



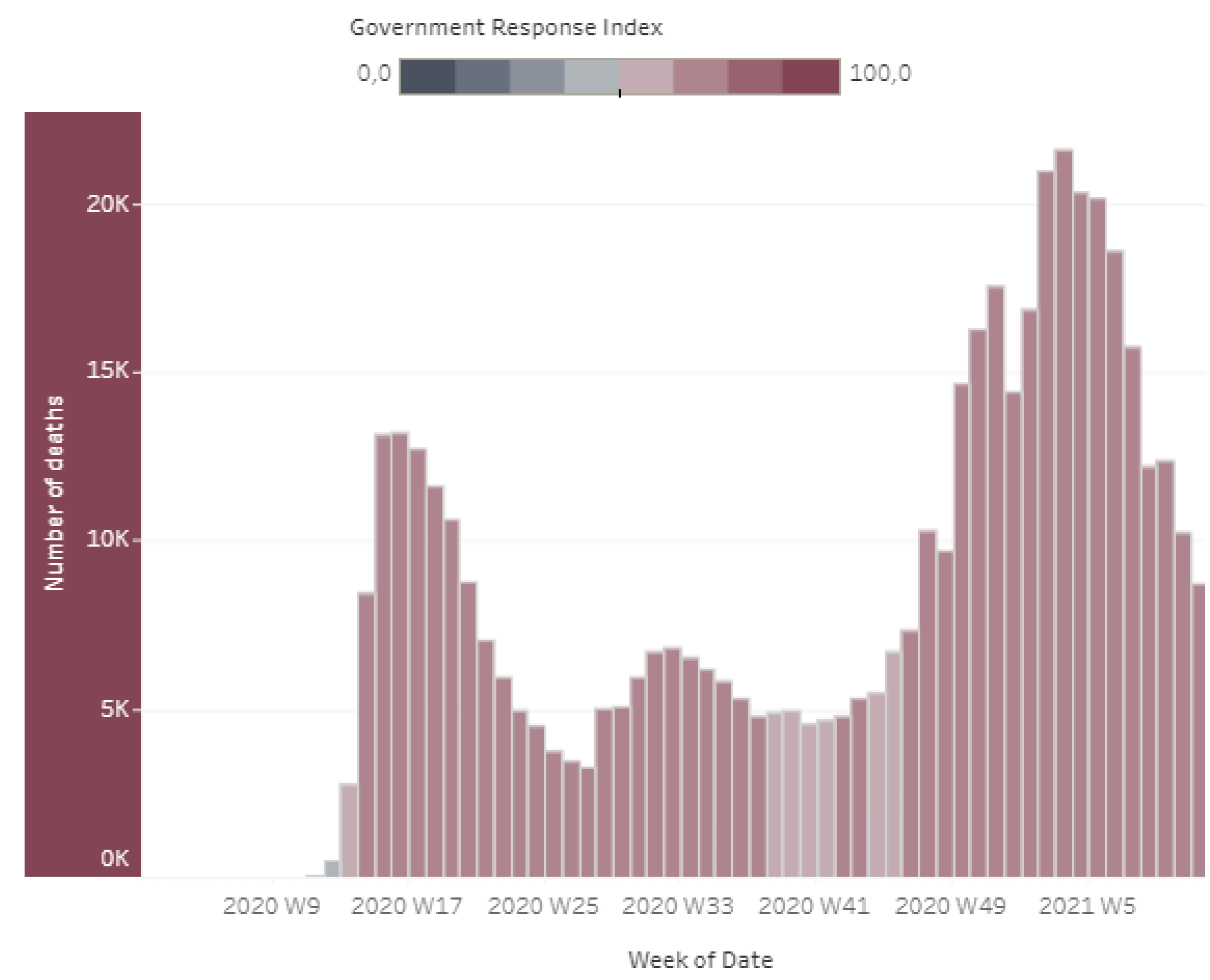
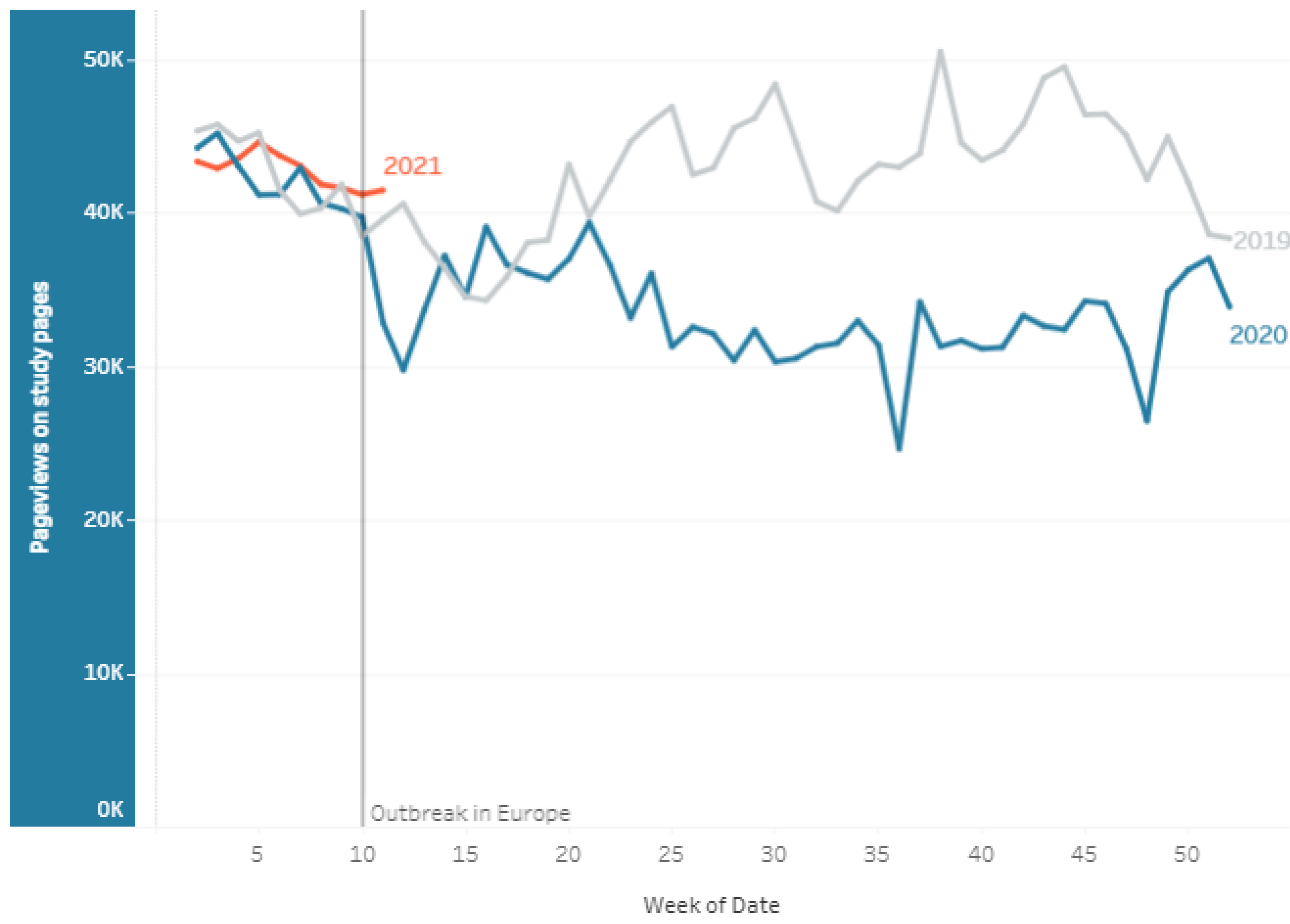
Around the World in 60 Minutes with Data:
How 2020 changed International Student Interest for the United States & Canada

Who I am

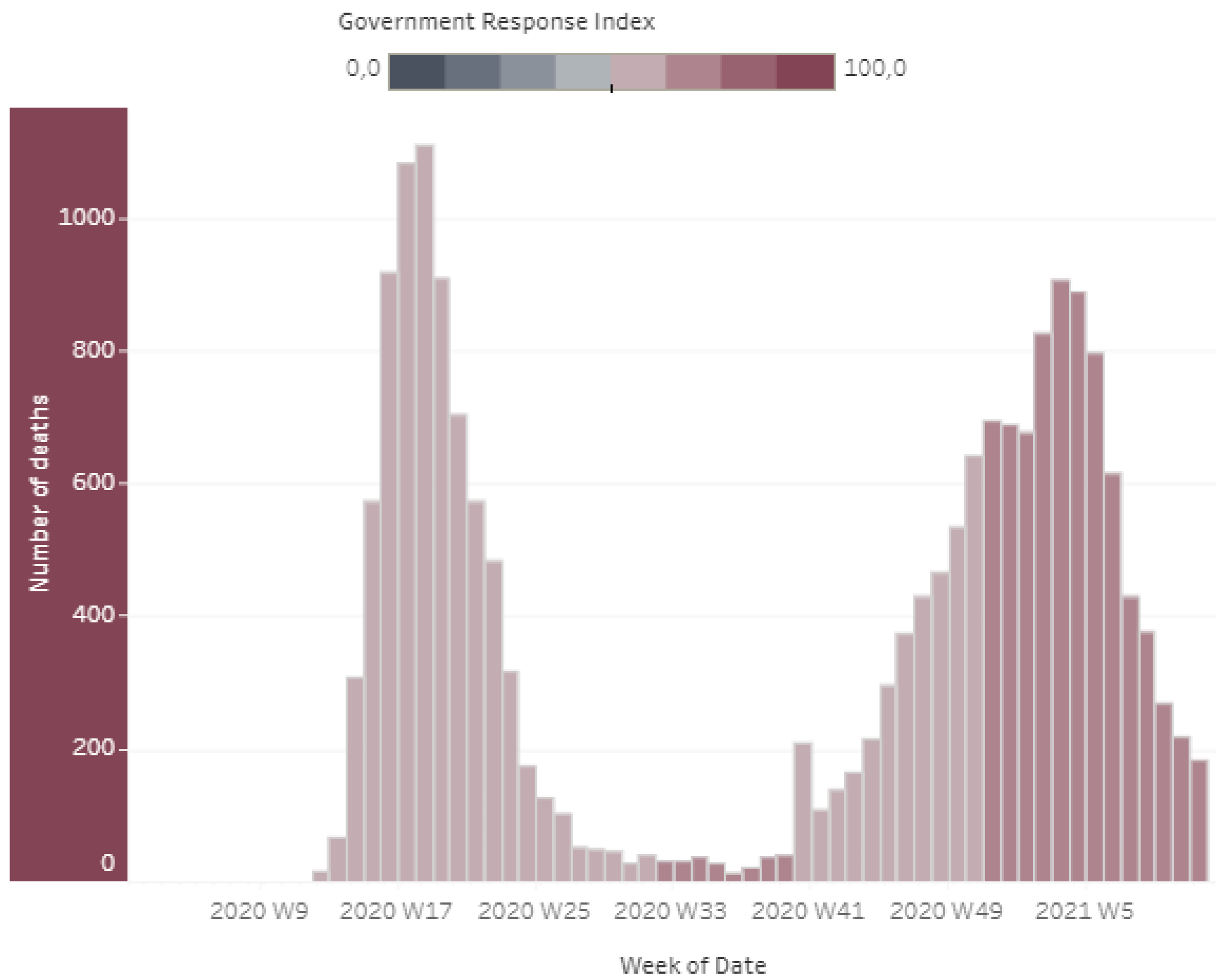
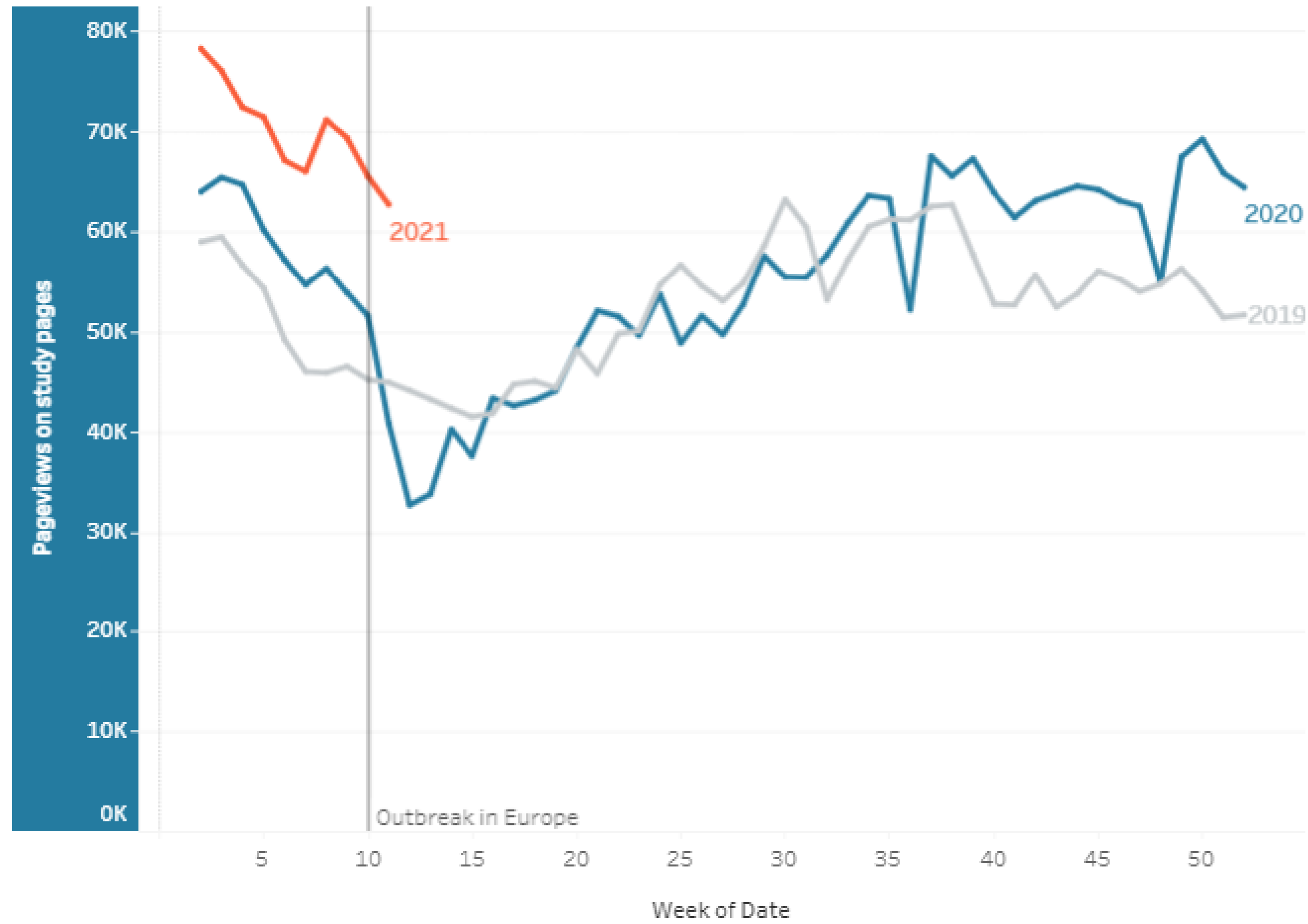


Thijs van Vugt
Director Analytics and Consulting

Student interest for USA in 2020



Student interest for Canada in 2020



Globally, we saw interest for English-taught programmes change by

-2.9%

in 2020 compared to 2019. Which has by now changed to

+4.0%

when taking Jan-March 2021 into account

Interest for on-campus programmes saw a change of

-5.4%

while interest for online programmes changed by

+5.9%

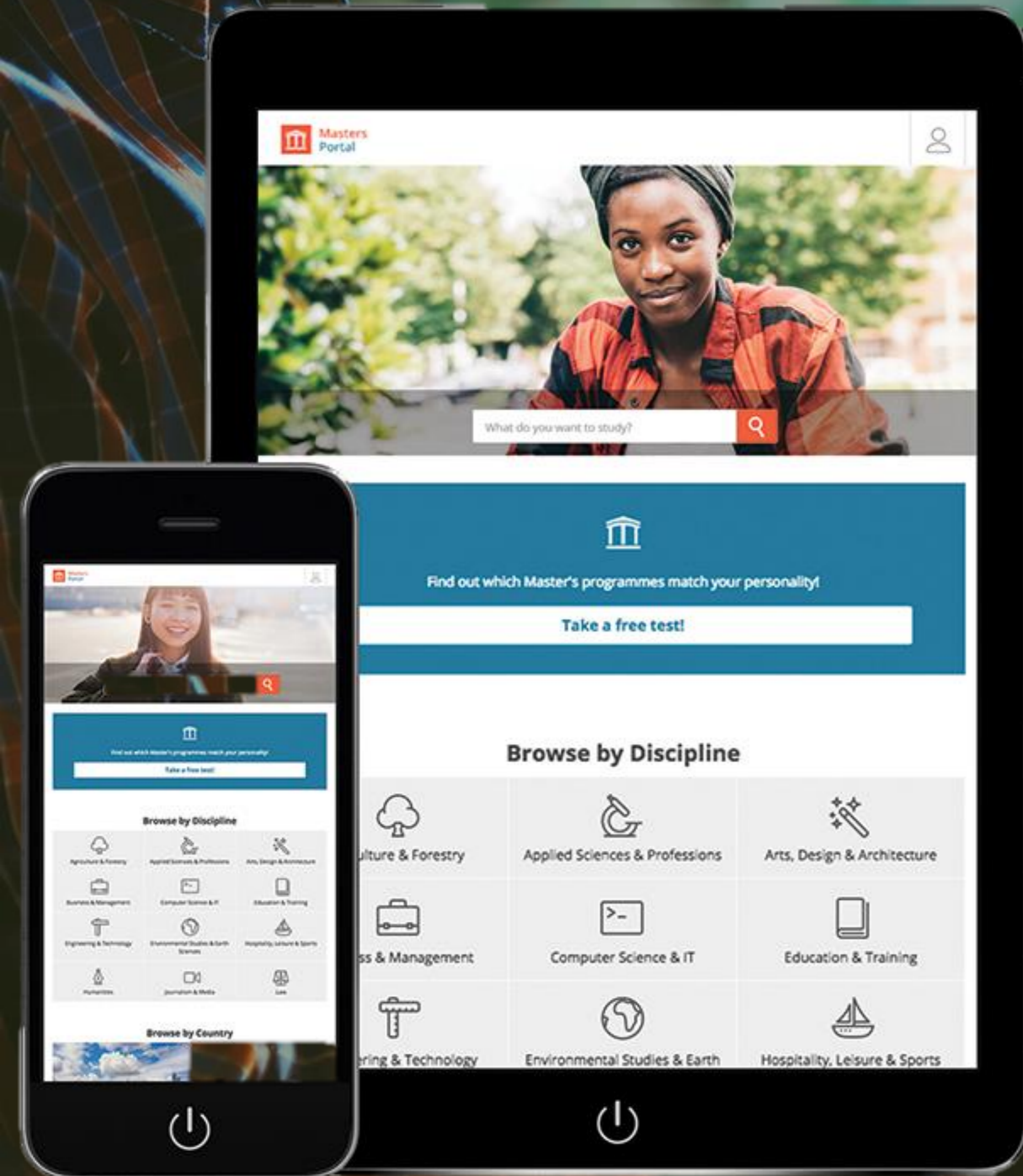
Interest for undergraduate programmes changed by

-2.7%

while interest for graduate programmes changed by

-3.9%

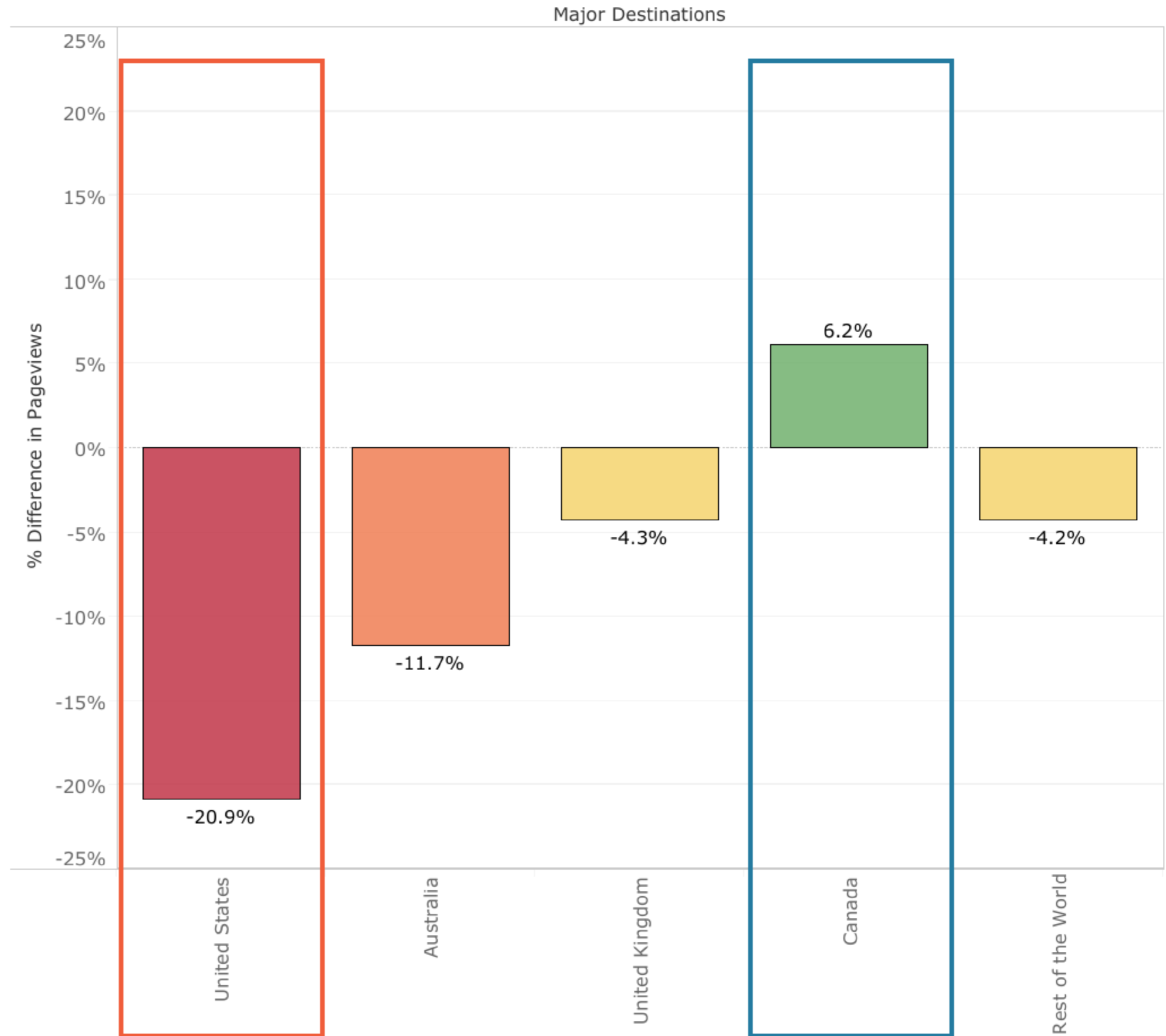
Prospective students
visit our websites
1 to 2 years
before they enrol



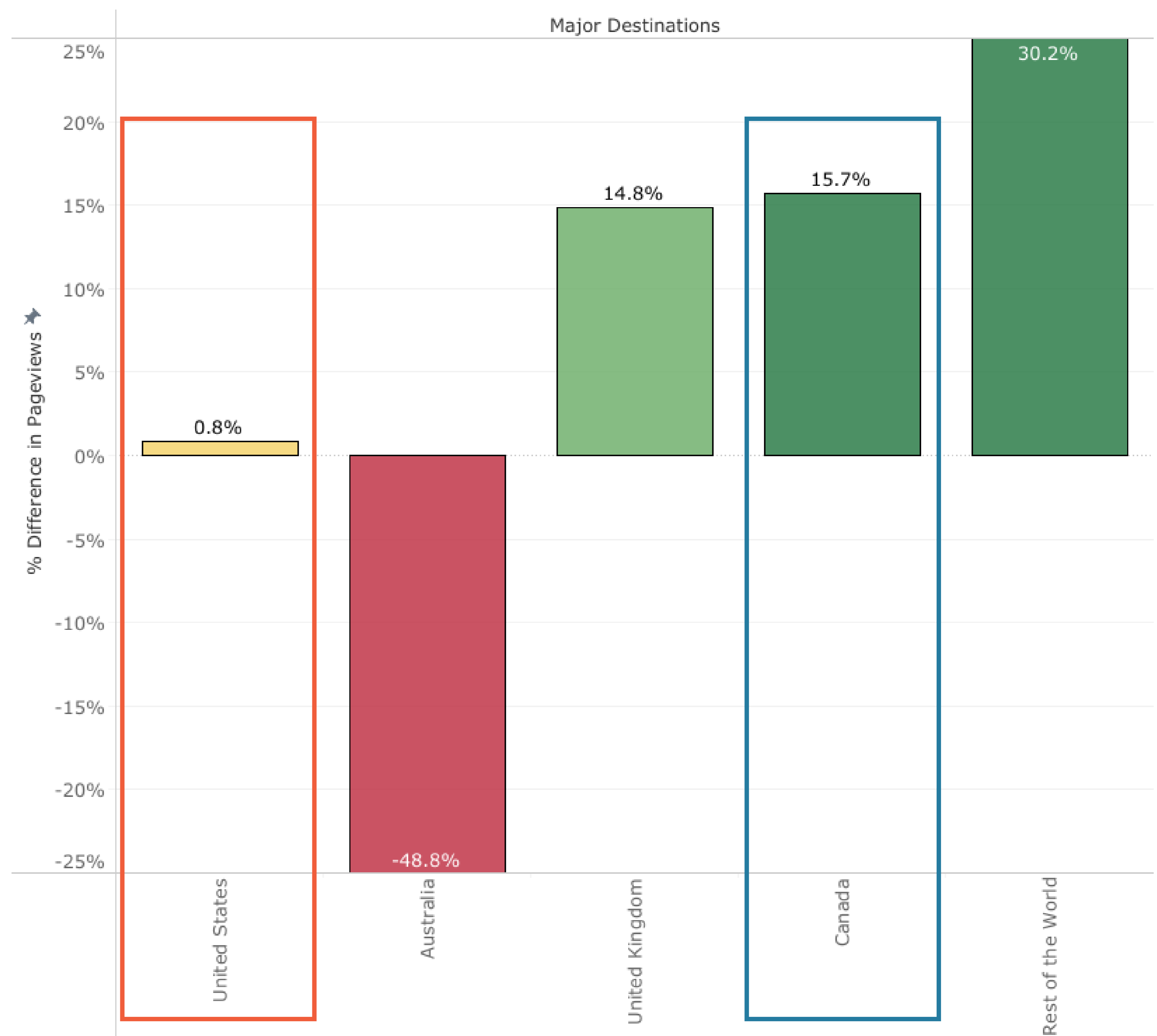
**Impact of COVID-19 on
International Students' Interest
in the
USA & Canada**

Differences in student interest for **on-campus**, full degree programmes

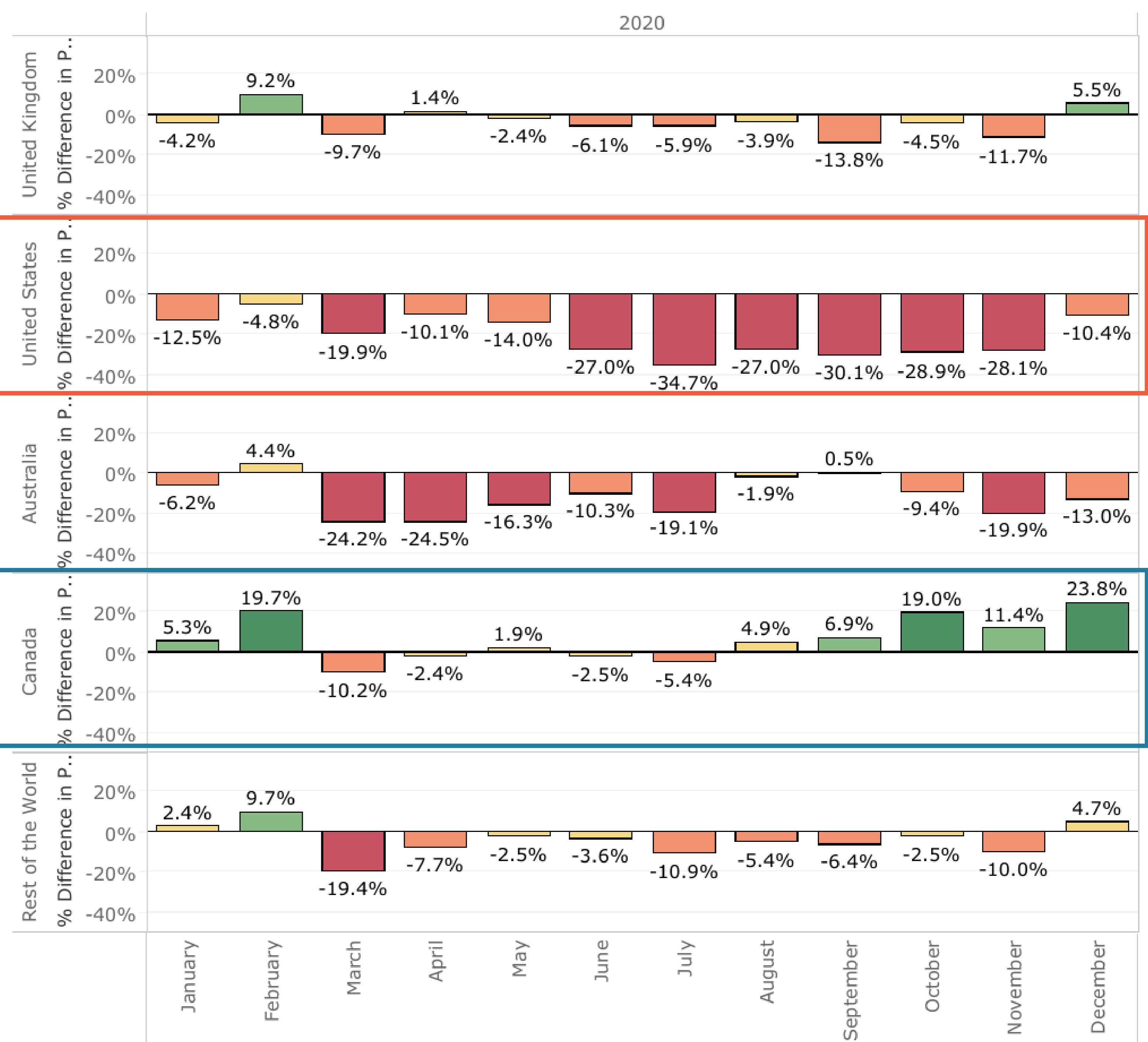
2020: What happened?



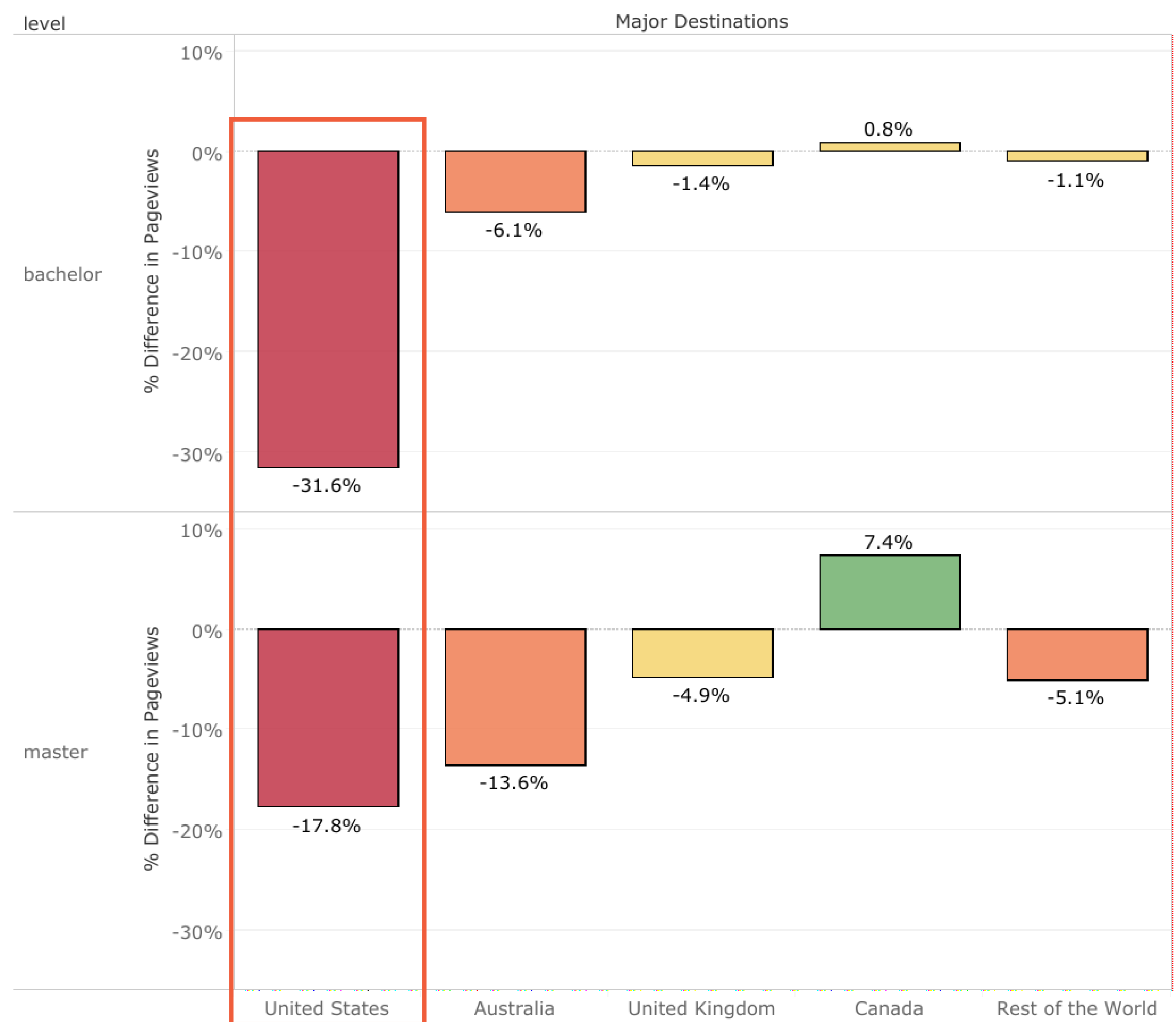
Differences in student interest for **online**, full degree per level



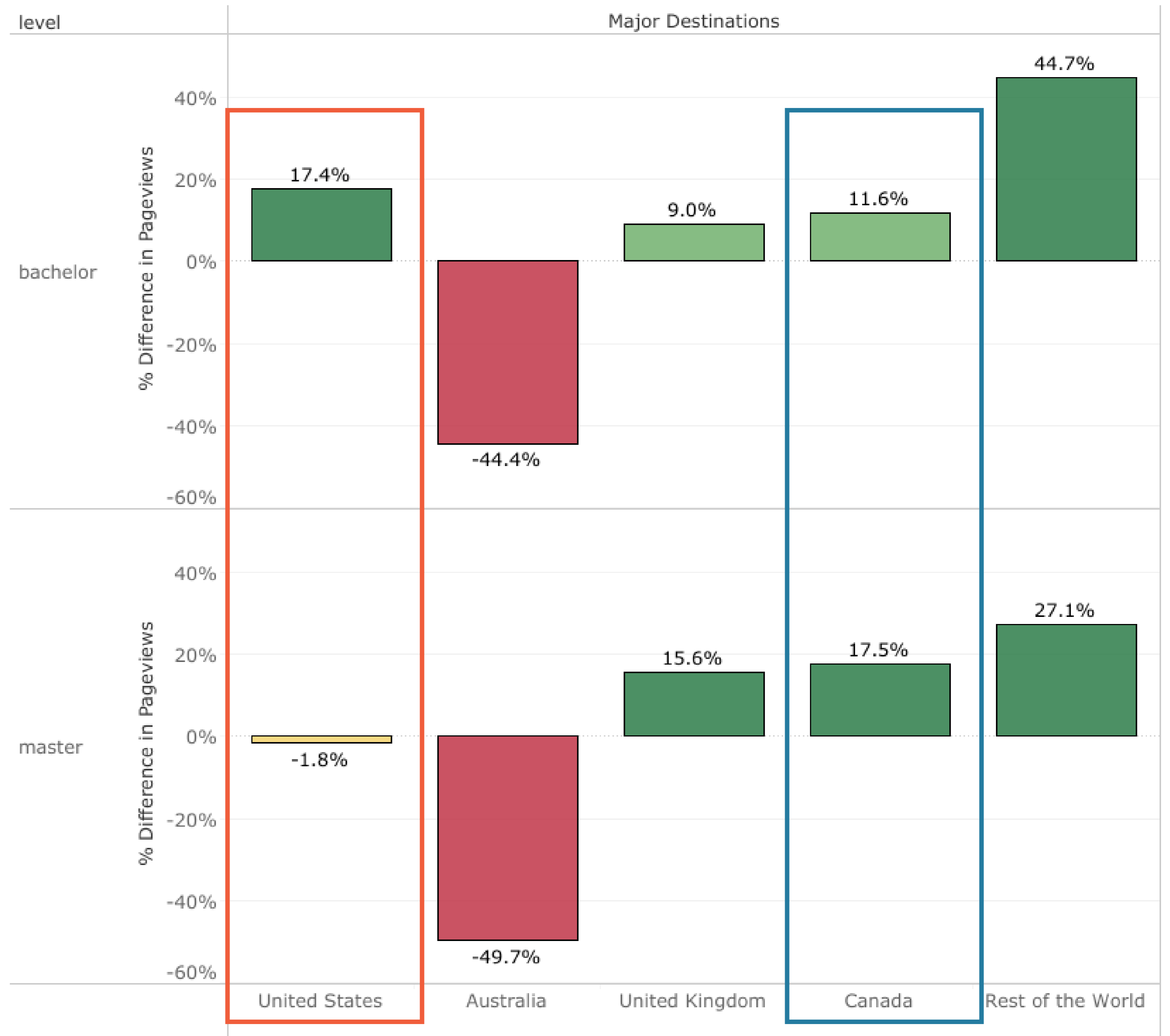
Differences in student interest for **on-campus**, full degree per month



Differences in student interest for **on-campus**, full degree per level

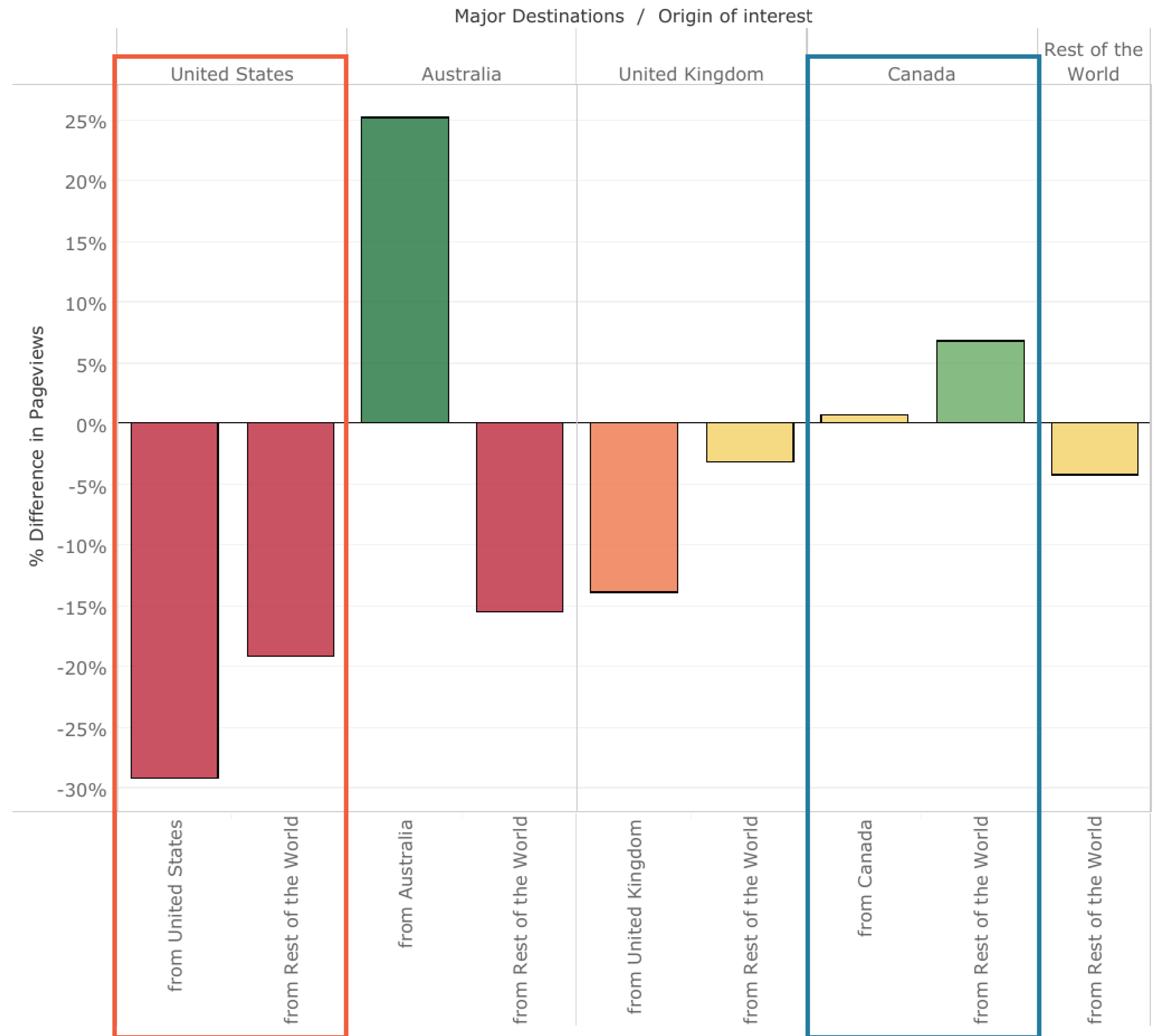


Differences in student interest for **online**, full degree per level



Differences in student interest for **on-campus**, full degree per level

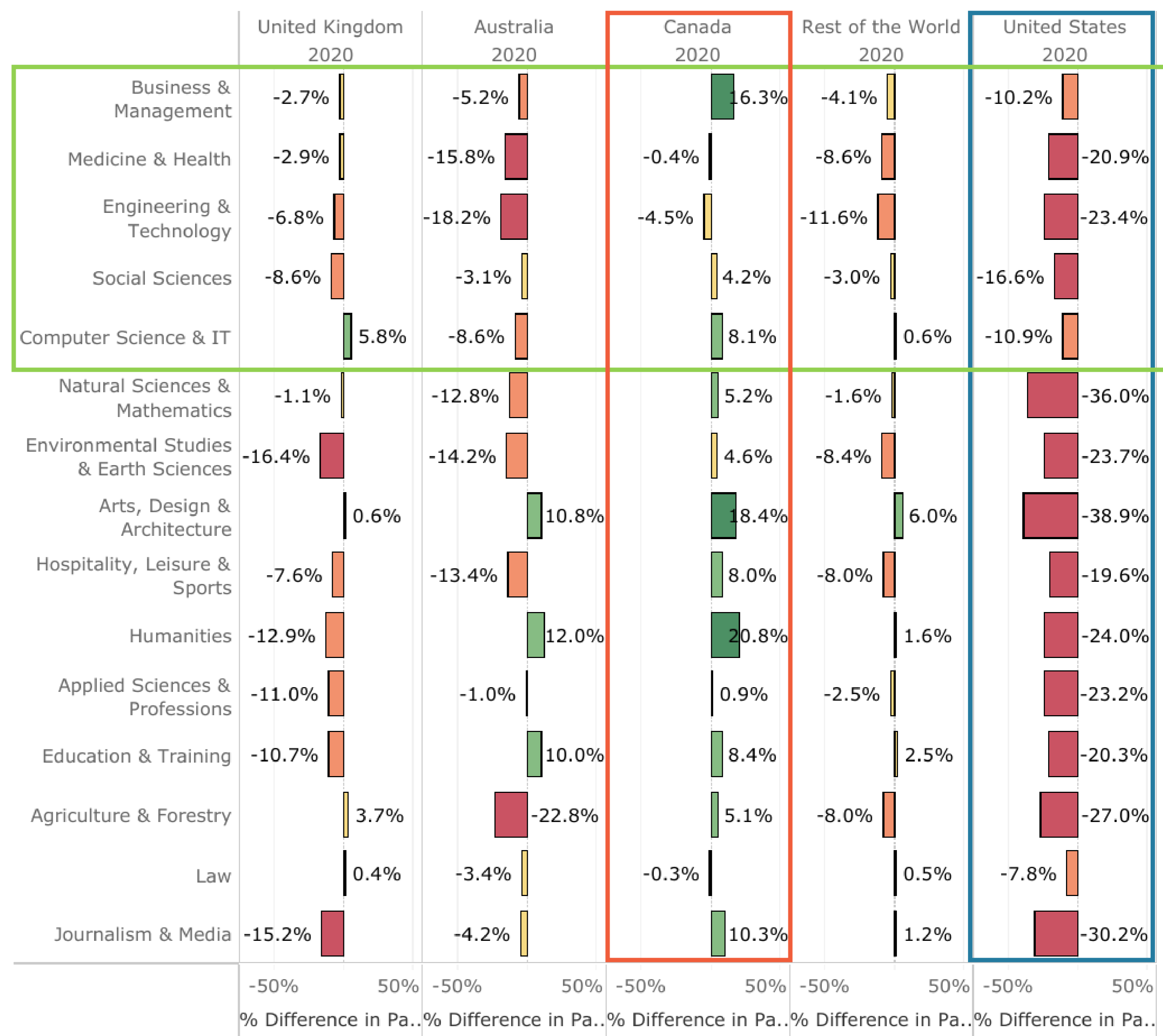
Domestic vs overseas



Differences in student interest for **on-campus**, full degree programmes

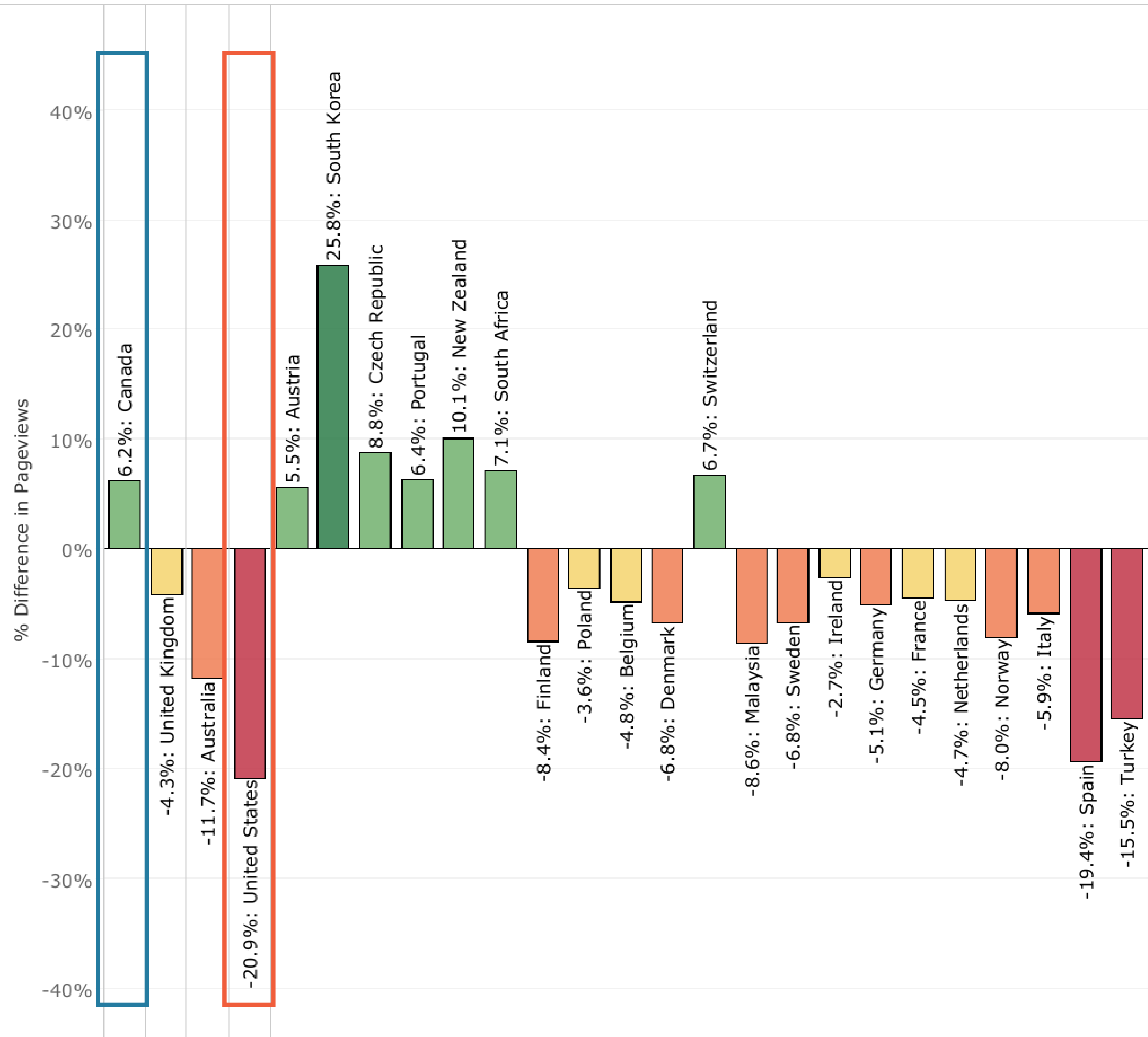
Main destination countries

Discipline breakdown



Changes in student interest for top destination countries – **on-campus**, full degree programmes

Who came out best?

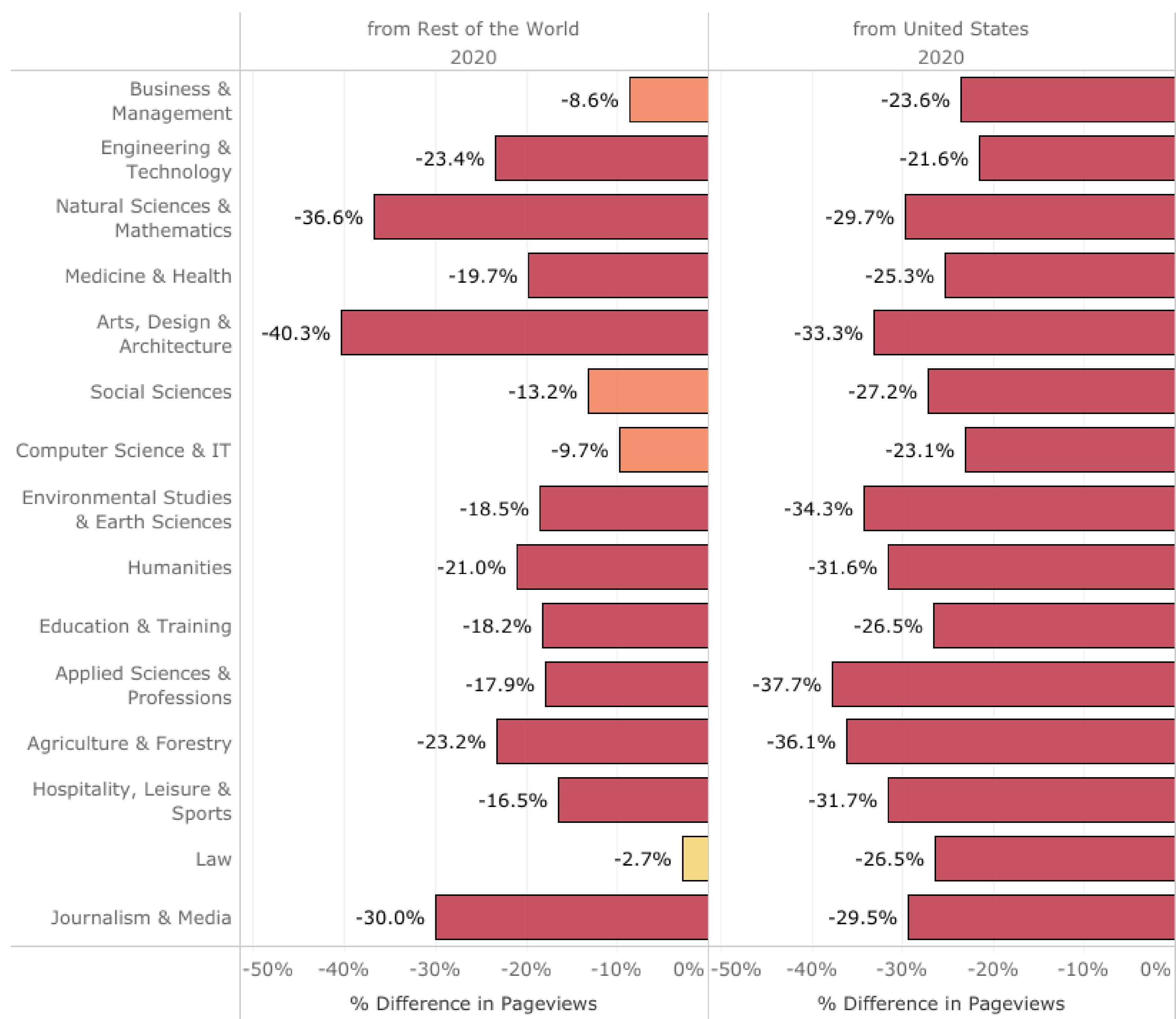


Impact of COVID-19 on International Students' Interest in the USA

Differences in student interest for **on-campus**, full degree programmes

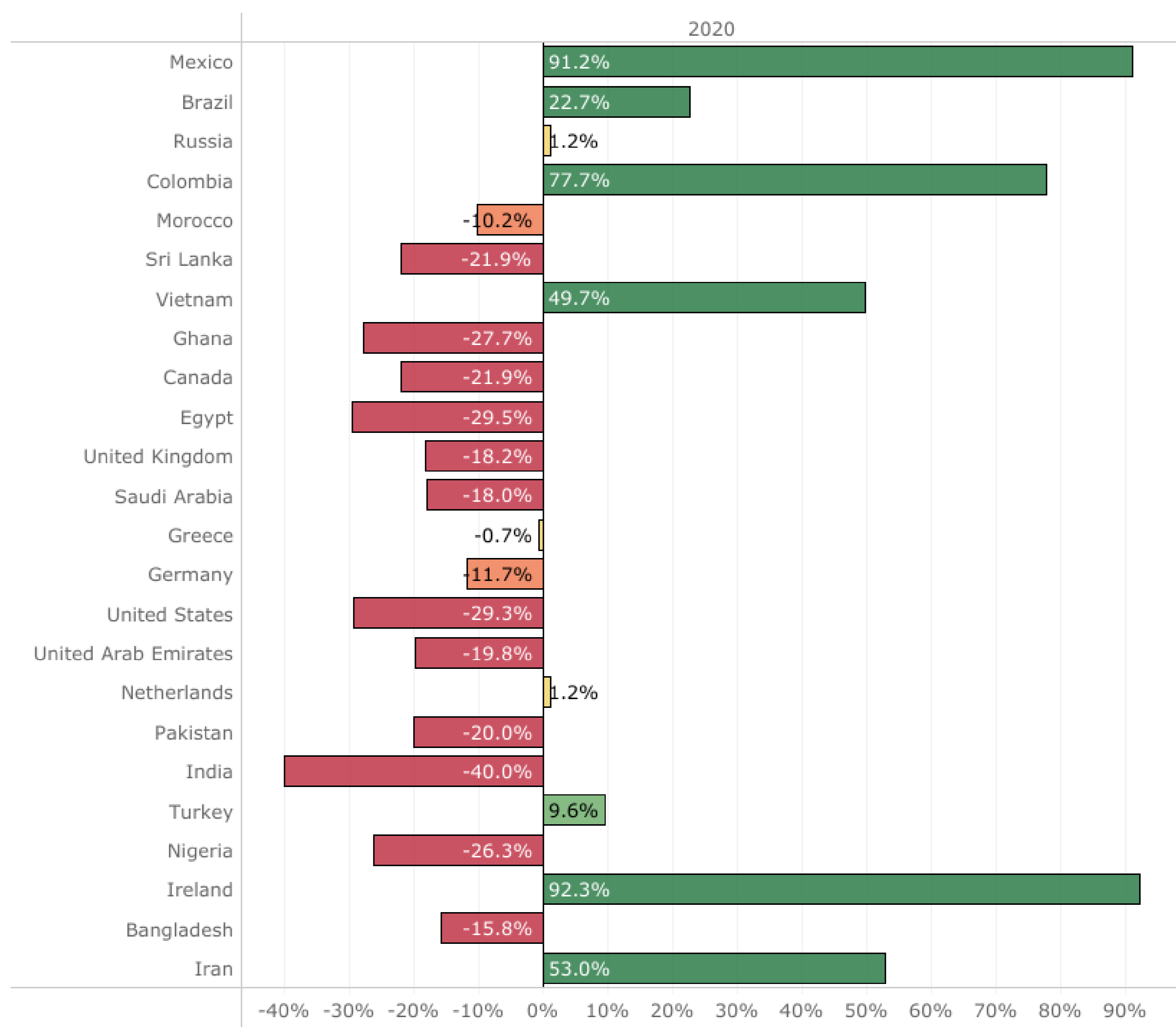
Destination USA
Discipline breakdown

Domestic vs Overseas



Changes in student interest for top origin countries – **on-campus**, full degree programmes

Destination USA

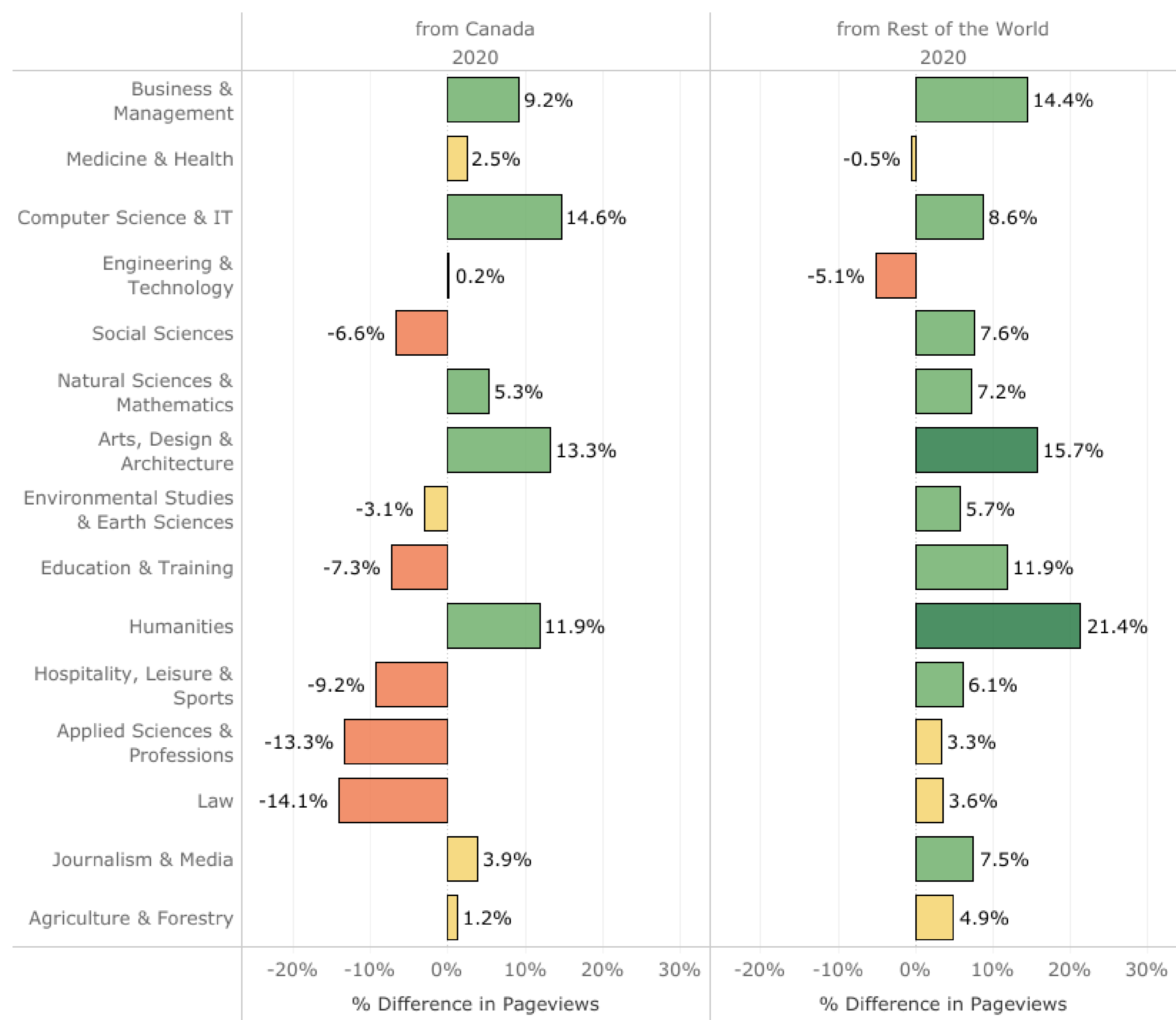


Impact of COVID-19 on International Students' Interest in the Canada

Differences in student interest for **on-campus**, full degree programmes

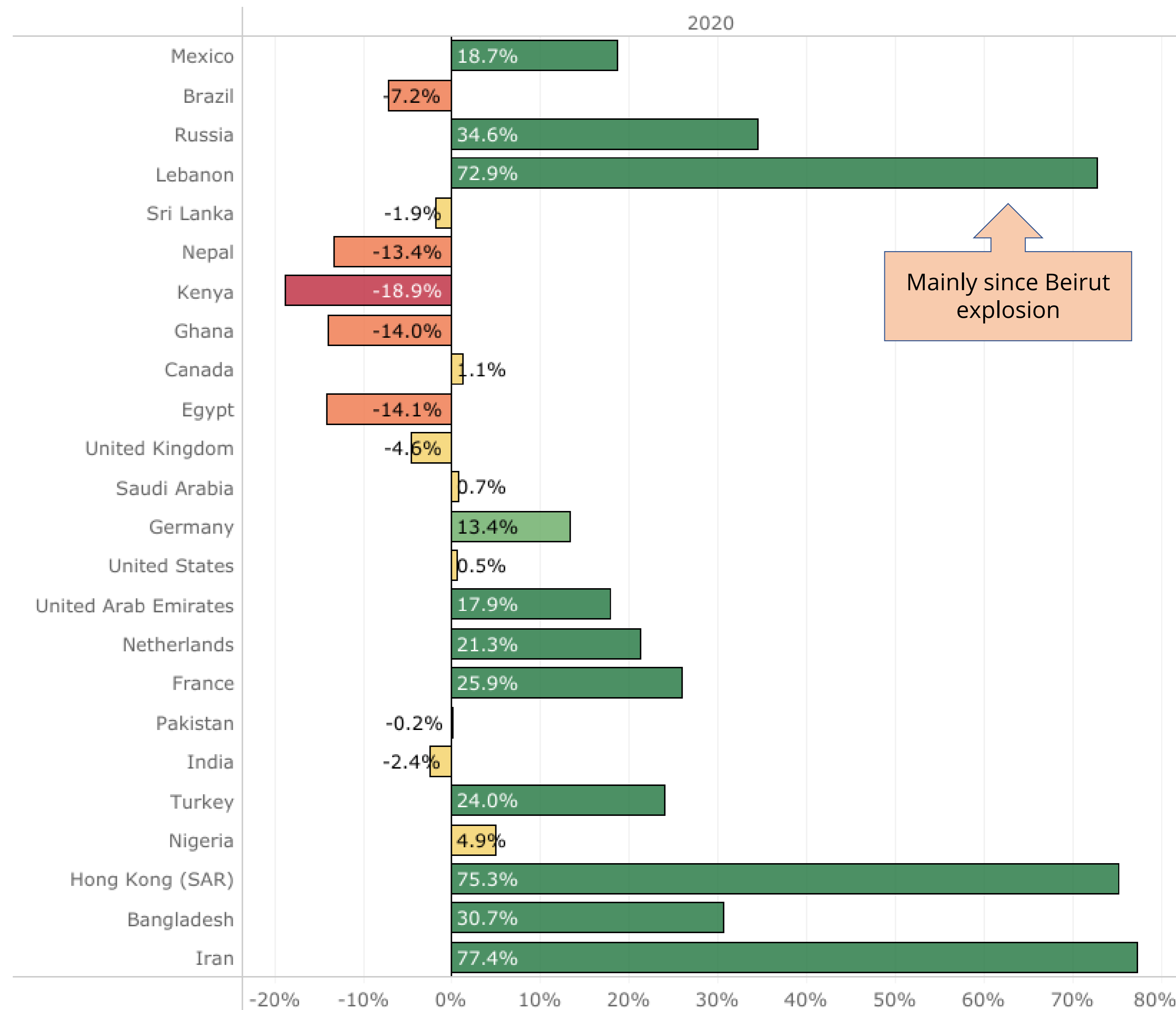
Destination Canada
Discipline breakdown

Domestic vs Overseas



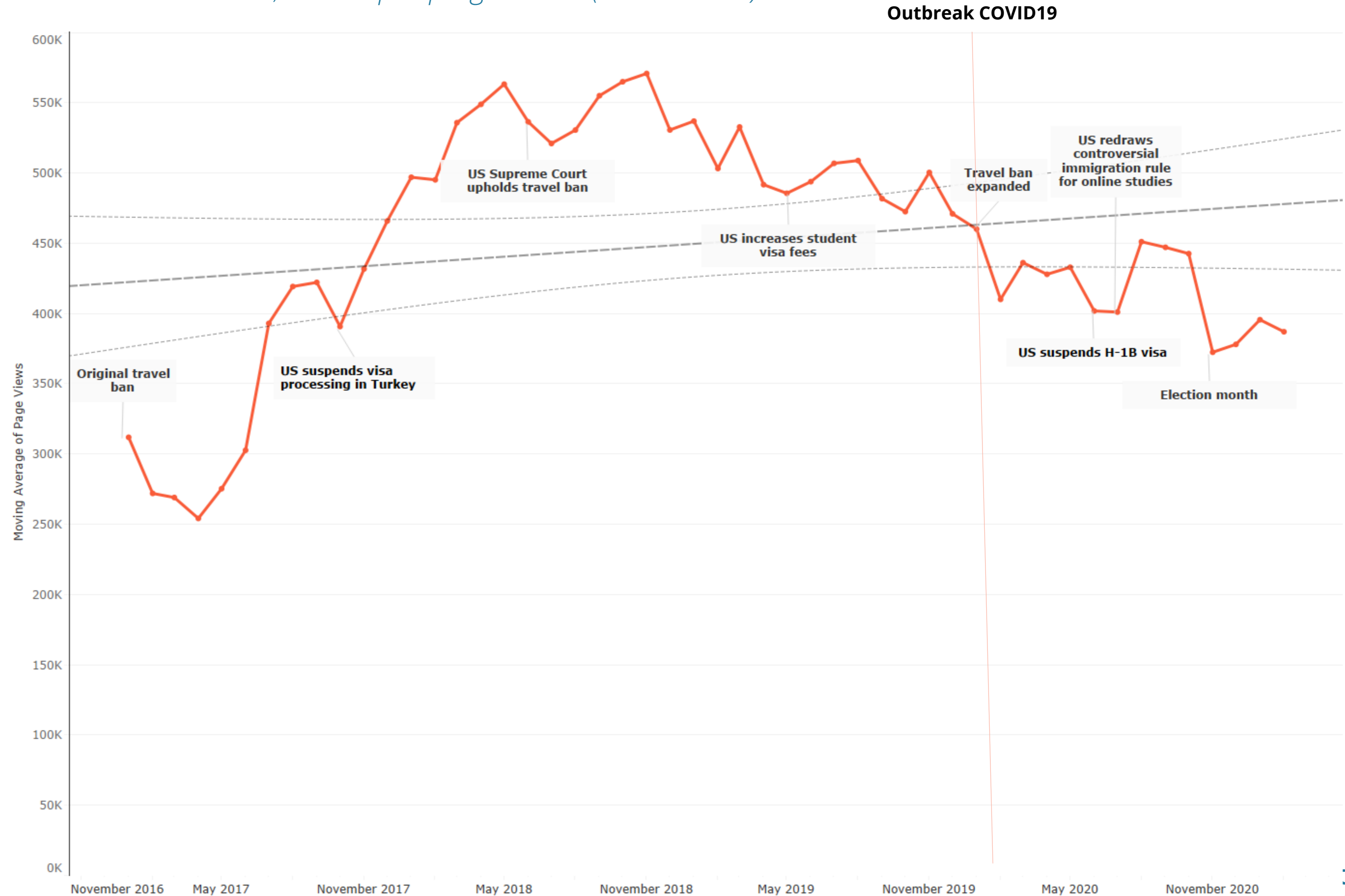
Changes in student interest for top origin countries – **on-campus**, full degree programmes

Destination Canada



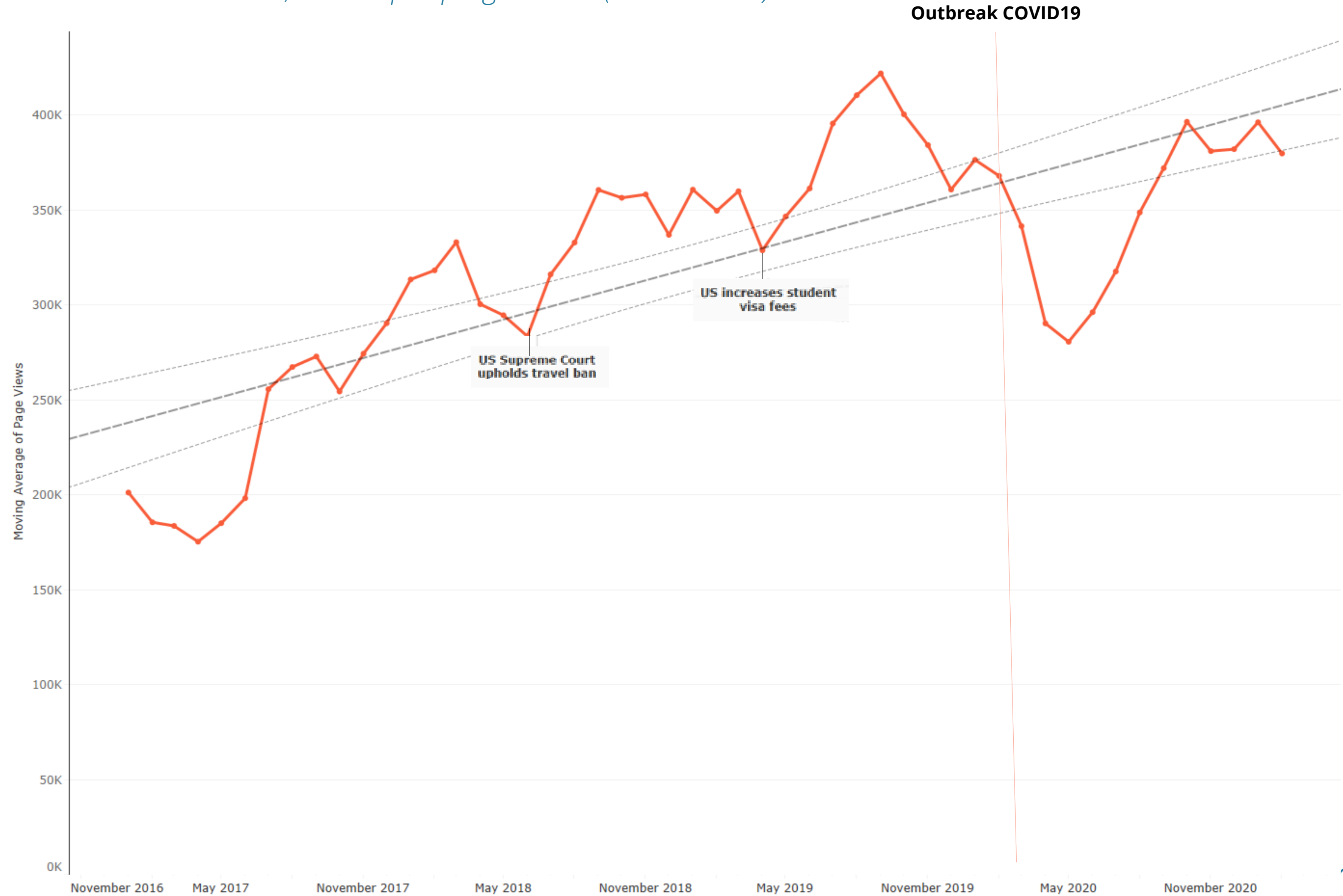
Interest for destination USA

Bachelors & Masters, on campus programmes (2017 – 2021)



Interest for destination Canada

Bachelors & Masters, on-campus programmes (2017 - 2021)



Thank you!

Questions?

vanvugt@studyportals.com