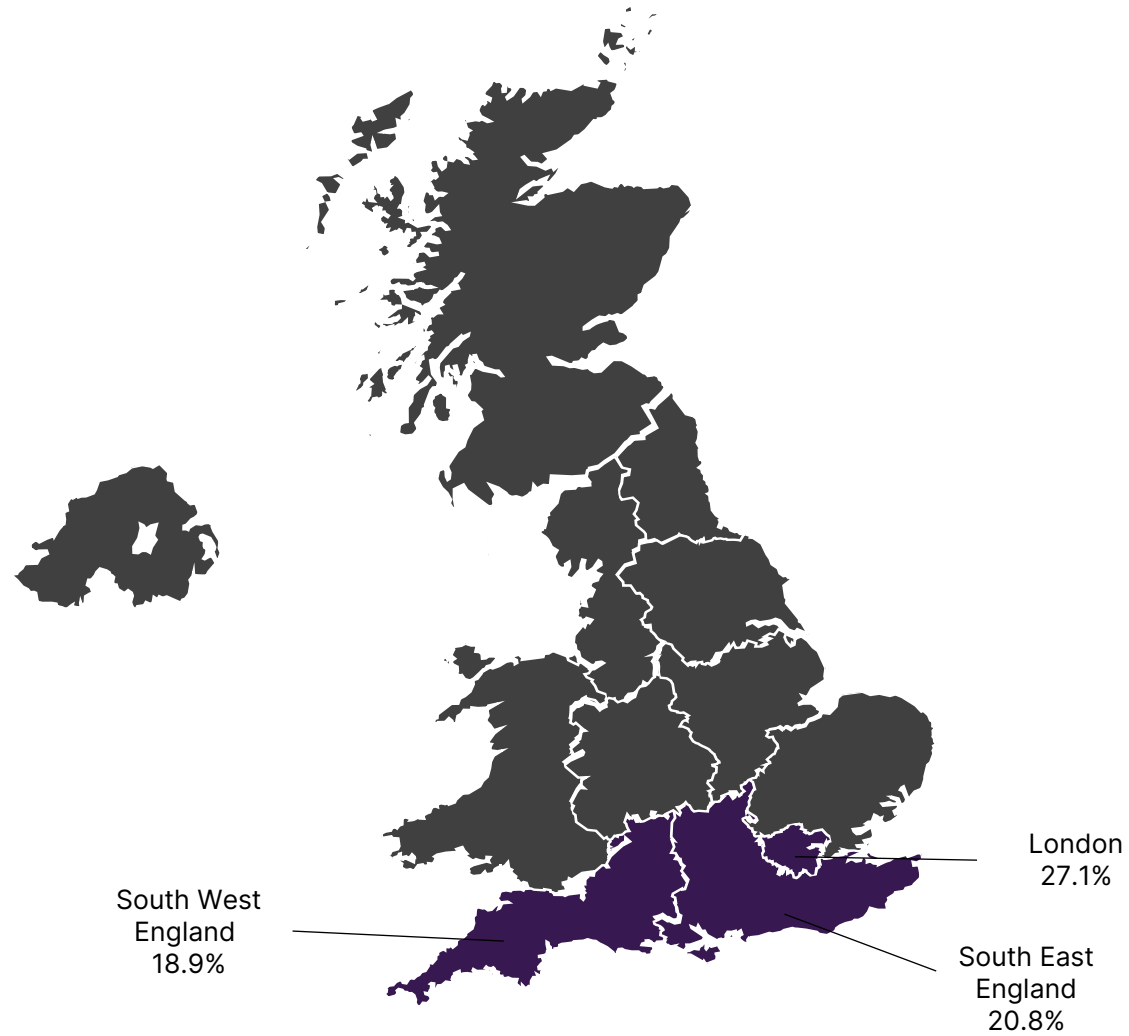
Where are you going?

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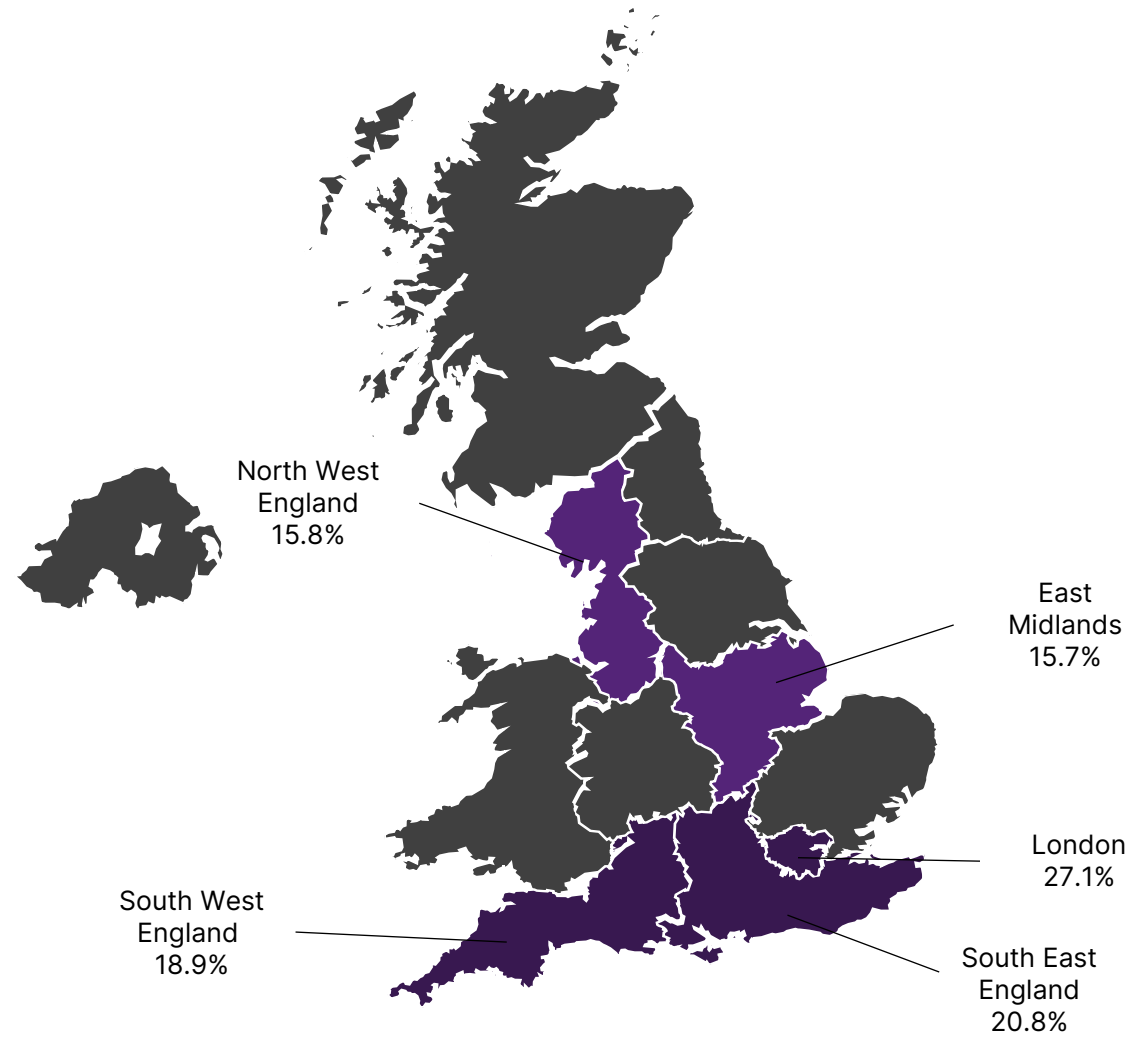
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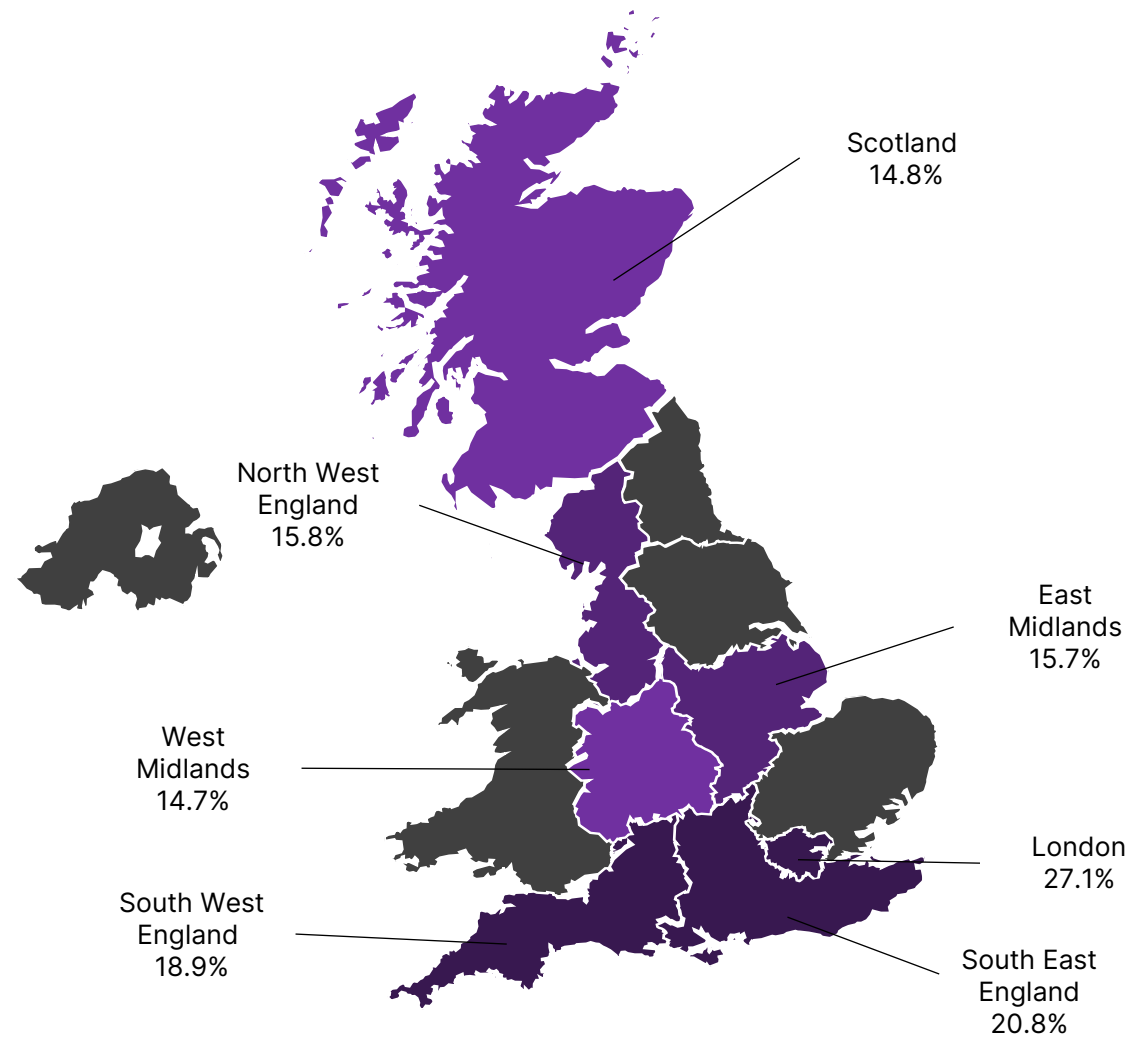
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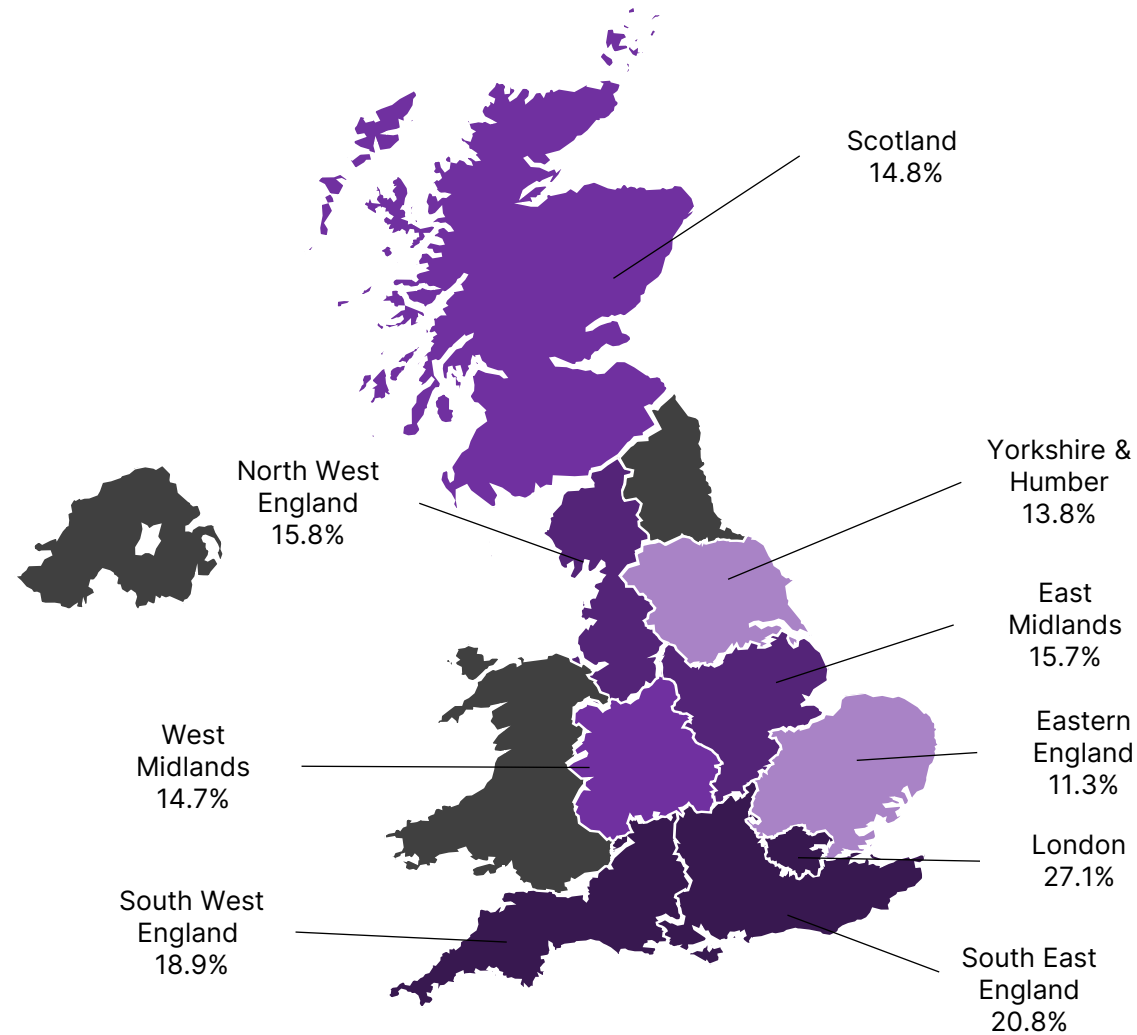
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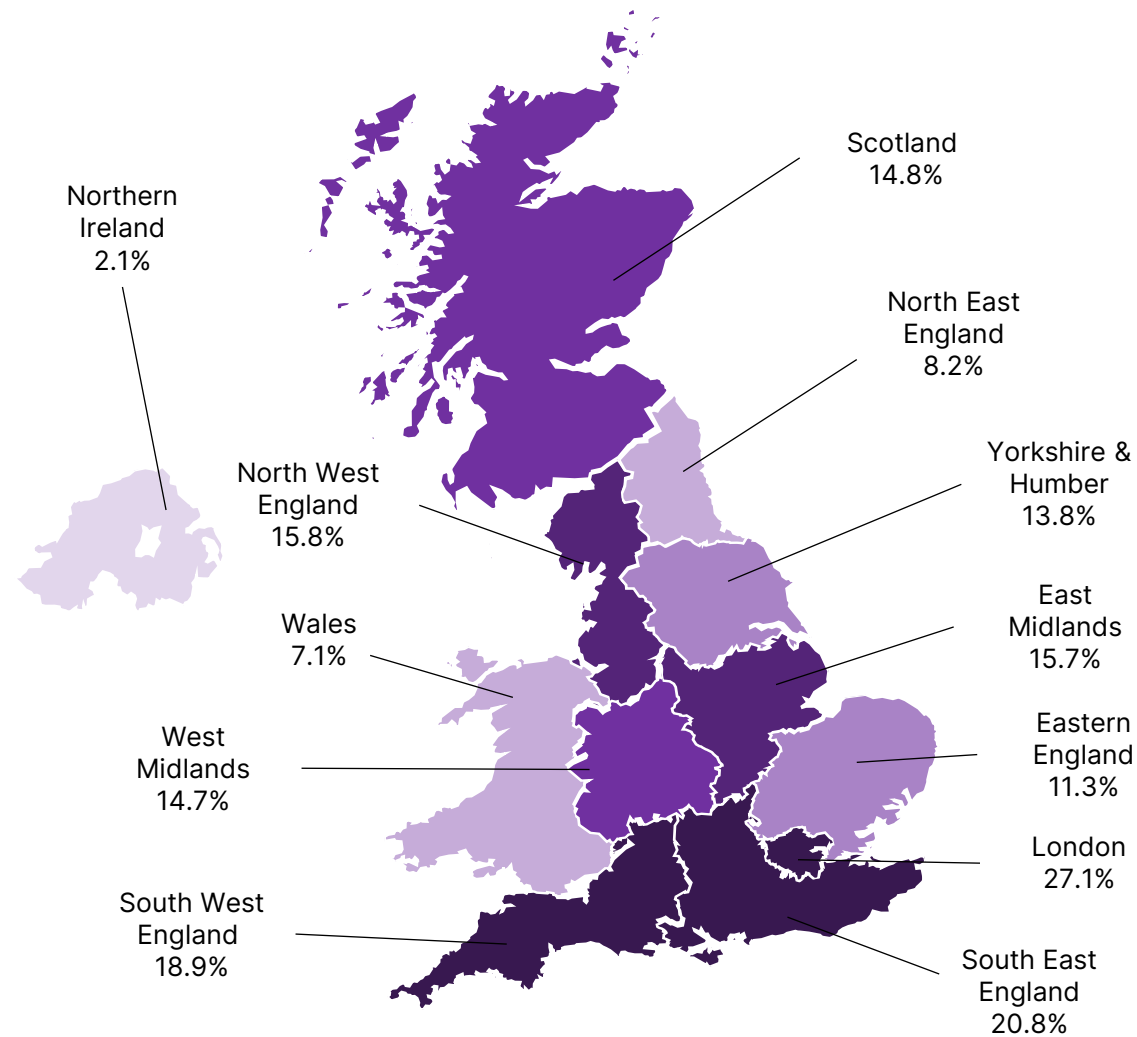
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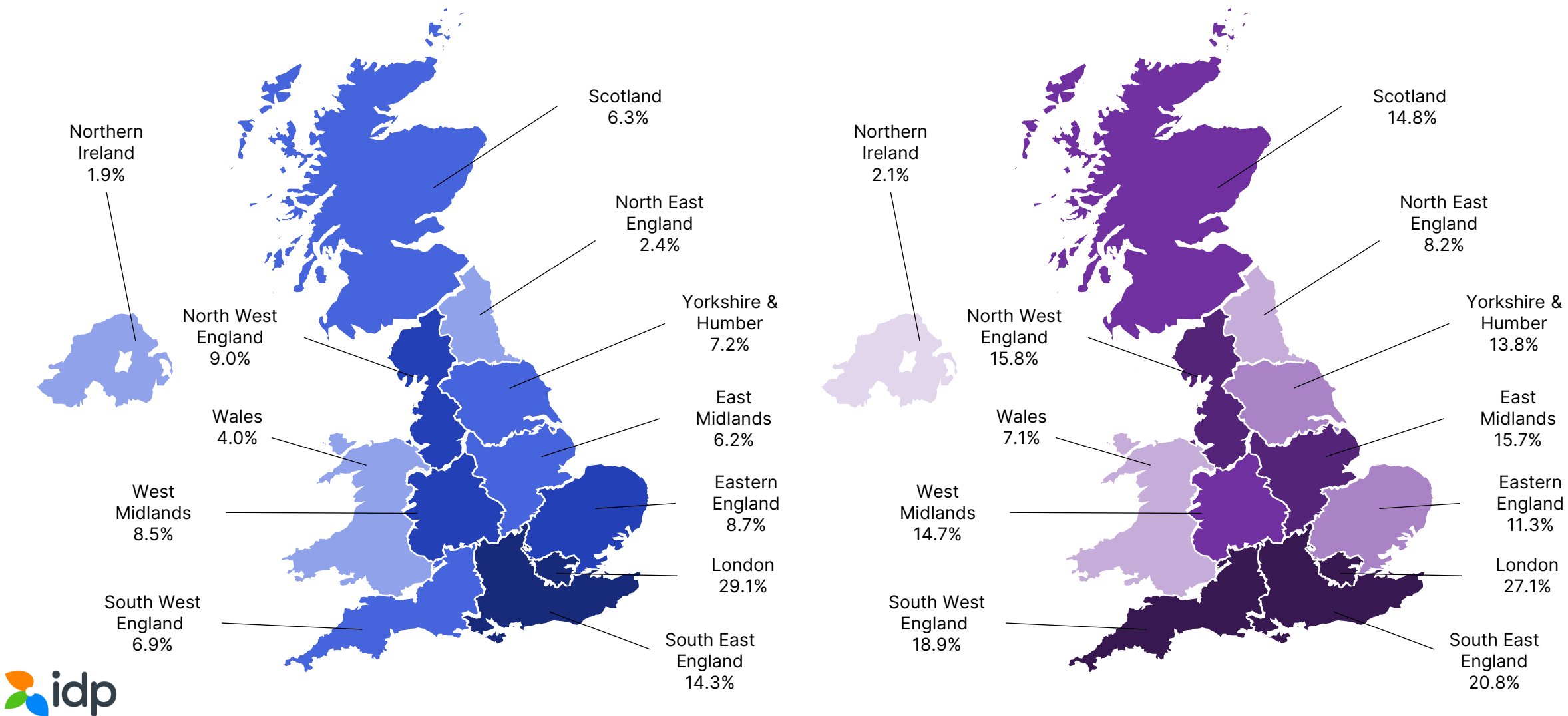
Where are you going?

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



Origin VS Destination

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



Summary

Demand by Region

Region	Origin	Shift from 2023	Staying Local	Destination
Greater London	29.1%	+1.9%	36.8%	27.1%
South East England	14.3%	-1.0%	30.3%	20.8%
North West England	9.0%	-0.6%	32.4%	15.8%
Eastern England	8.7%	-0.3%	18.3%	11.3%
West Midlands	8.5%	±0.0%	27.8%	14.7%
Yorkshire and Humber	7.2%	+0.3%	27.0%	13.8%
South West England	6.9%	-0.1%	31.4%	18.9%
Scotland	6.3%	+0.1%	43.2%	14.8%
East Midlands	6.2%	-0.1%	28.0%	15.7%
Wales	4.0%	+0.5%	21.1%	14.7%
North East England	2.4%	-0.1%	22.6%	8.2%
Northern Ireland	1.9%	+0.2%	18.7%	2.1%



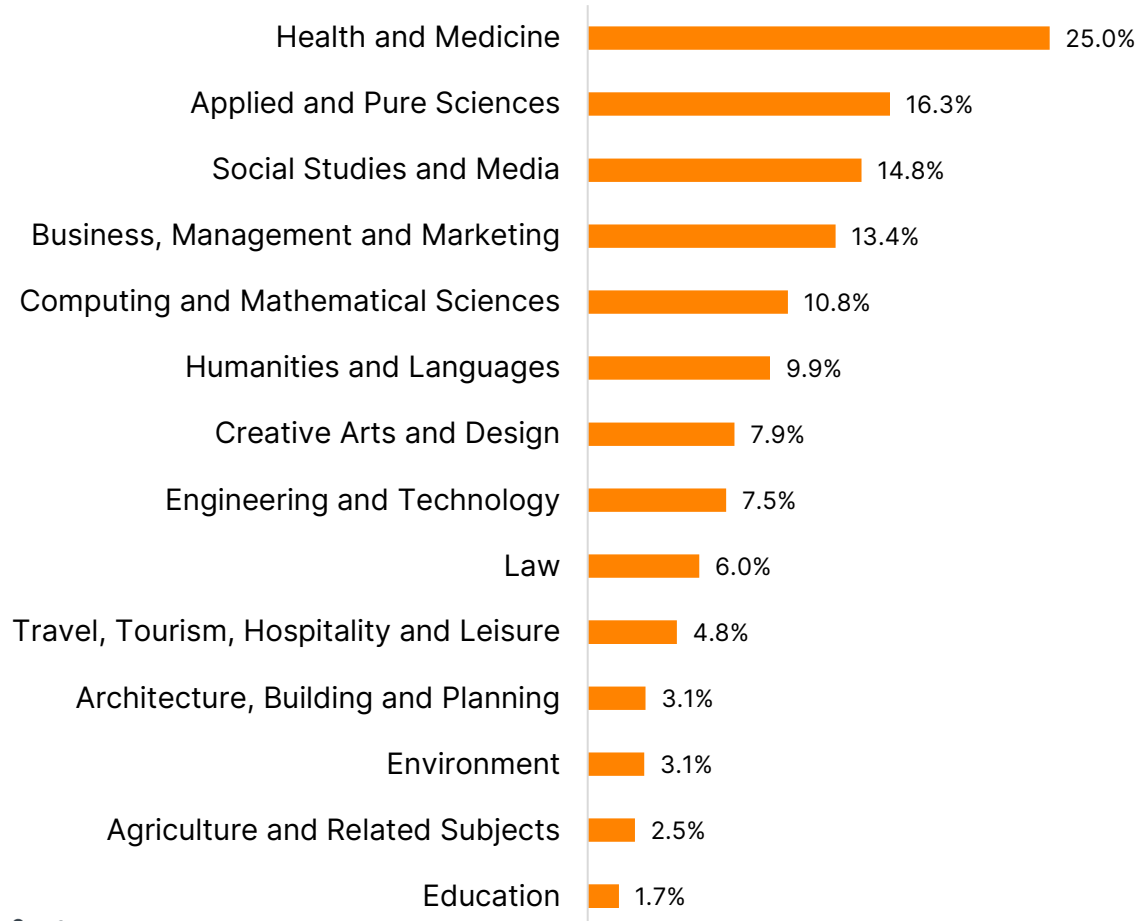
Degrees of Interest

Tracking the Shifts in Student Interests

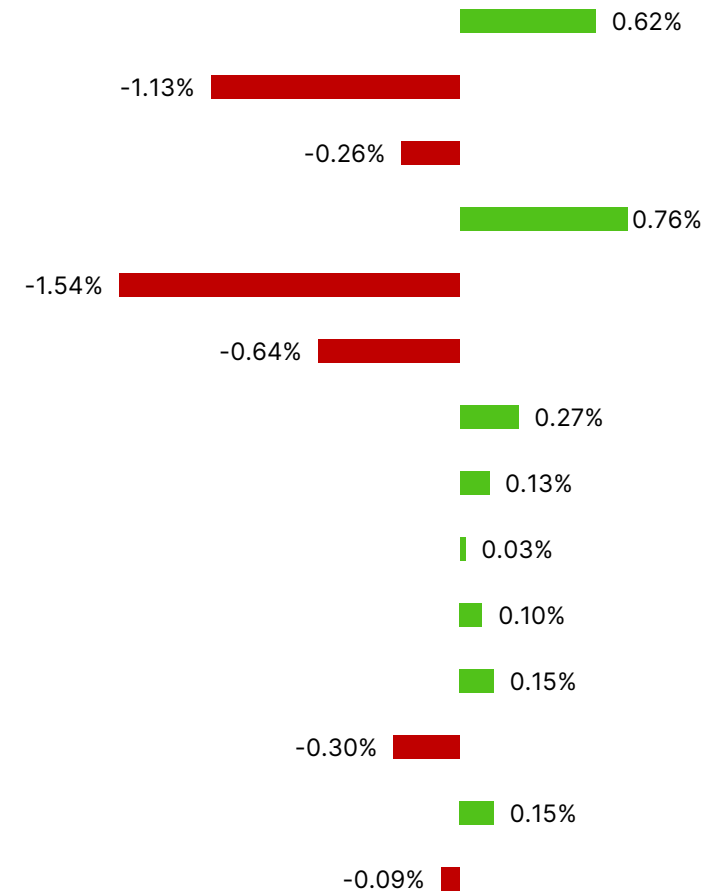
Subject Demand Trends

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Subject Demand 2024



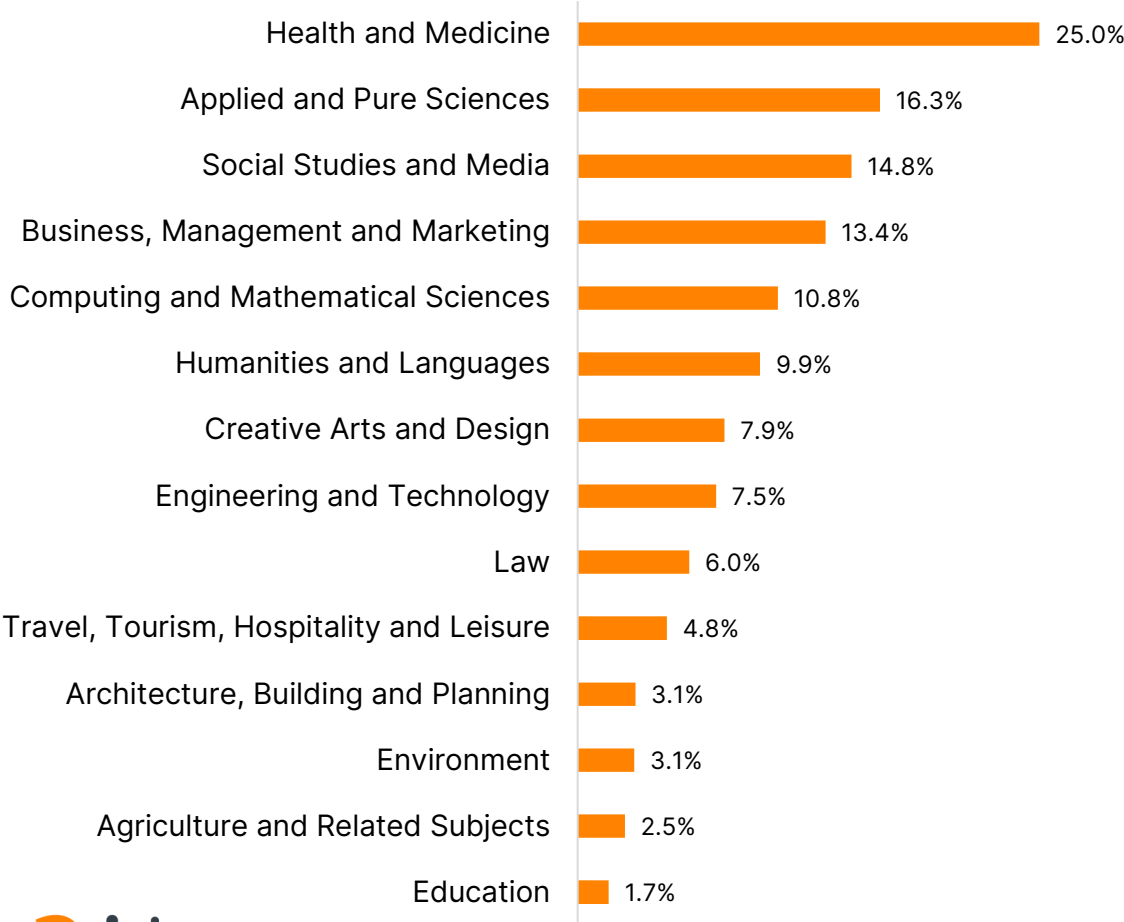
Shift since 2023



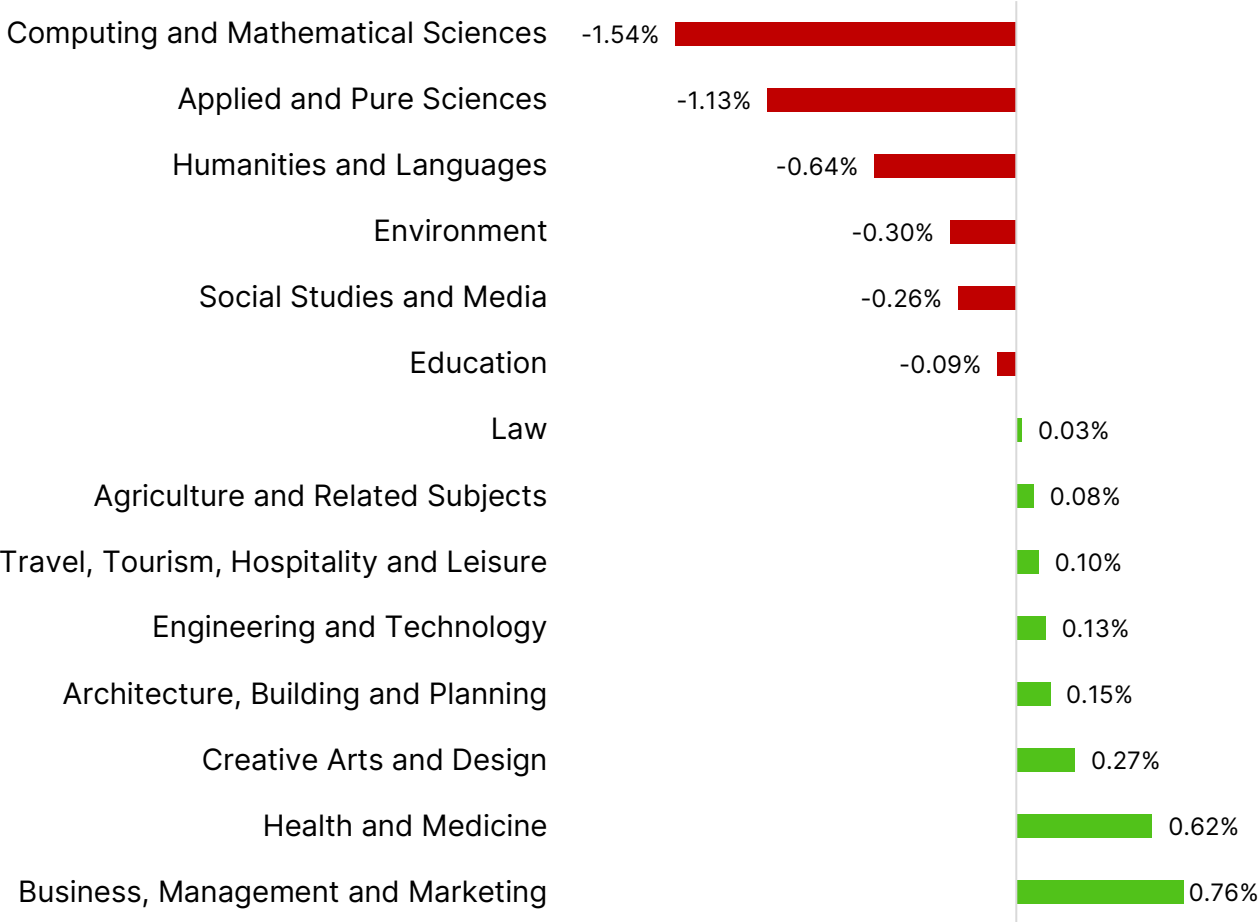
Subject Demand Trends

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Subject Demand 2024



Shift since 2023



Top 10 Sub-Disciplines of 2024

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



Veterinary Services

Agriculture and Related

11.5%
+0.2%



Computer Science
Computing and Mathematical Sciences

7.4%
+4.4%



Medical Sciences

Health and Medicine

6.3%
+0.6%



Fashion / Textiles / Clothing

Creative Arts and Design

5.8%
+0.5%



Medical Tech / Pharmacology

Health and Medicine

5.0%
+0.5%



Photography / Media Production

Social Studies and Media

5.0%
-0.5%



Theatre and Dramatic Arts

Creative Arts and Design

3.8%
+0.4%



Health Care Management

Health and Medicine

3.3%
+0.2%



Music Performance

Creative Arts and Design

3.2%
-0.1%



Communication / Media

Social Studies and Media

3.1%
-0.3%

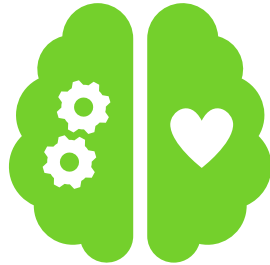
Top 10 Courses of 2024

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024



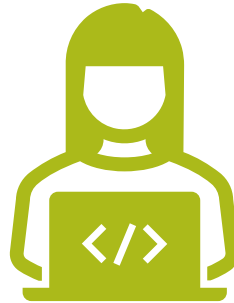
Law LLB

3.5%
+0.1%



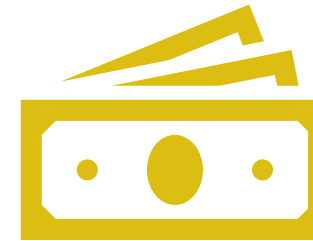
Psychology BSc

2.9%
-0.3%



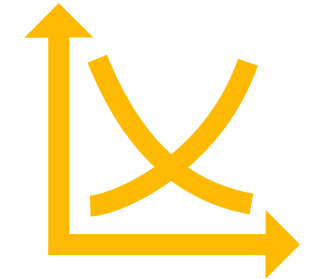
Computer Science
BSc

2.4%
-0.6%



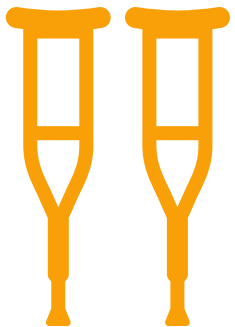
Accounting and
Finance BSc

2.1%
+0.2%



Economics BSc

2.1%
-0.1%



Physiotherapy BSc

1.7%
±0.0%



Pharmacy MPharm

1.2%
±0.0%



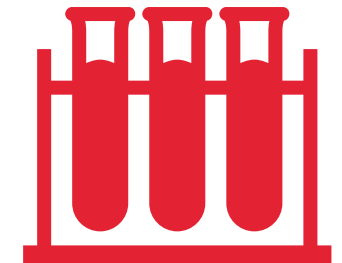
History BA

1.1%
-0.2%



Architecture BA

1.1%
±0.0%



Biomedical
Sciences BSc

1.0%
-0.1%

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					
Post-92					
University Alliance					
Million Plus					
GuildHE					
IHE					

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					
Post-92	Health and Medicine				
University Alliance	Health and Medicine				
Million Plus	Health and Medicine				
GuildHE					
IHE					

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group		Health and Medicine			
Post-92	Health and Medicine				
University Alliance	Health and Medicine				
Million Plus	Health and Medicine				
GuildHE		Health and Medicine			
IHE		Health and Medicine			

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group			Social Studies and Media		
Post-92		Social Studies and Media			
University Alliance			Social Studies and Media		
Million Plus		Social Studies and Media			
GuildHE			Social Studies and Media		
IHE					Social Studies and Media

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					
Post-92				Creative Arts and Design	
University Alliance				Creative Arts and Design	
Million Plus			Creative Arts and Design		
GuildHE	Creative Arts and Design				
IHE	Creative Arts and Design				

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					Business, Management, and Marketing
Post-92			Business, Management, and Marketing		
University Alliance		Business, Management and Marketing			
Million Plus				Business, Management and Marketing	
GuildHE				Business, Management and Marketing	
IHE					

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					
Post-92					Computing and Mathematical Sciences
University Alliance					
Million Plus					Computing and Mathematical Sciences
GuildHE					
IHE					Computing and Mathematical Sciences

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group					Business, Management, and Marketing
Post-92			Business, Management, and Marketing	Creative Arts and Design	Computing and Mathematical Sciences
University Alliance		Business, Management and Marketing		Creative Arts and Design	
Million Plus			Creative Arts and Design	Business, Management and Marketing	Computing and Mathematical Sciences
GuildHE	Creative Arts and Design			Business, Management and Marketing	
IHE	Creative Arts and Design				Computing and Mathematical Sciences

Subject Demand by Mission Group


Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group		Health and Medicine	Social Studies and Media		Business, Management, and Marketing
Post-92	Health and Medicine	Social Studies and Media	Business, Management, and Marketing	Creative Arts and Design	Computing and Mathematical Sciences
University Alliance	Health and Medicine	Business, Management and Marketing	Social Studies and Media	Creative Arts and Design	
Million Plus	Health and Medicine	Social Studies and Media	Creative Arts and Design	Business, Management and Marketing	Computing and Mathematical Sciences
GuildHE	Creative Arts and Design	Health and Medicine	Social Studies and Media	Business, Management and Marketing	
IHE	Creative Arts and Design	Health and Medicine		Social Studies and Media	Computing and Mathematical Sciences

Subject Demand by Mission Group

Source: IQ Demand+ | 01 Jan 2024 – 31 Dec 2024

Mission Group	#1	#2	#3	#4	#5
	Subject Area				
Russell Group	Applied and Pure Sciences	Health and Medicine	Social Studies and Media	Humanities and Language	Business, Management, and Marketing
Post-92	Health and Medicine	Social Studies and Media	Business, Management, and Marketing	Creative Arts and Design	Computing and Mathematical Sciences
University Alliance	Health and Medicine	Business, Management and Marketing	Social Studies and Media	Creative Arts and Design	Engineering and Technology
Million Plus	Health and Medicine	Social Studies and Media	Creative Arts and Design	Business, Management and Marketing	Computing and Mathematical Sciences
GuildHE	Creative Arts and Design	Health and Medicine	Social Studies and Media	Business, Management and Marketing	Travel, Tourism, Hospitality, and Leisure
IHE	Creative Arts and Design	Health and Medicine	Agriculture and Related Subjects	Social Studies and Media	Computing and Mathematical Sciences

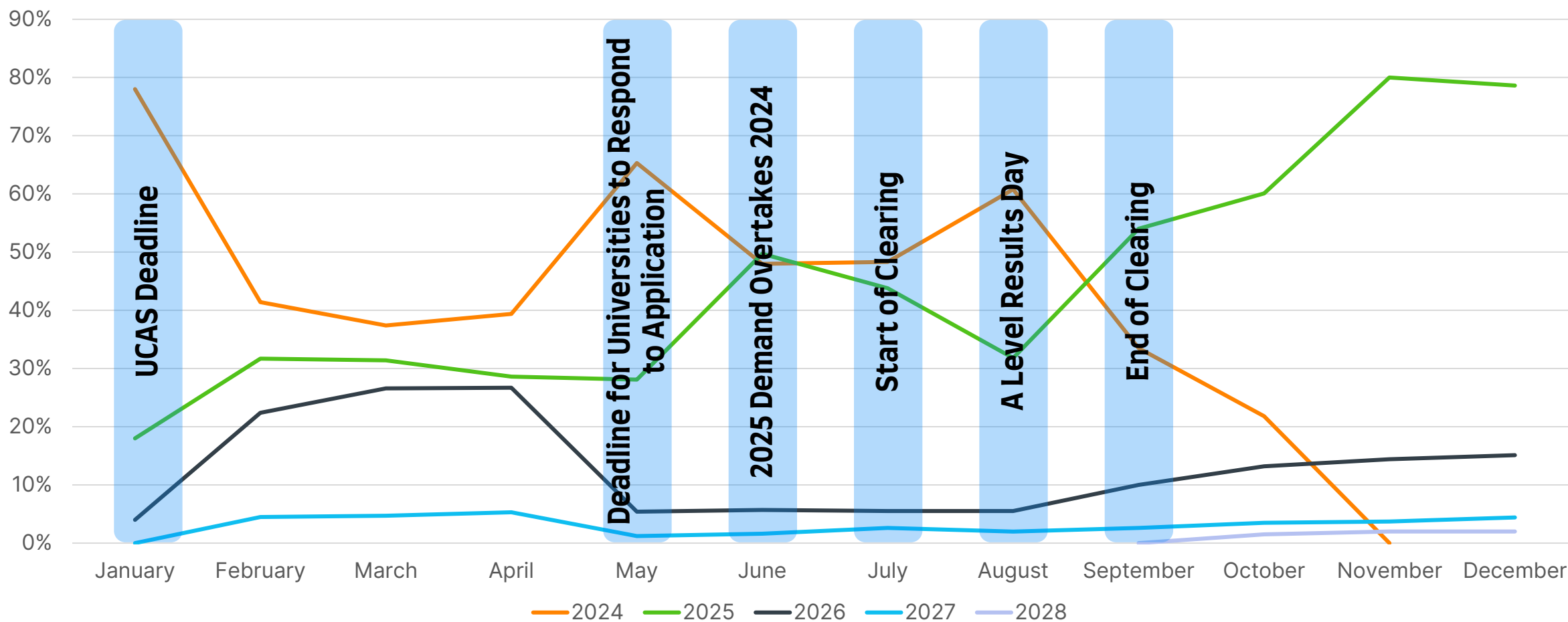


When Dreams Take Shape

Timing Student Recruitment Strategies

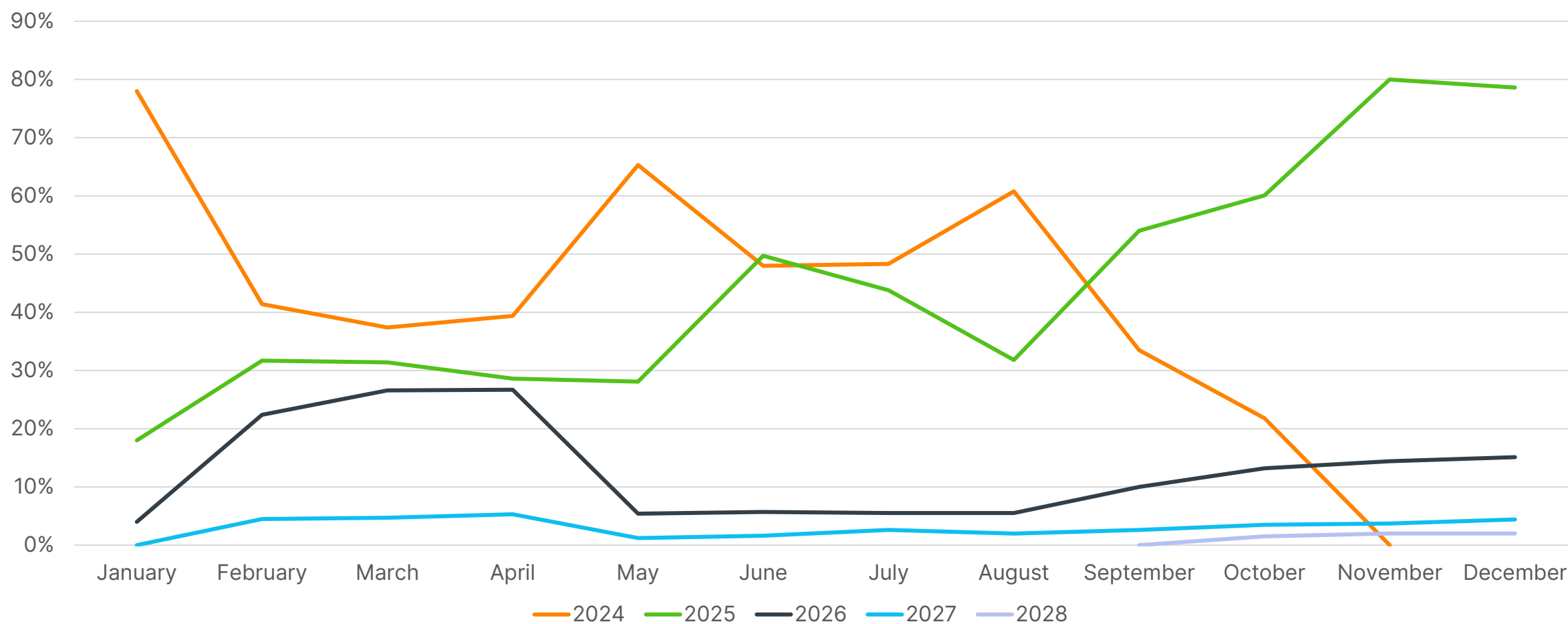
Intended Year of Entry 2024

Source: IDP Google Analytics | 01 Jan 2024 – 31 Dec 2024



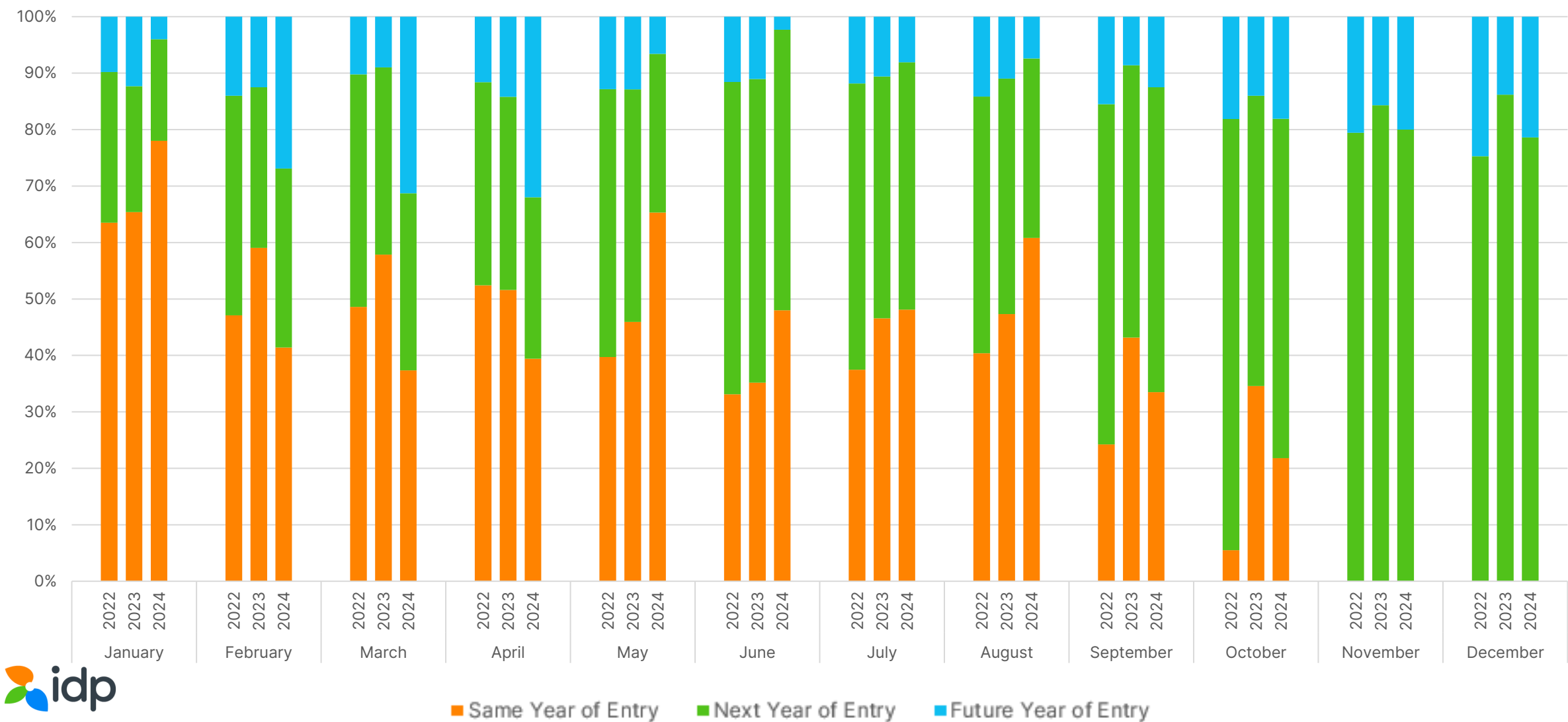
Intended Year of Entry 2024

Source: IDP Google Analytics | 01 Jan 2024 – 31 Dec 2024



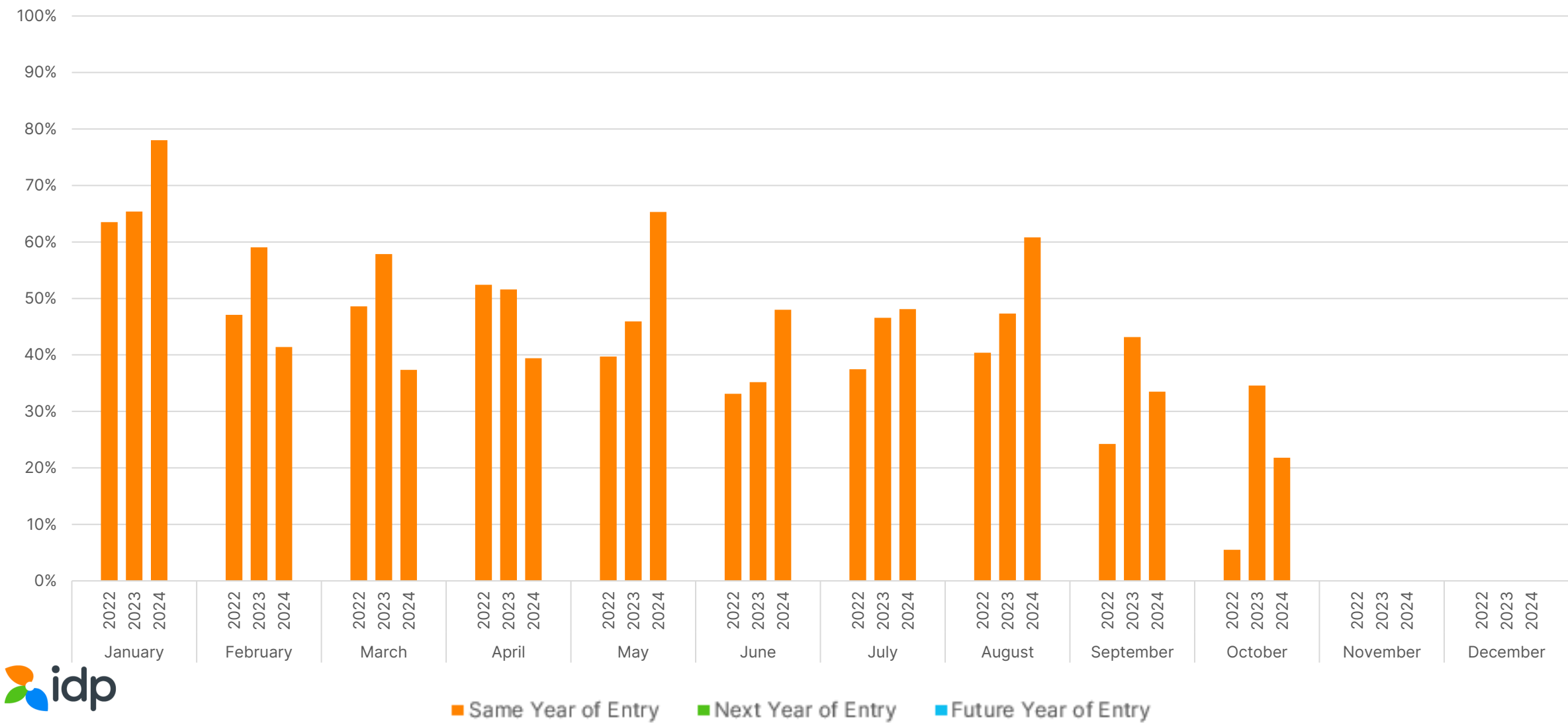
Intended Year of Entry Trends

Source: IDP Google Analytics | 01 Jan 2022 – 31 Dec 2024



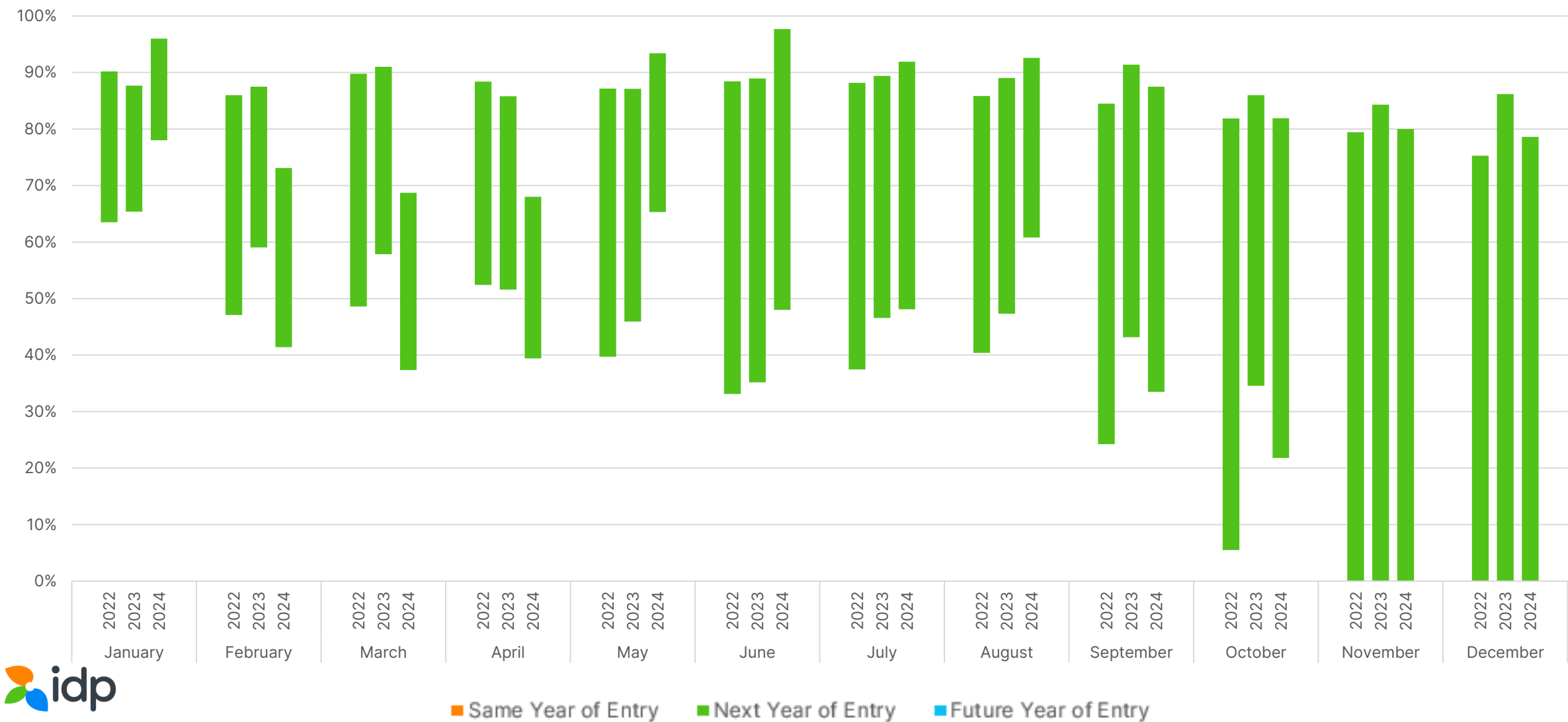
Intended Year of Entry Trends – Same Year Trends

Source: IDP Google Analytics | 01 Jan 2022 – 31 Dec 2024



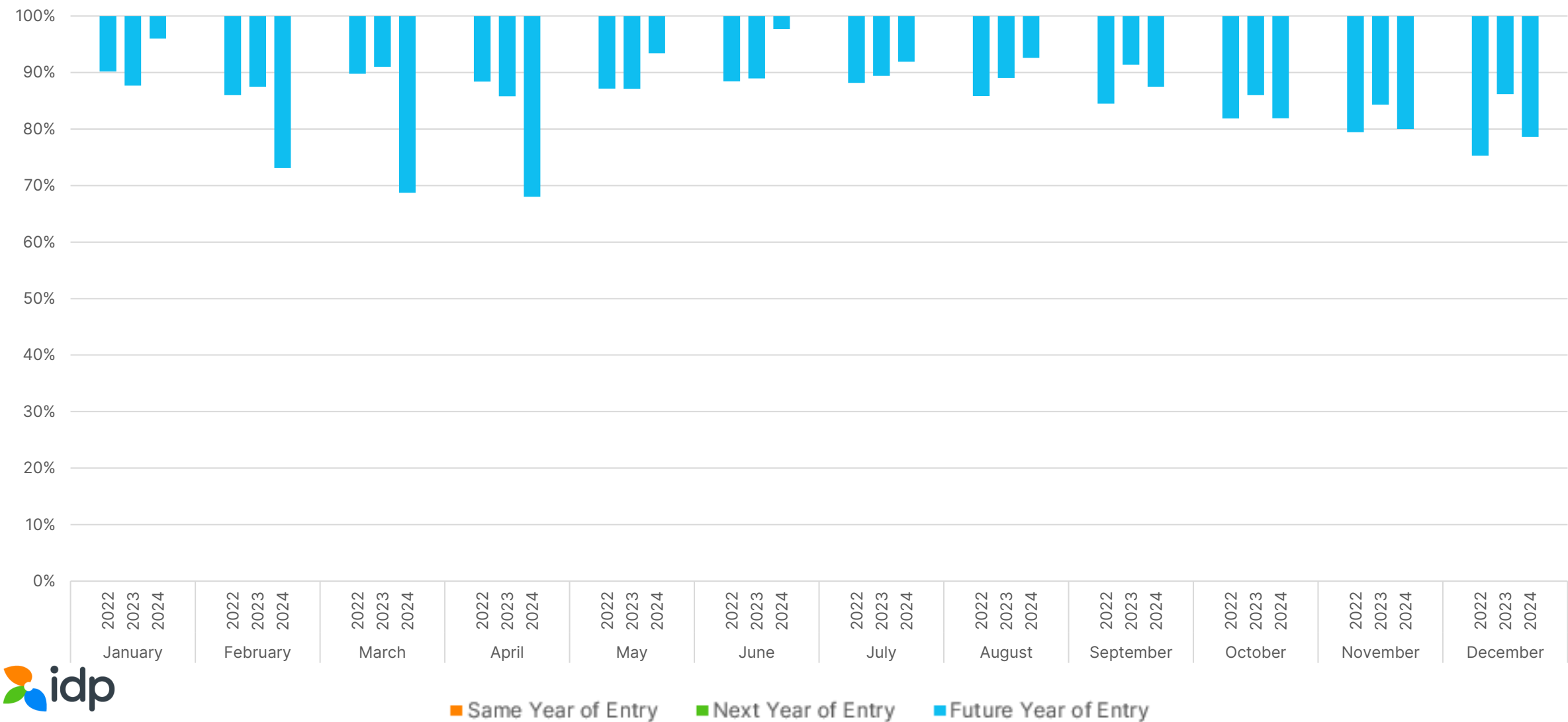
Intended Year of Entry Trends – Next Year Trends

Source: IDP Google Analytics | 01 Jan 2022 – 31 Dec 2024



Intended Year of Entry Trends – Future Year Trends

Source: IDP Google Analytics | 01 Jan 2022 – 31 Dec 2024





In Their Words

What Students Love (and Not So Much)

Whatuni Review Collection

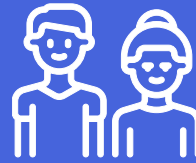
The only Higher Education awards voted for exclusively by students



**Annual Review
Cycle**



**Minimum review
threshold based
on institution
size**



**Verified real
student reviews**



**Data collected
across multiple
categories**



**Full
transparency
with institutions**



What are they saying?

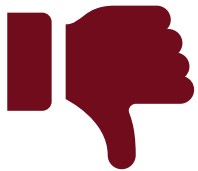
ChatGPT analysis of real student reviews between Mar 2024 – Dec 2024



University Ratings



Universities with high overall ratings are often praised for excellent teaching, diverse extracurricular opportunities, and strong career support.



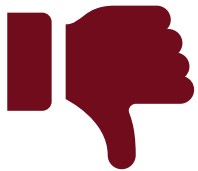
Lower ratings frequently cite issues with responsiveness to student concerns and perceived gaps in the quality of certain services or facilities.



Cost of Living



Affordable universities located in smaller cities or towns are praised for their manageable living costs. Students also appreciate clear financial support or bursaries.



High costs of accommodation and overall expenses in major cities are a common complaint. Many students feel that tuition fees and living expenses aren't matched by the value they receive.



Value for Money



Students in universities that offer robust career opportunities and excellent teaching feel they're receiving good value for their investment.



A recurring theme is dissatisfaction with high tuition fees and a sense that the education provided doesn't justify the cost.



Student Halls



Students appreciate clean, well-maintained halls with modern facilities and good proximity to the campus. Social opportunities and a strong sense of community within halls are also frequently praised.



Complaints often center around high costs, limited availability of halls, and issues with heating, plumbing, or noise. Some students find the allocation process unclear or feel their preferences were not considered.



Property Management



Prompt responses to maintenance requests and helpful property management teams are highly valued by students. Universities that actively communicate about issues and resolve them quickly receive praise.



Students commonly criticise delayed repairs, lack of transparency in handling issues, and insufficient communication about changes to contracts or policies. High fees for minimal support also receive negative feedback.



Internet / WiFi



Universities with reliable and fast WiFi are highly appreciated, especially those with strong connectivity across all campus areas.



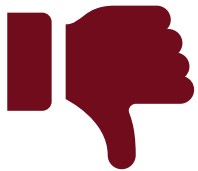
Complaints center around inconsistent coverage, slow speeds during peak times, and lack of reliable connectivity in accommodation.



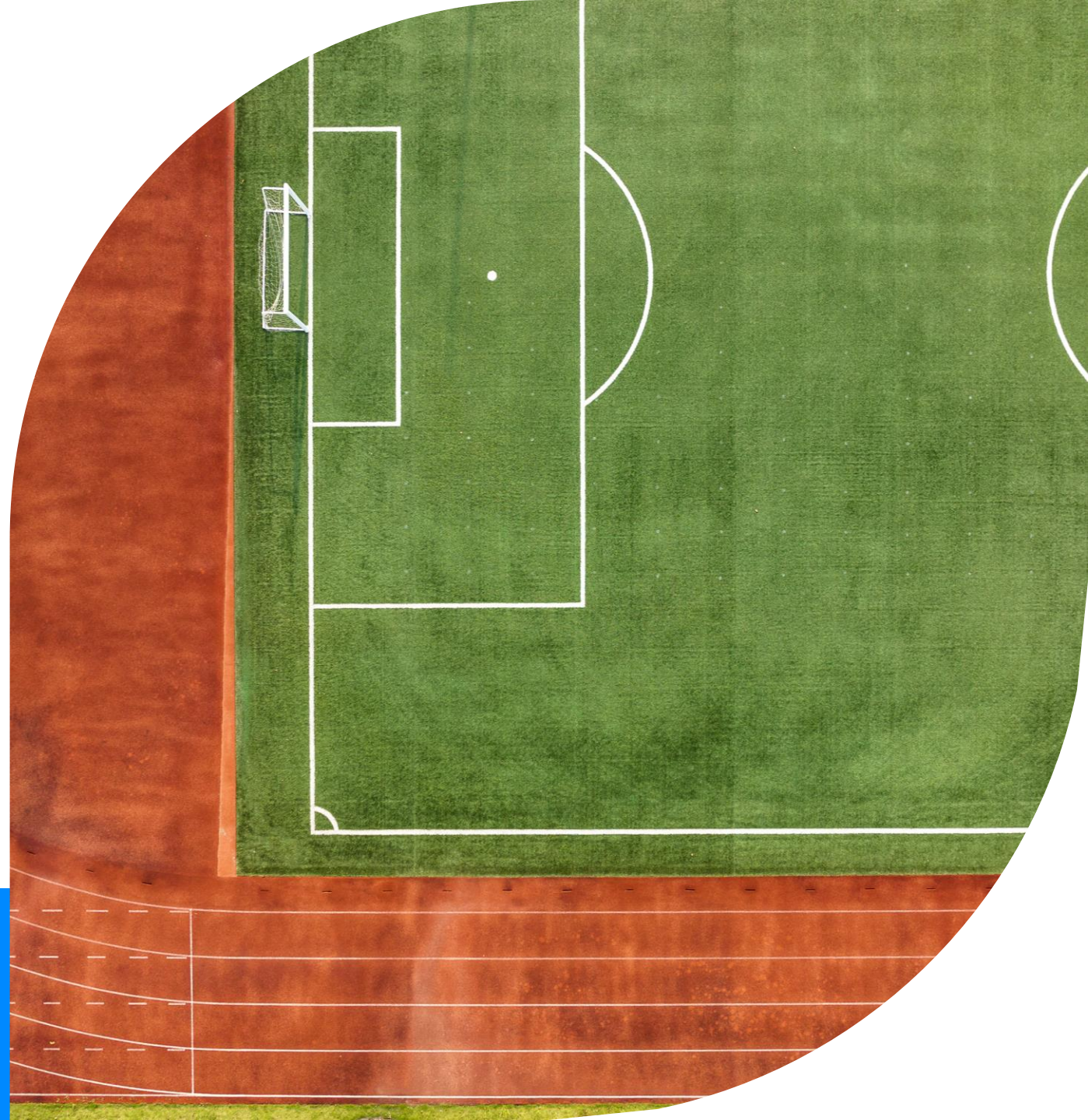
Facilities



Modern libraries, well-equipped labs, and clean, aesthetic campuses receive positive feedback. Students value spaces designed for both individual and group study.



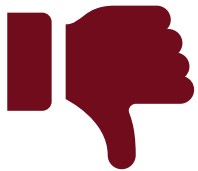
A few students raised concerns about outdated equipment or facilities, overcrowding in study spaces, and maintenance issues in older buildings.



Career Prospects



Many students appreciate the availability of work placements, internships, and career-focused workshops, which they find helpful in preparing for the job market. Universities offering strong links to industry partners are particularly praised.



Some students feel career support services could be more proactive, with better guidance on finding opportunities and clearer communication about available resources.



Student Support



Positive feedback highlights accessible, understanding, and proactive support services. Students value mental health support, academic advisors, and initiatives aimed at improving well-being.



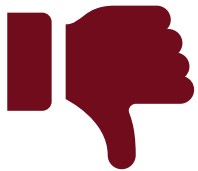
Some students feel support services are understaffed, making it difficult to get timely help. Others report a lack of follow-up or inadequate support for international students or those with specific needs.



Mental Health



Students appreciate accessible mental health services, such as counseling, therapy, and peer support programs. Universities with clear communication about available resources and trained staff who offer empathetic and practical help are particularly praised.



Students often highlight long waiting times for appointments and lack of sufficient staff to handle demand. Criticism of limited awareness campaigns, with some students feeling unsure about how to access services or finding them stigmatised within the campus culture.



Overall Sentiment



Students generally enjoy the social and academic environment at universities. They value community-driven experiences, opportunities for personal growth, and supportive lecturers.



A small percentage of reviews reflect dissatisfaction with administrative efficiency and communication from university staff.





What We've Learned

Key Takeaways for Navigating
2025 and Beyond

Key Takeaways



Government Policy over the last year has impacted demand from both international and domestic students and has had a disproportionate impact on institutions across the board.



Students remain uncertain about choices, but trends show that students are trying to inform themselves to be aware of all their opportunities. The linear “traditional” path is no longer the only option for students.



While students in most regions do prioritise local institutions, majority of students have been keener this year than years prior to migrate away from home for university.



As cost-of-living eases, students are straying from subjects with “clear” post-graduate routes and are more open to alternative subjects in line with their preferences.



Users are increasingly taking longer to finalise their choices for university, reflecting uncertainty in the sector. Future generations are starting to research their choices earlier indicating that the conversion cycle is getting extended.



Factors like cost-of-living, student support, facilities, & accommodation have been important for student satisfaction and investment in these will be key in making institutions attractive.

Questions?

ukclientpartnerships@idp.com