

Around the World

with Data in 60 Minutes

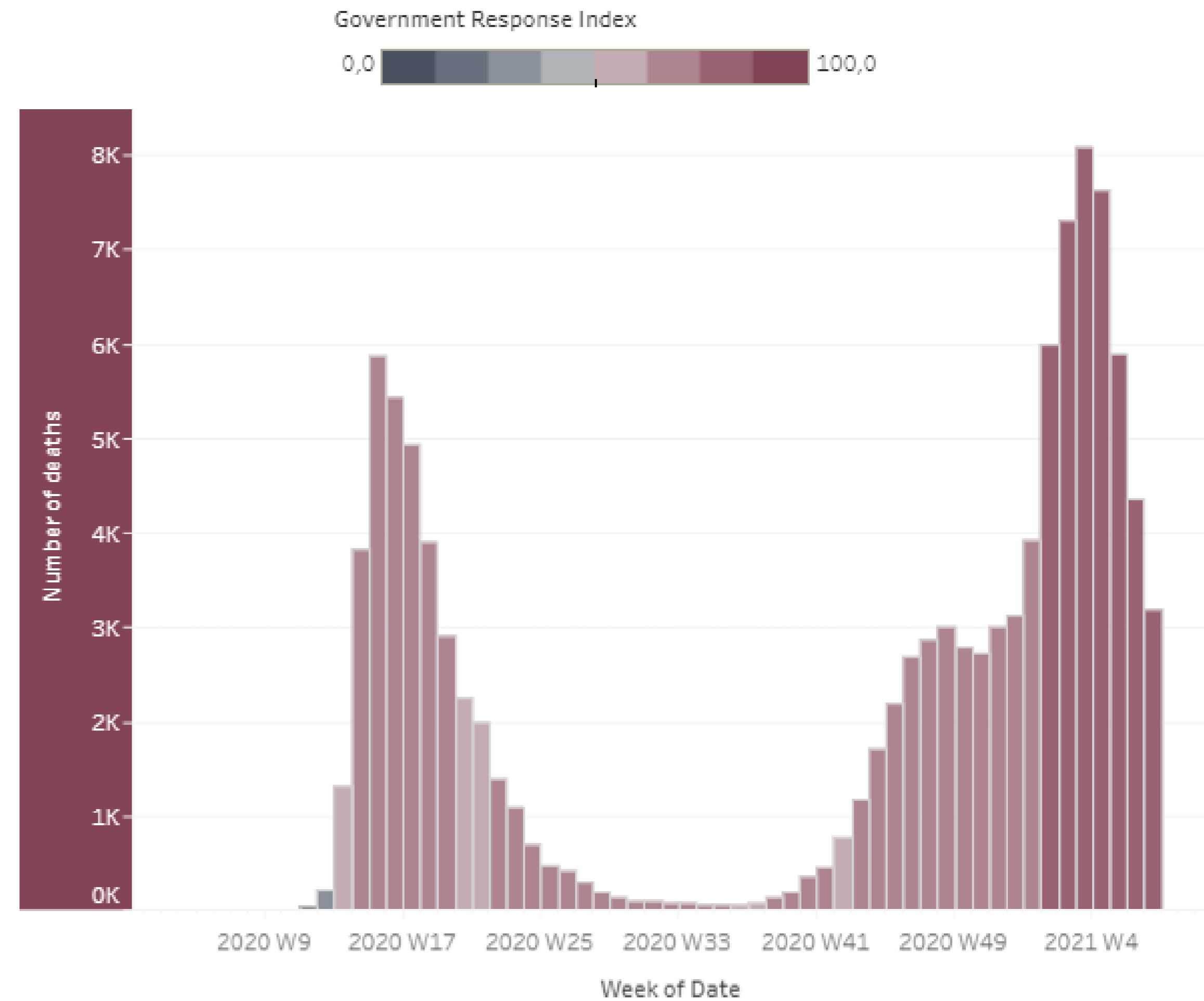
How 2020 changed International Student Interest

Who I am



Thijs van Vugt
Director Analytics and Consulting

Student interest for UK in 2020



Student interest for UK in 2020



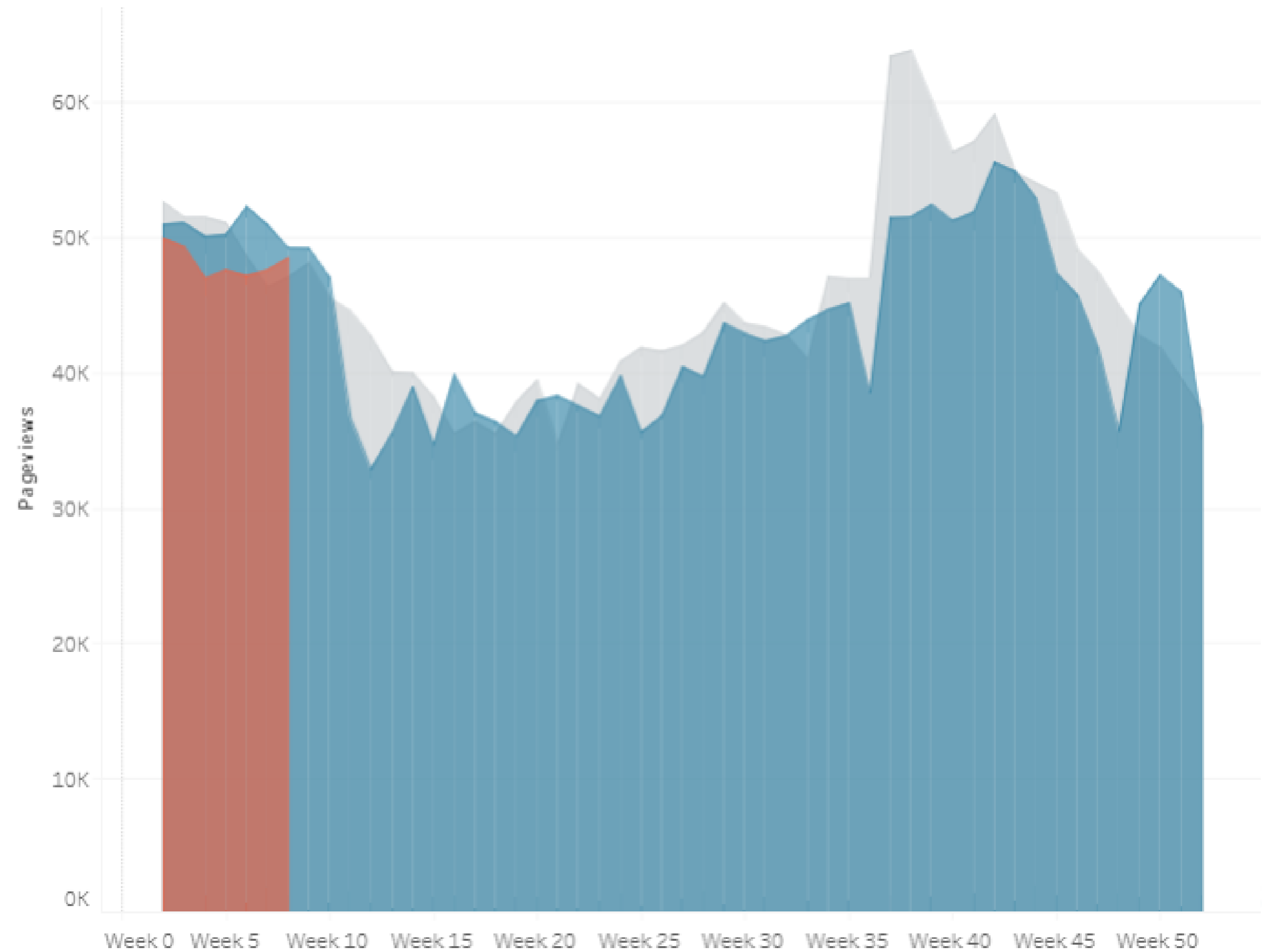
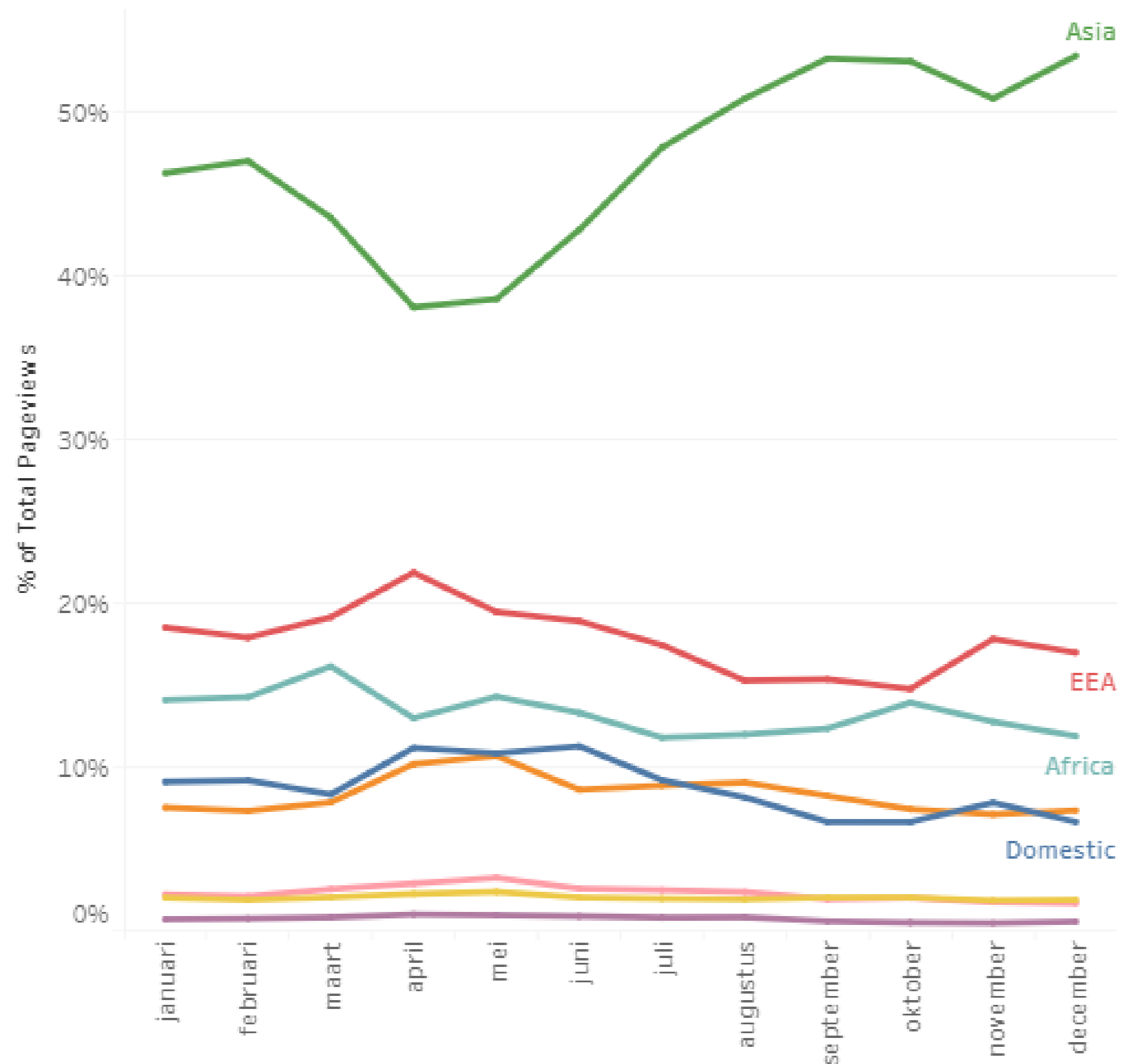
- Africa
- Asia
- Domestic
- EEA
- North America
- Oceania
- Other Europe
- South America

Regions:

Country:

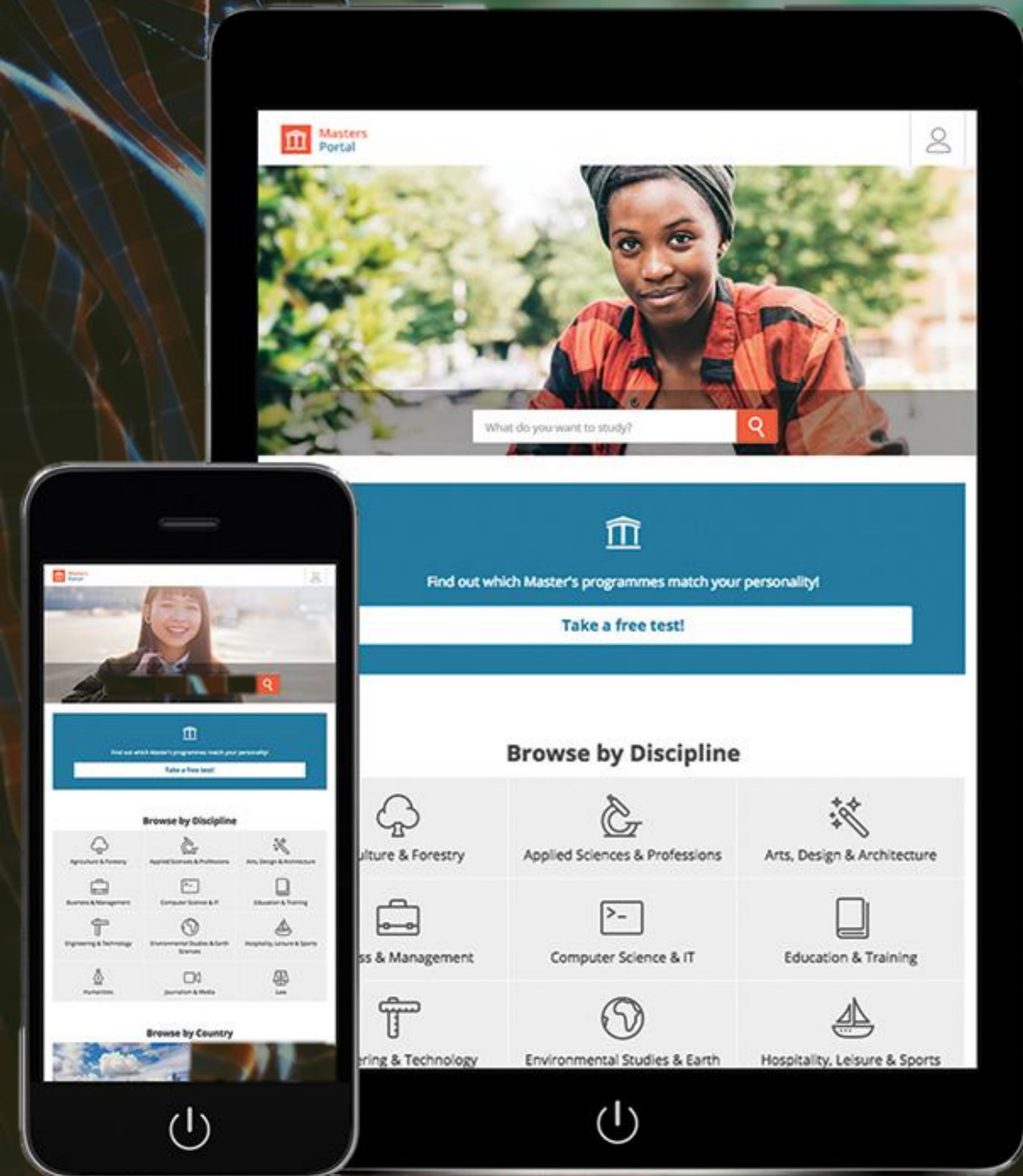
- 2021
- 2020
- 2019

Destination Country United Kingdom to Different Regions



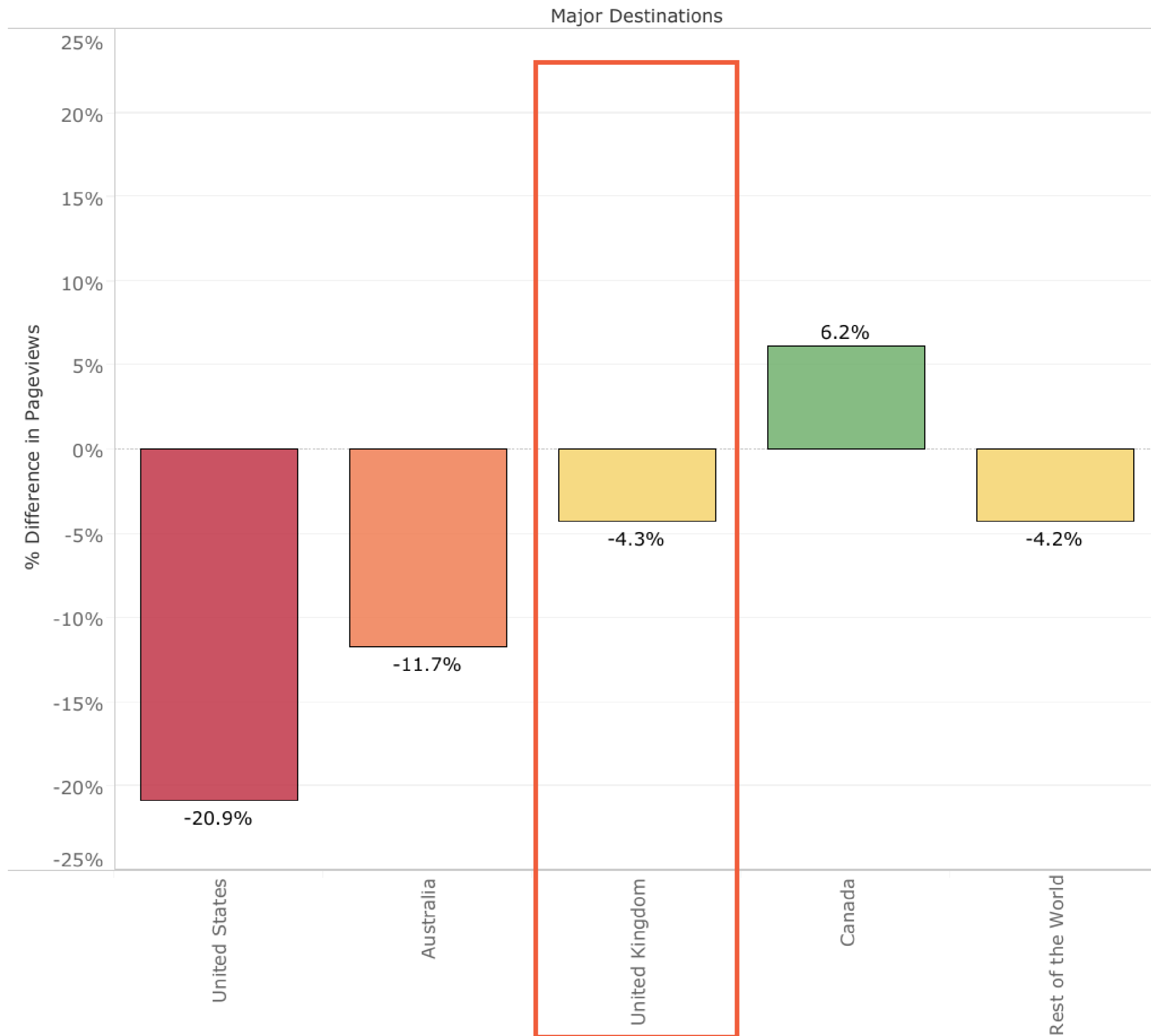
Impact of COVID-19 on International Students' Interest in the United Kingdom

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

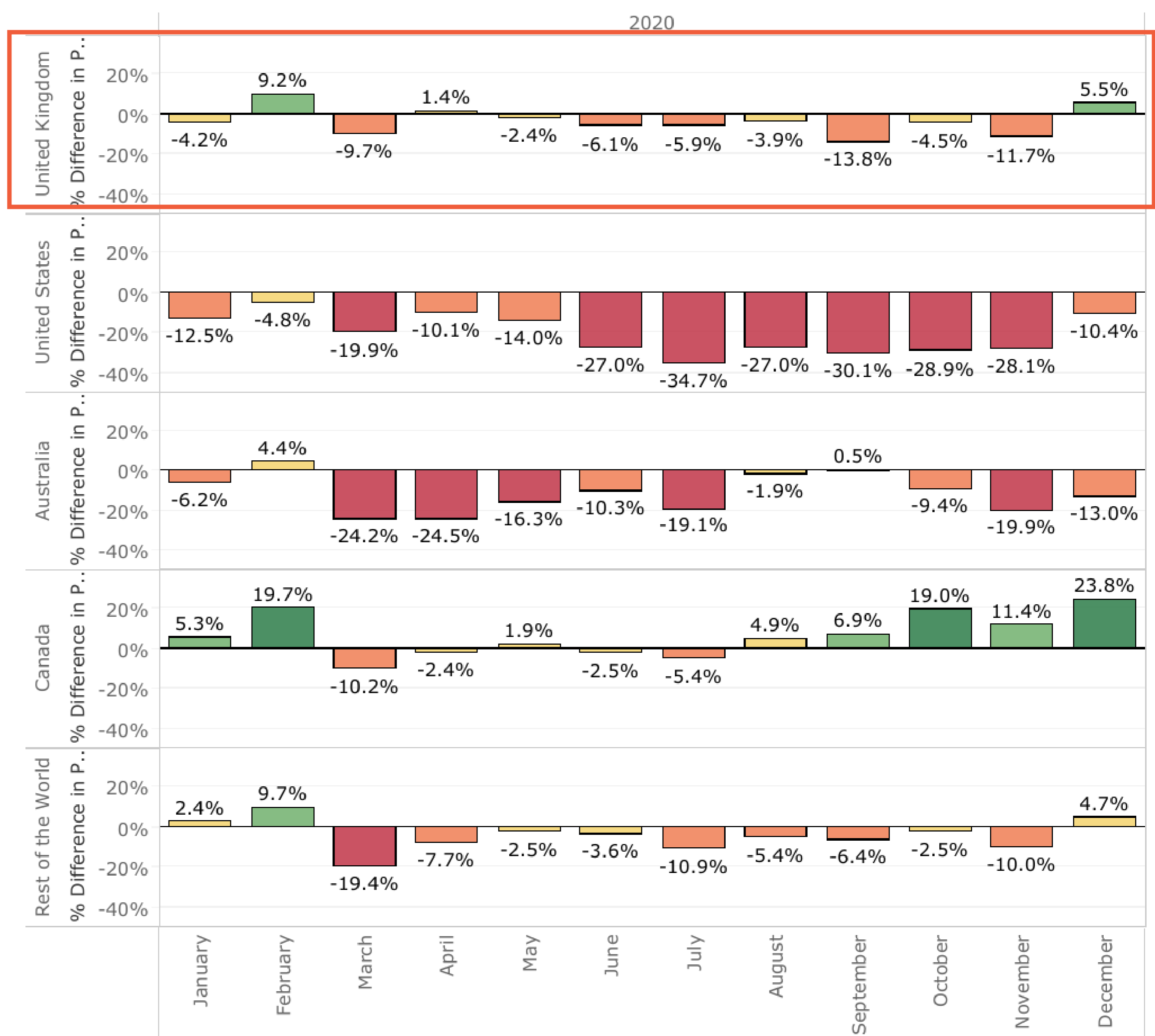


Differences in student interest for on-campus, full degree programmes

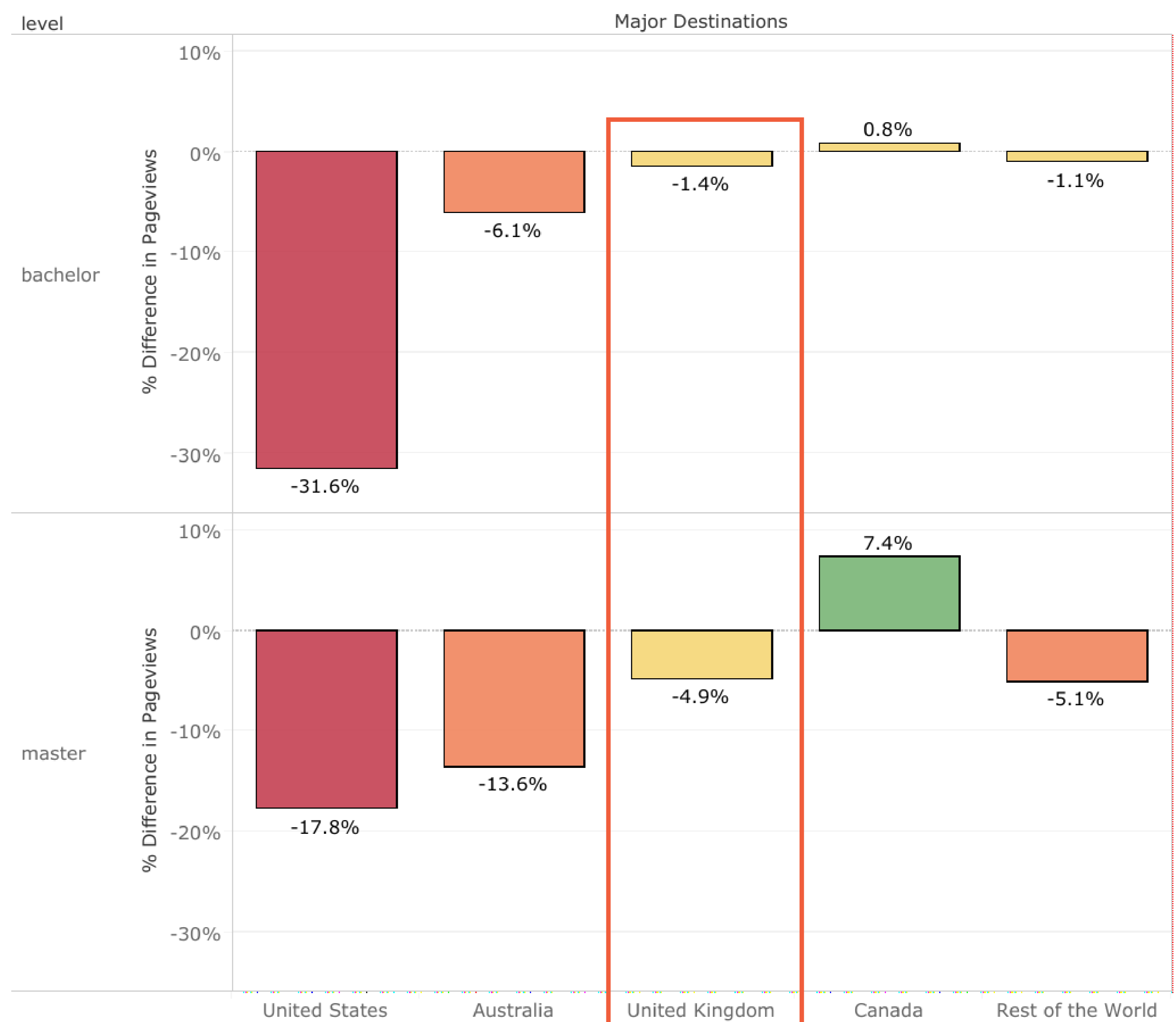
2020: What happened?



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

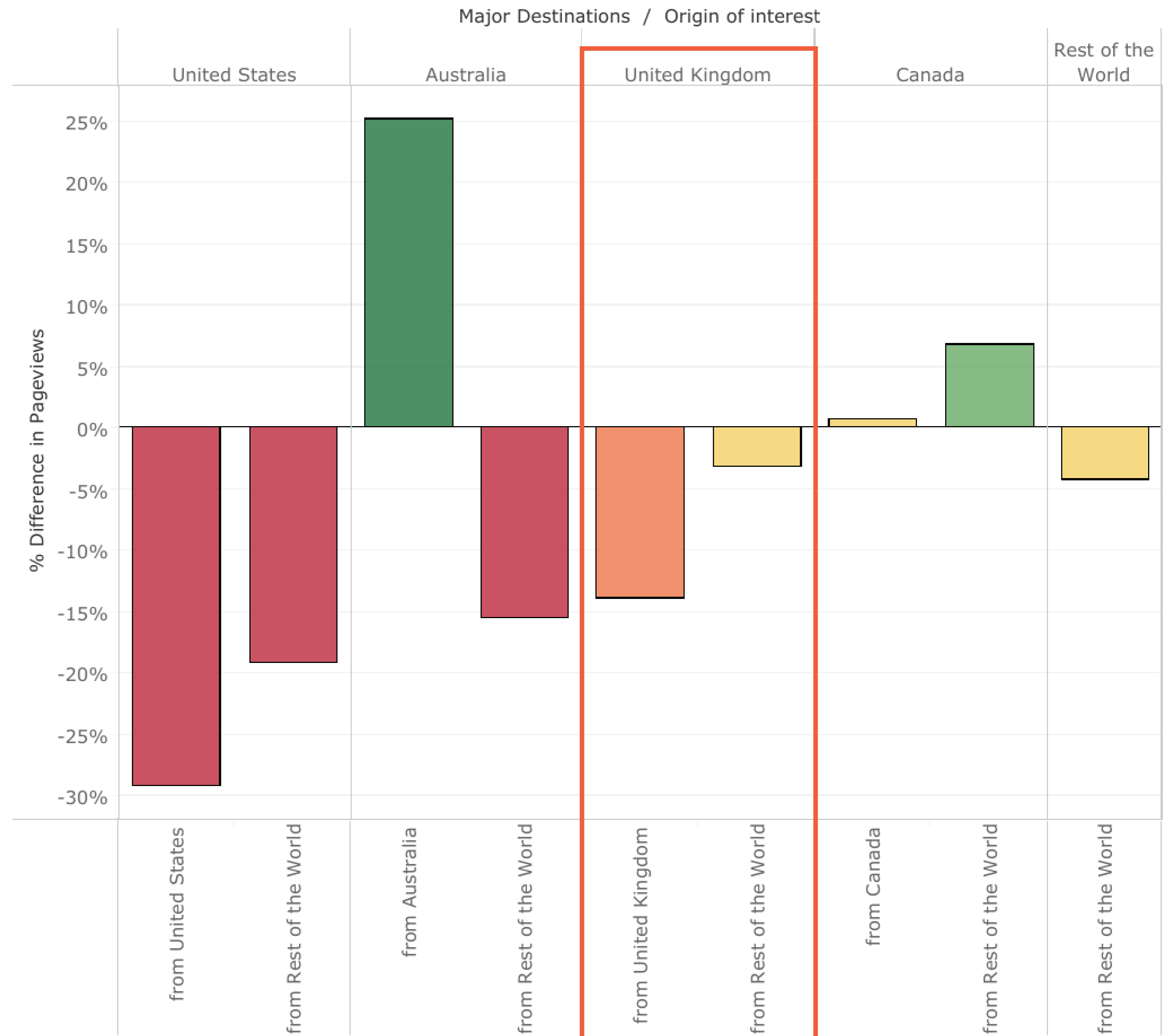


Differences in student interest for *on-campus*, full degree per level



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

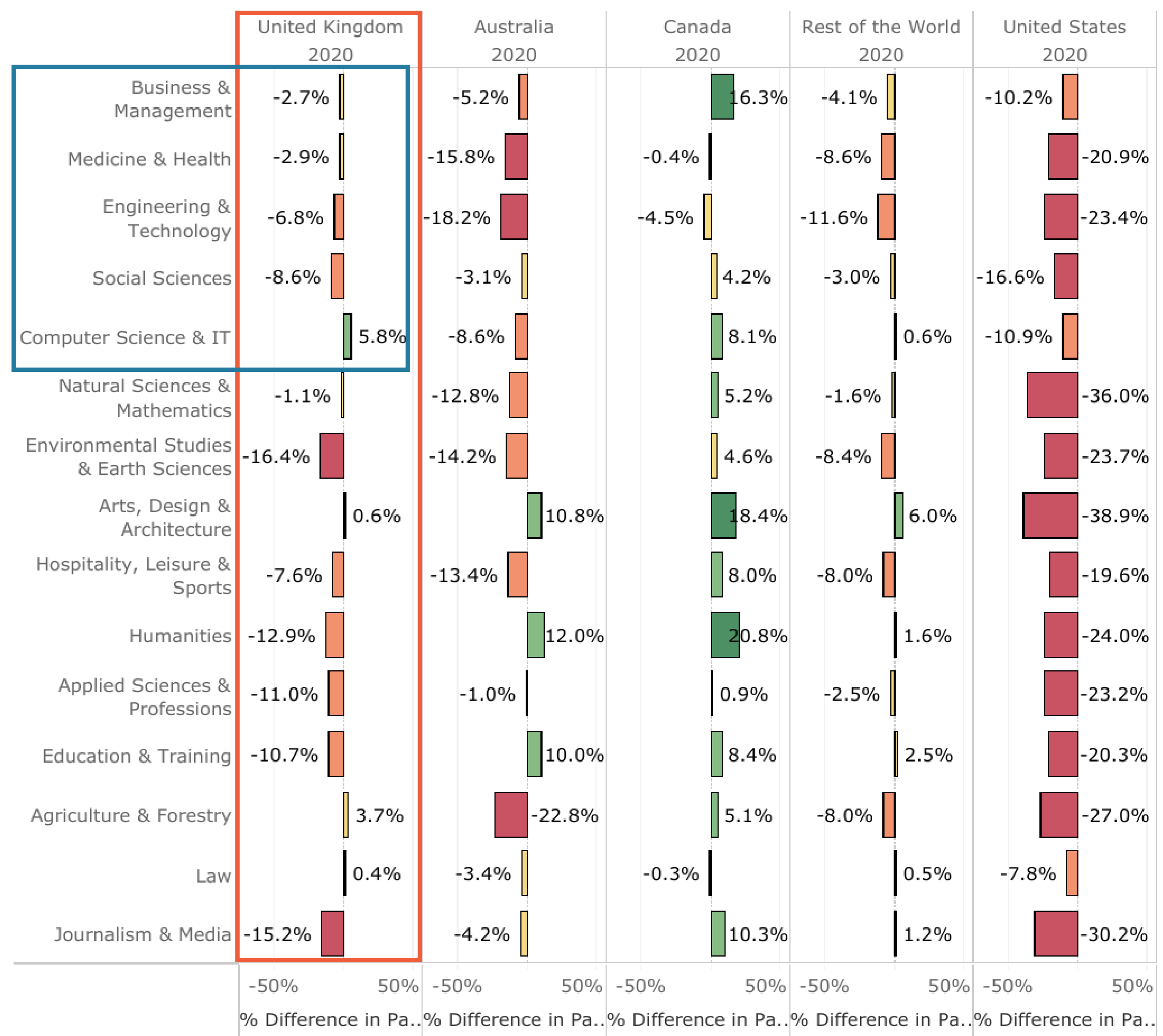
Domestic vs overseas



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

Main destination countries

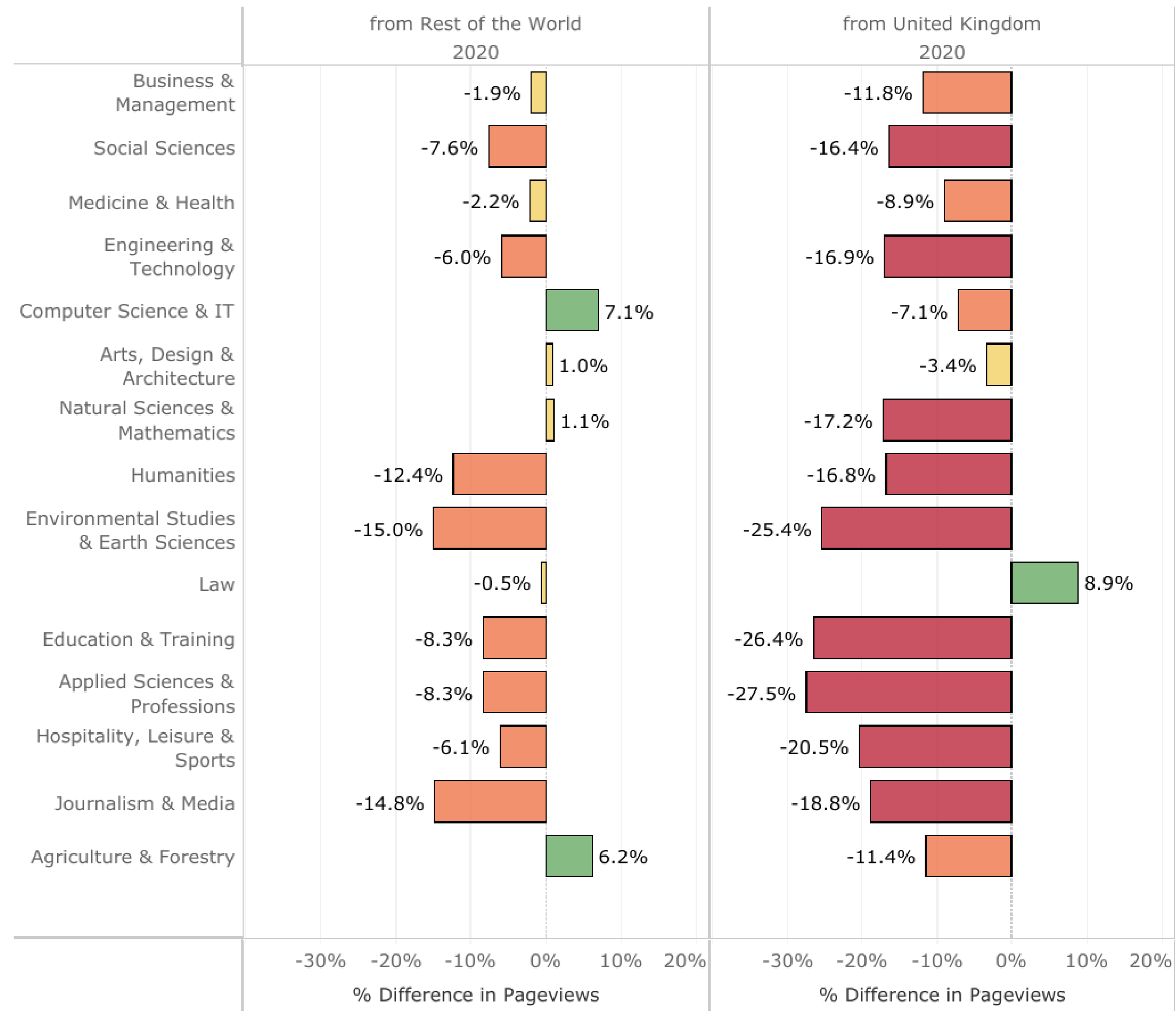
Discipline breakdown



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

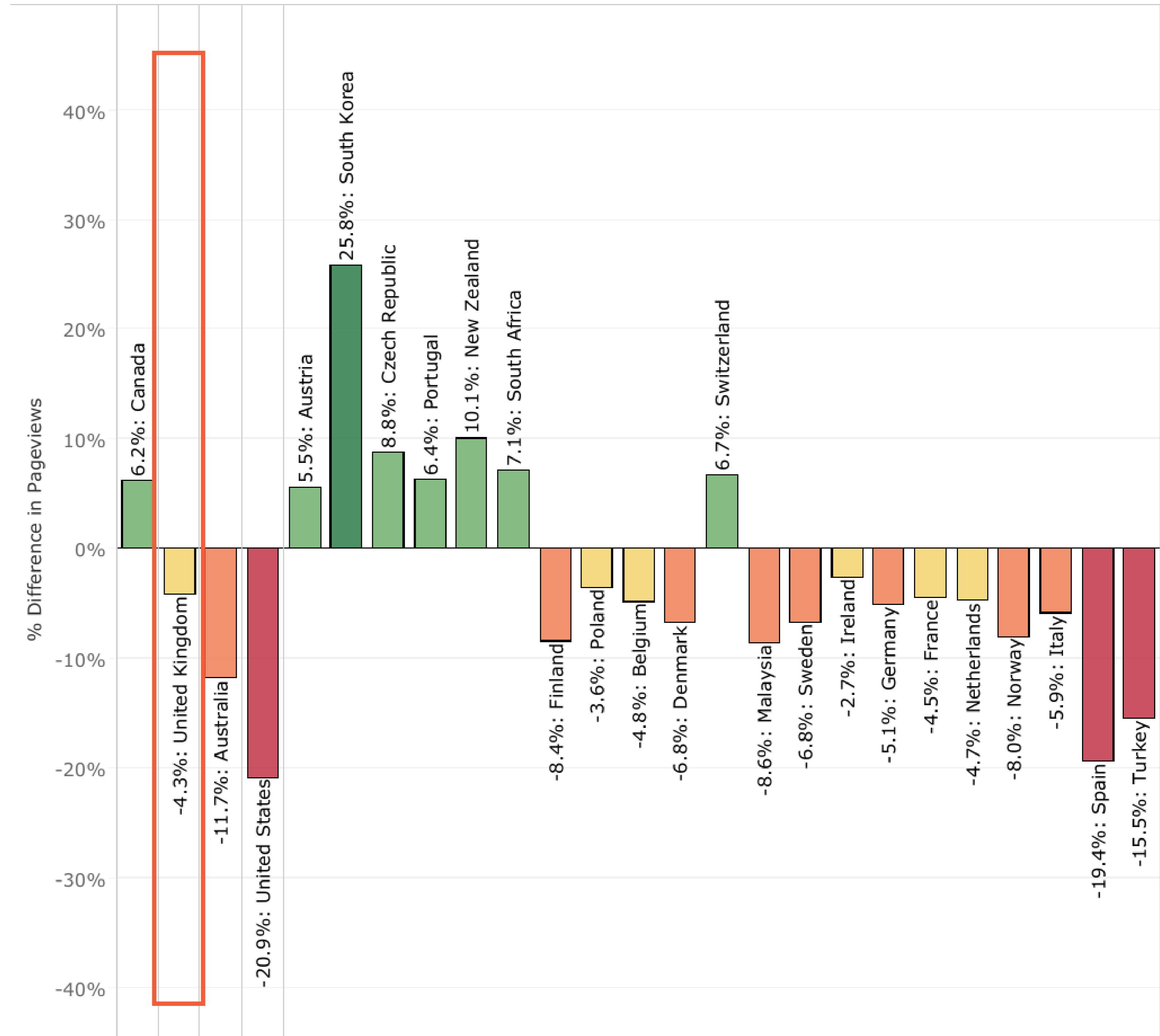
Destination UK
Discipline breakdown

Domestic vs Overseas

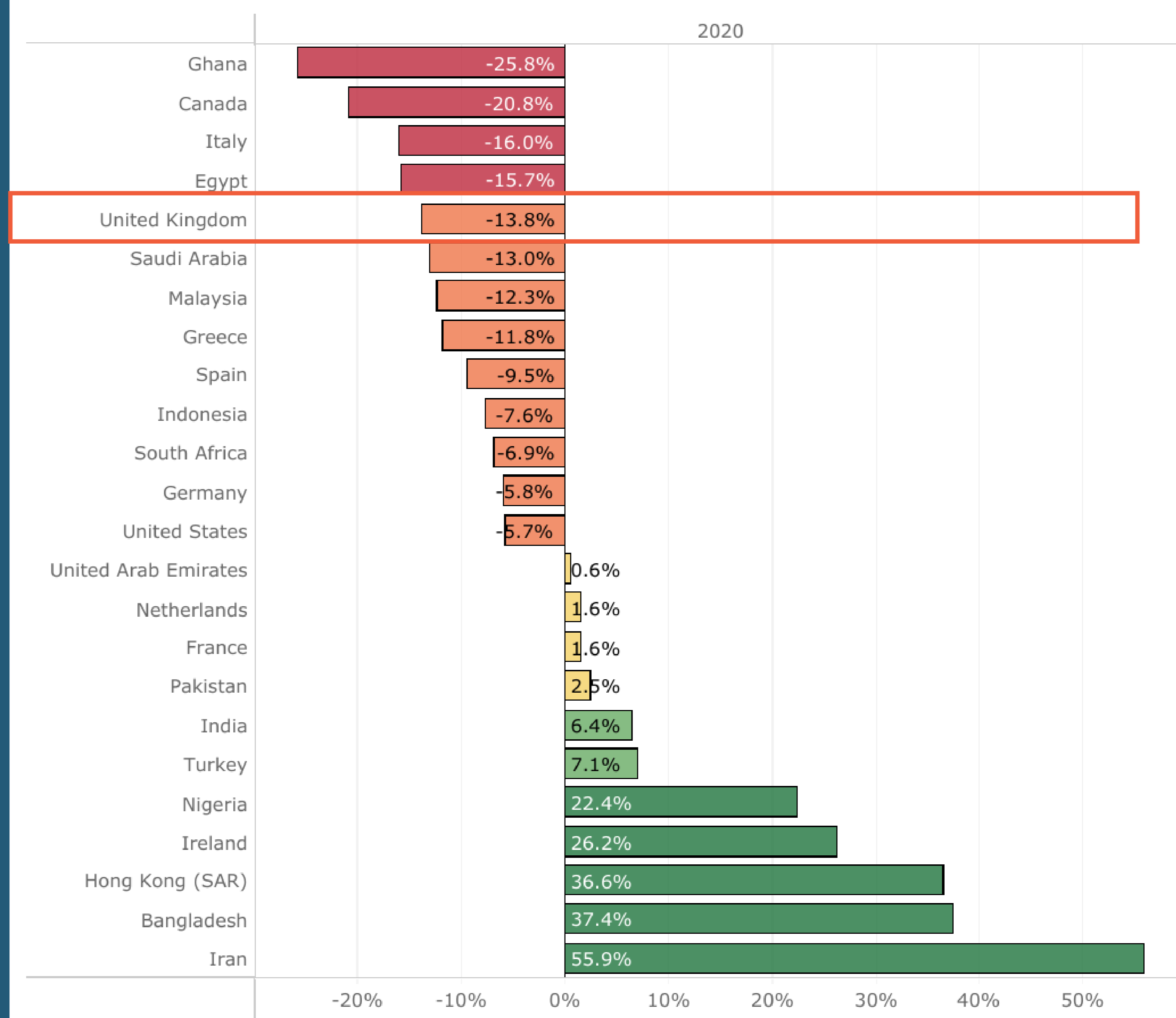


Changes in student interest for top destination countries – **on campus**, full degree programmes

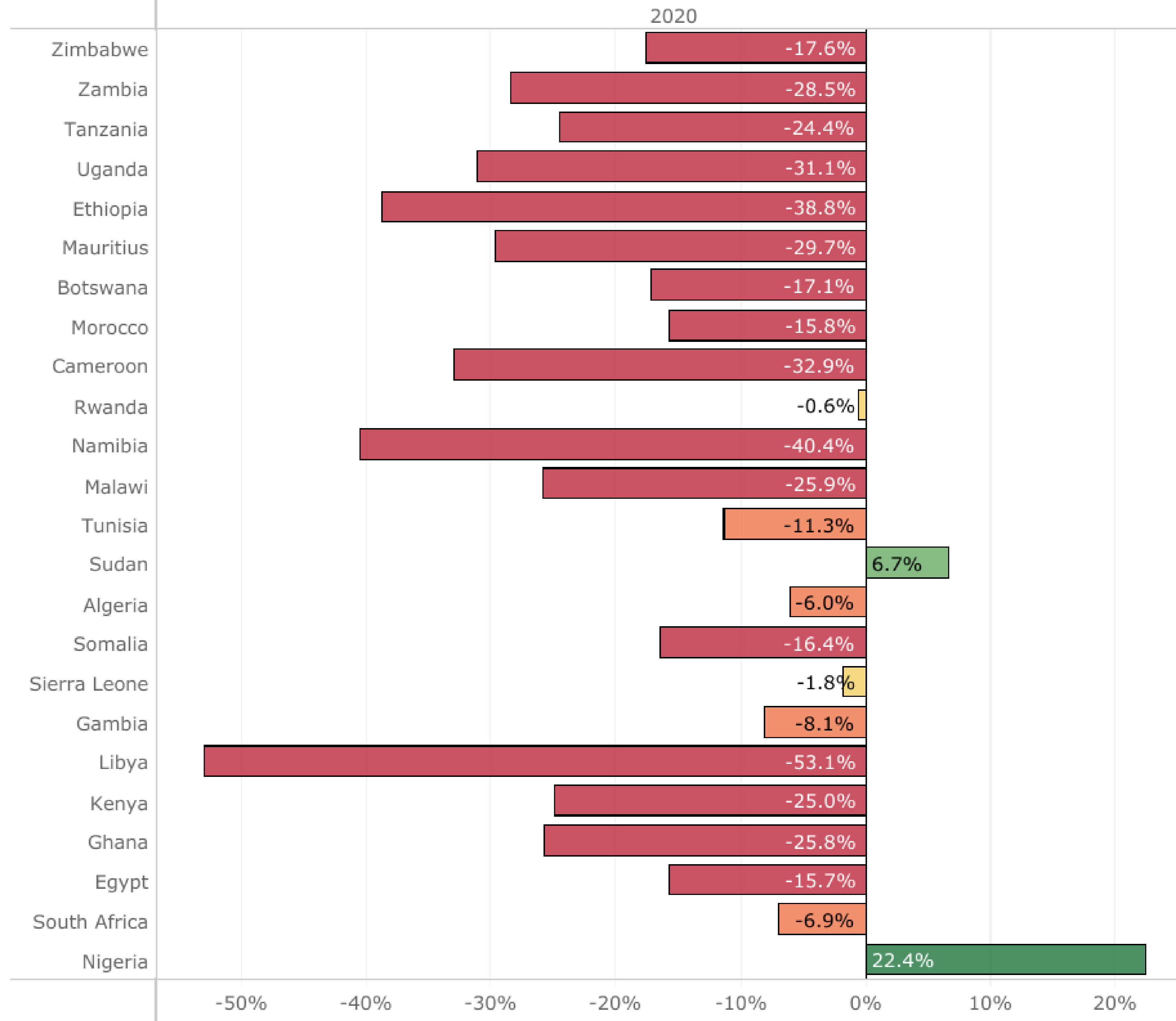
Who came out best?



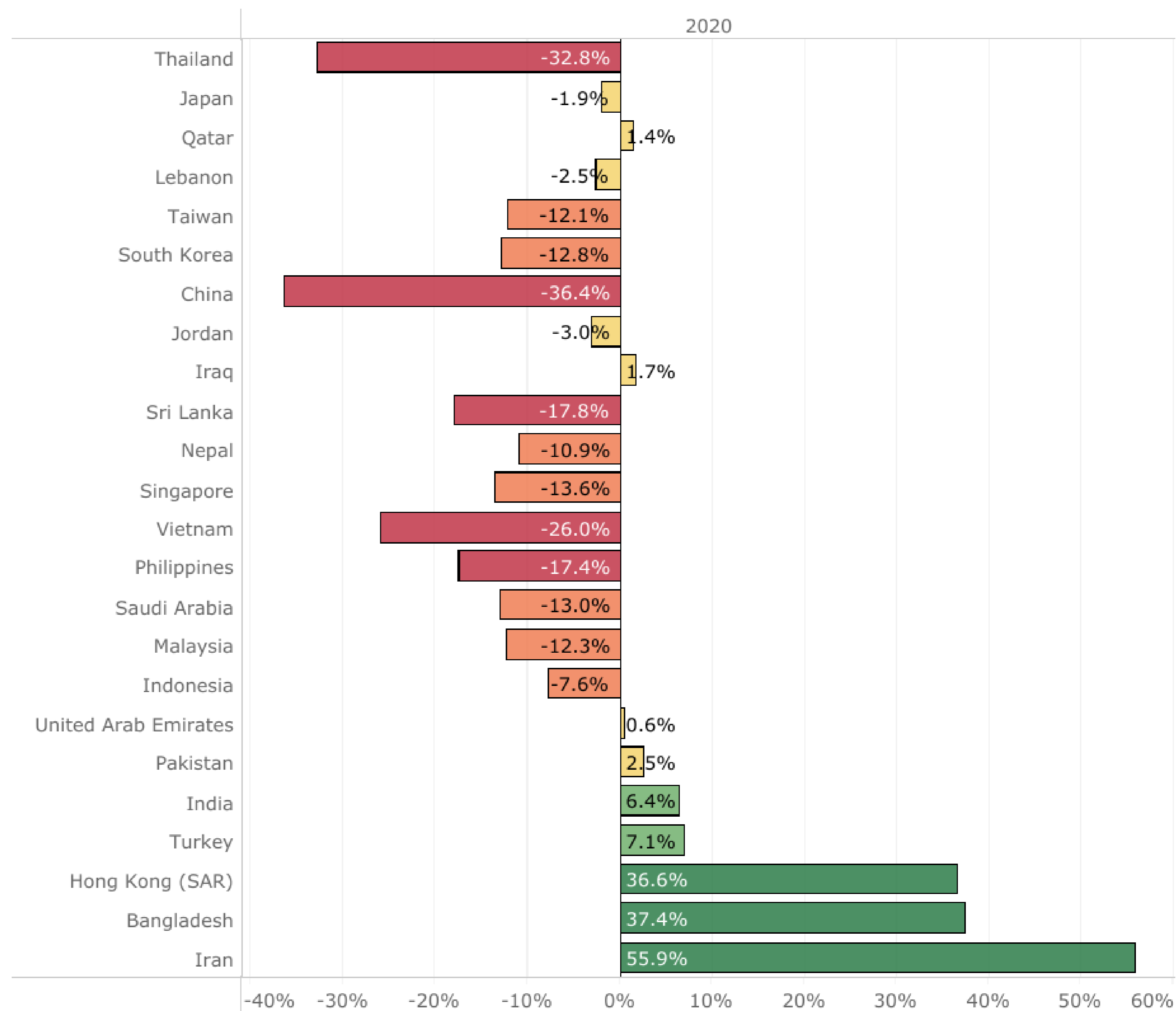
Changes in student interest for top origin countries – on campus, full degree programmes



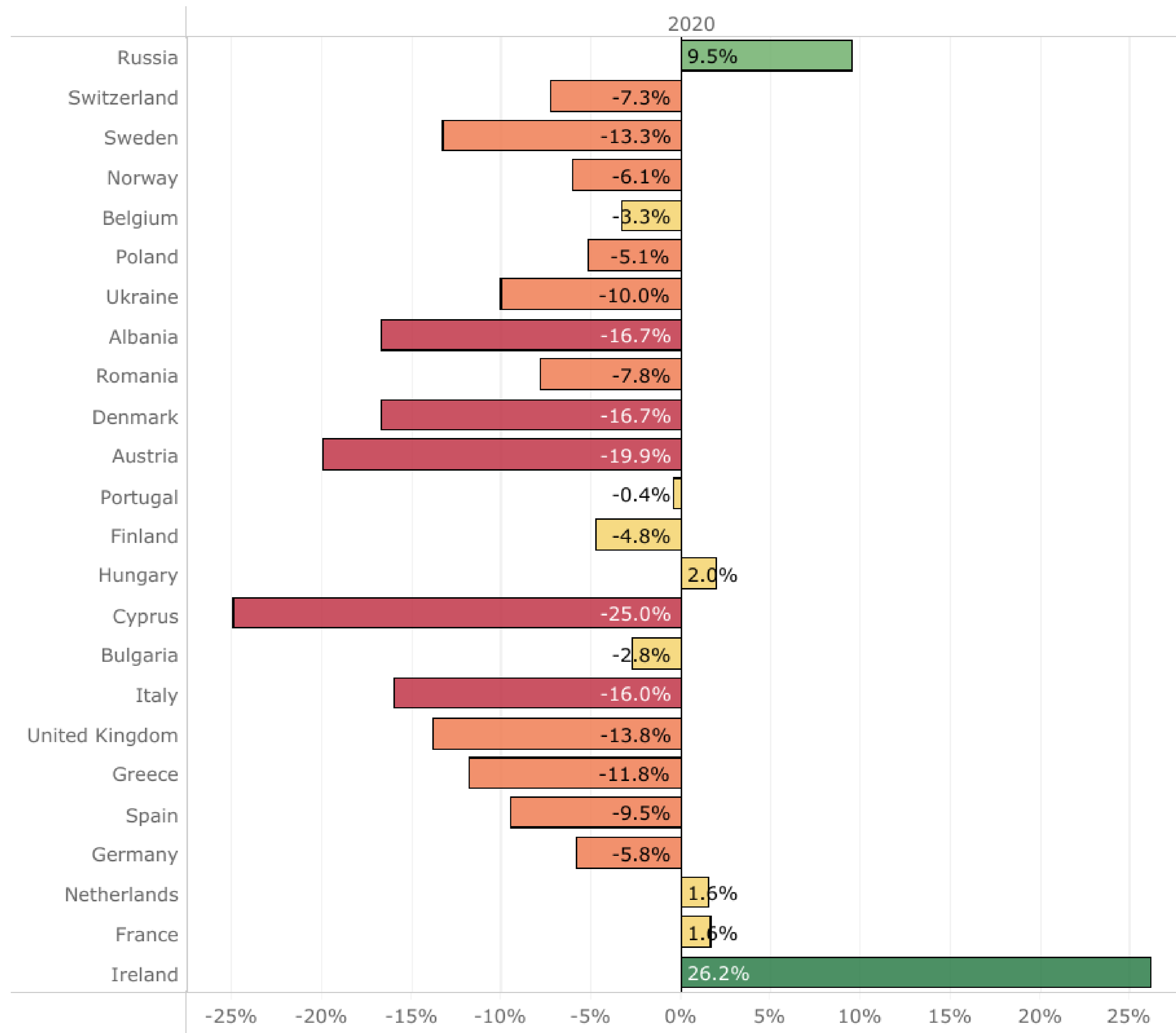
Changes in student interest from Africa – on campus, full degree programmes



Changes in student interest from Asia – *on campus*, full degree programmes



Changes in student interest from Europe – on campus, full degree programmes



Thank you!

Questions?

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