

---

Cambridge Assessment English

Leading the way in international admissions and recruitment

# Developments in student interest in the UK and continental Europe

**Carmen Neghina**

**Rotem Deutsch**

# Studyportals at a Glance



**8 Portals**



**34+ million unique  
users annually**



**370,000 international  
student enrolments**



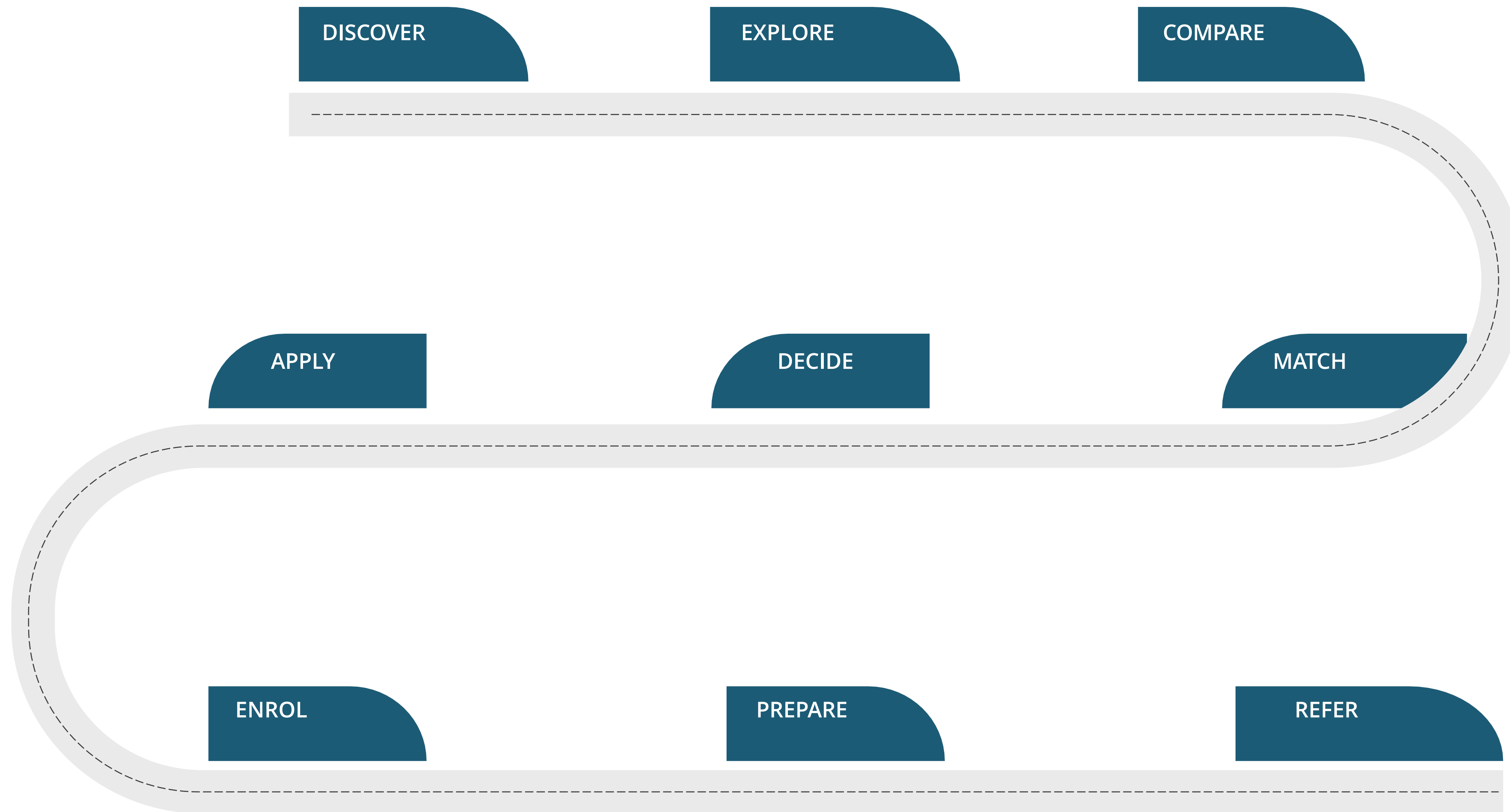
**3,500+  
participating  
institutions**



**Universities  
in 189 countries**



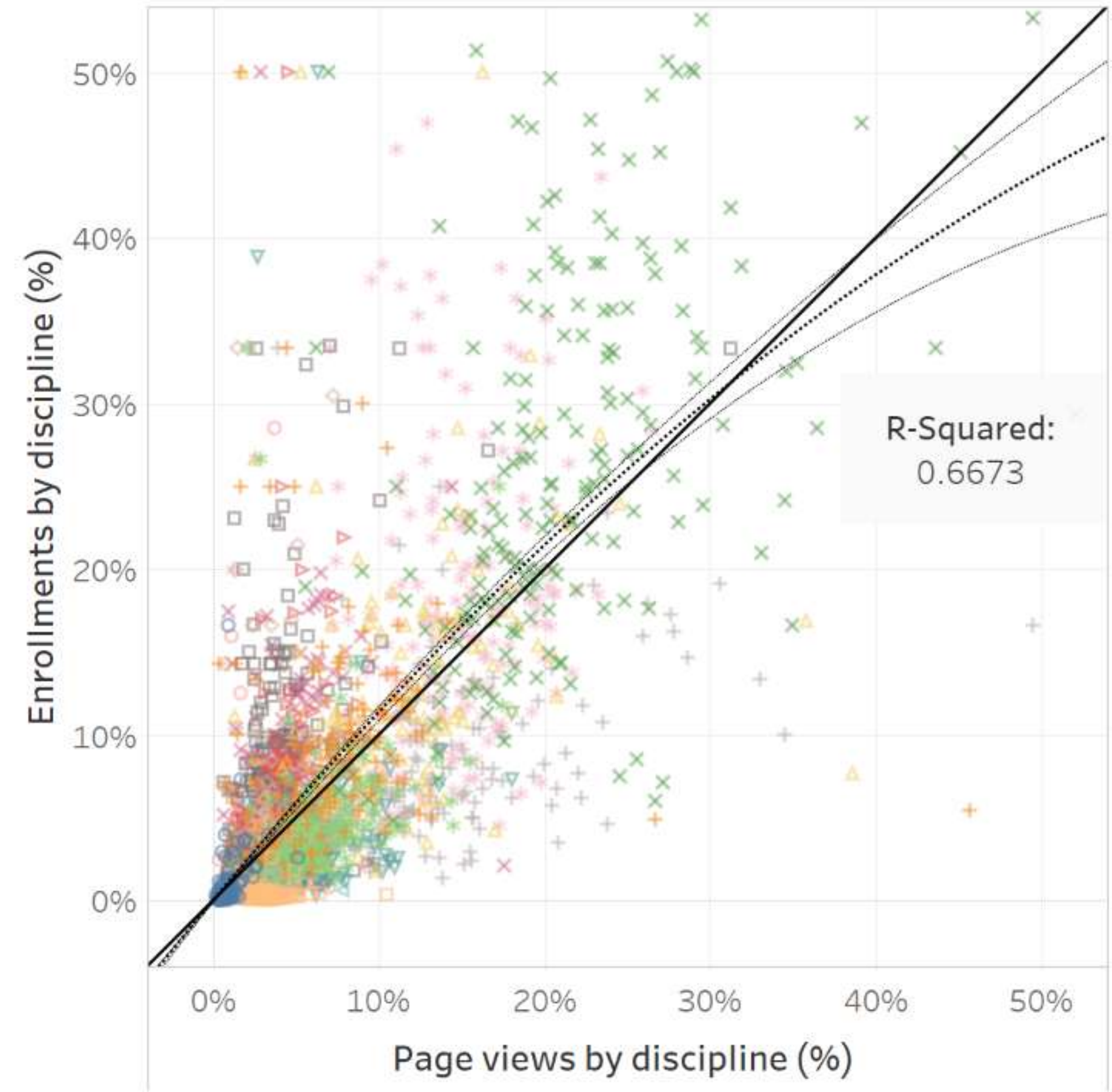
**230+ employees /  
35 nationalities**







What does online search data have to do with student enrolments?



### Weighted Average Mean Rank Correlation

Weight based on proportion of **number of enrollments** / **page views**

Country	Rank Correlation	Weight Enrollments	Weight Page Views
Canada	0.76	0.015	0.0073
Finland	0.73	0.002	0.003
...	...	...	...

$$\rho_{\text{enrolments}} = 0.781$$

$$\rho_{\text{page views}} = 0.789$$

## Analysis of Studyportals and HESA data (2017)

<https://www.studyportals.com/blog/online-study-search-behaviour-and-student-enrolments-how-strong-is-the-link/>





# International tertiary numbers up 200% in two decades – OECD

Posted on Sep 19, 2018 by Kerrie Kennedy

Posted in News, Research, under Europe.

Tagged with higher education, OECD, STEM, tertiary.

Bookmark the [permalink](#).

The number of international students in higher education programs worldwide has more than doubled in less than two decades – rising from two million in 1998 to five million in 2016 – with a strong focus on STEM and doctoral programs, according to OECD's latest [Education at a Glance](#) report.



The number of international students in tertiary programs has more than doubled in less than two decades, reaching five million in 2016. Photo: Unsplash







# English-taught bachelor's programmes

*Internationalising European  
higher education*

*By Anna-Malin Sandström & Carmen Neghina*









Reached current target of 350,000 foreign students by 2020 in 2017.

Germany

A new private venture has target of 100,000 foreign students by 2020.

Finland

Foreign enrolments doubled over the past decade, reaching a record 112,000 students.

Netherlands

France

Sixth-ranked study destination, hosting 309,000 foreign students in 2015/6.

United Kingdom

For the 1<sup>st</sup> time in five years, a substantial increase in non-EU students' applications to undergraduate studies - 11% growth over 2017.

Sweden

Currently developing a new internationalisation strategy to become one of the most attractive, international knowledge nations







## Netherlands

1,471 graduate degrees taught in English - 9,5% -  
405 undergraduate degrees taught in English - 2% -  
122,000 international students - 27,5% -



## United Kingdom

15,570 graduate degrees taught in English  
17,872 undergraduate degrees taught in English  
442,375 international students

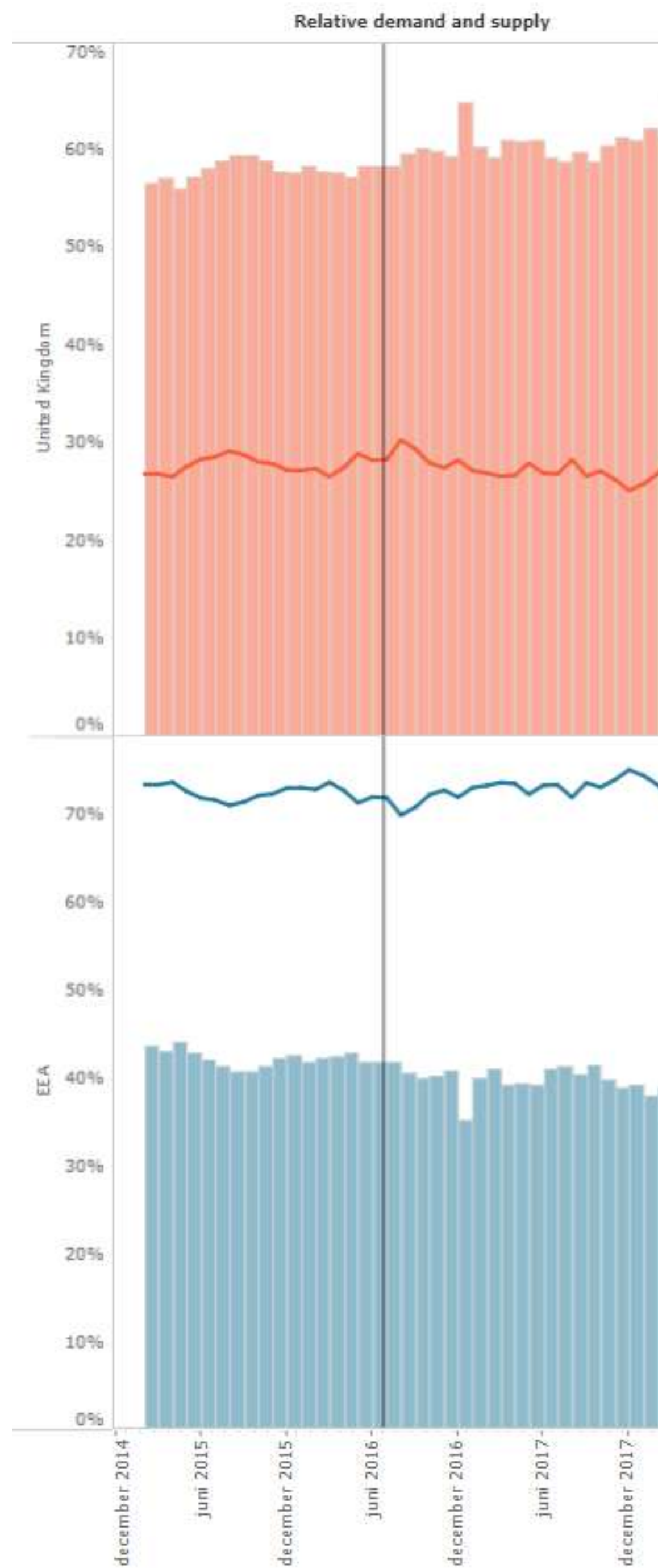


Within Europe, English-taught degrees are primarily focused on attracting international students.

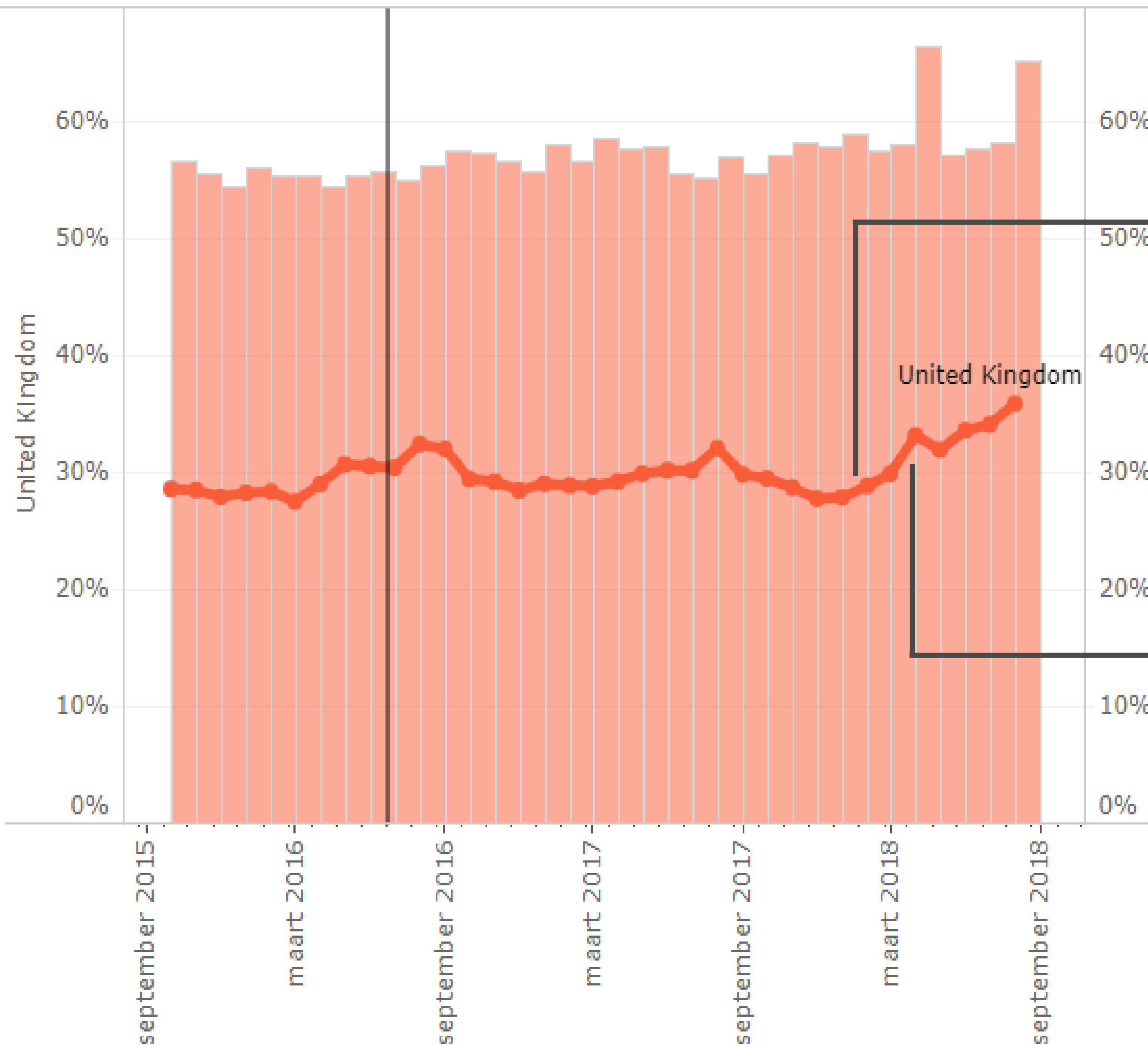




## Student Interest in UK and EEA



## Relative demand and supply



Student Interest for UK (compared to EEA)

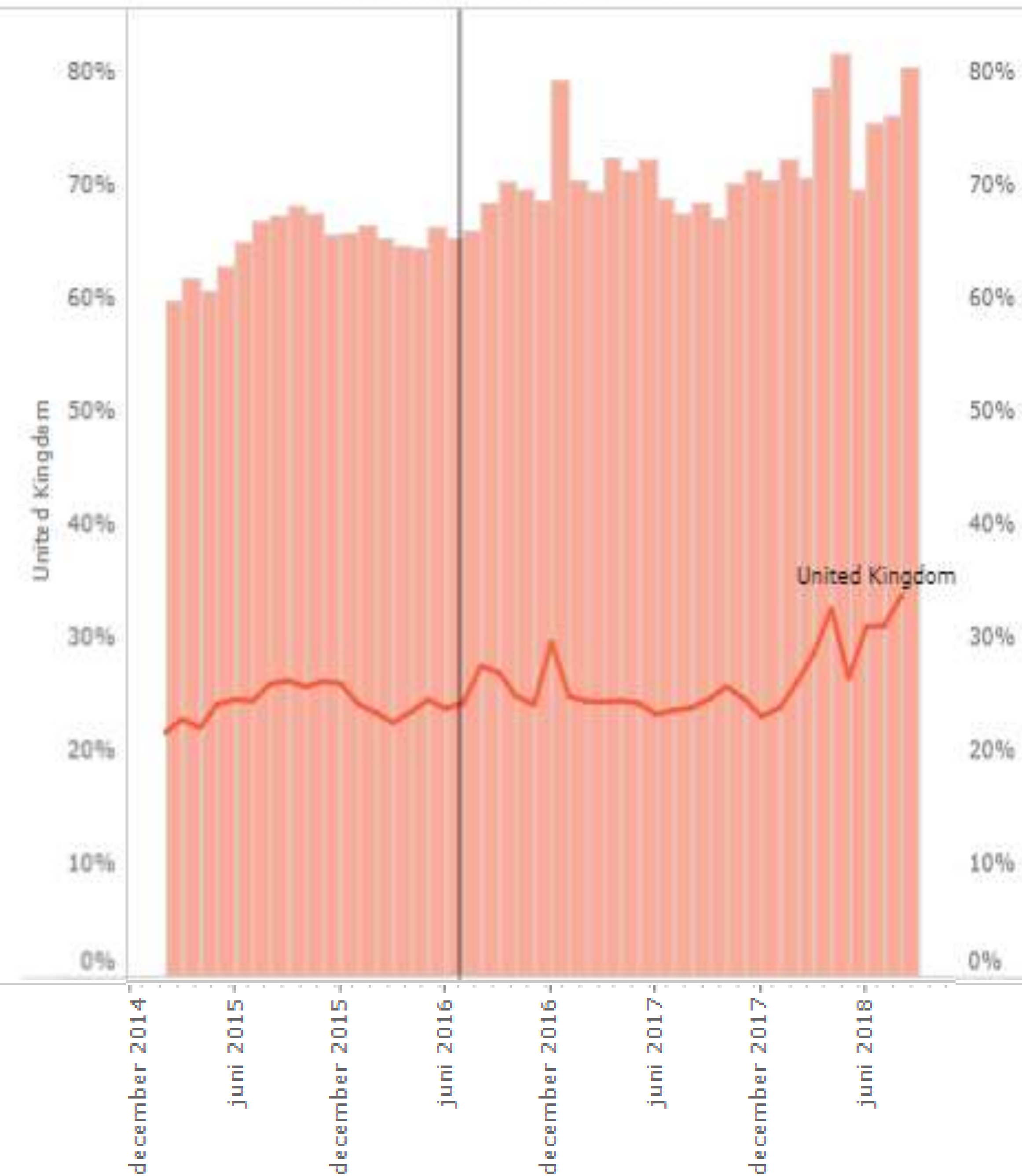
Initial Brexit agreement offers greater certainty for movement between UK and EU (Dec 2017)

United Kingdom

Universities UK renews call for clarity on Brexit terms (Apr 2018)

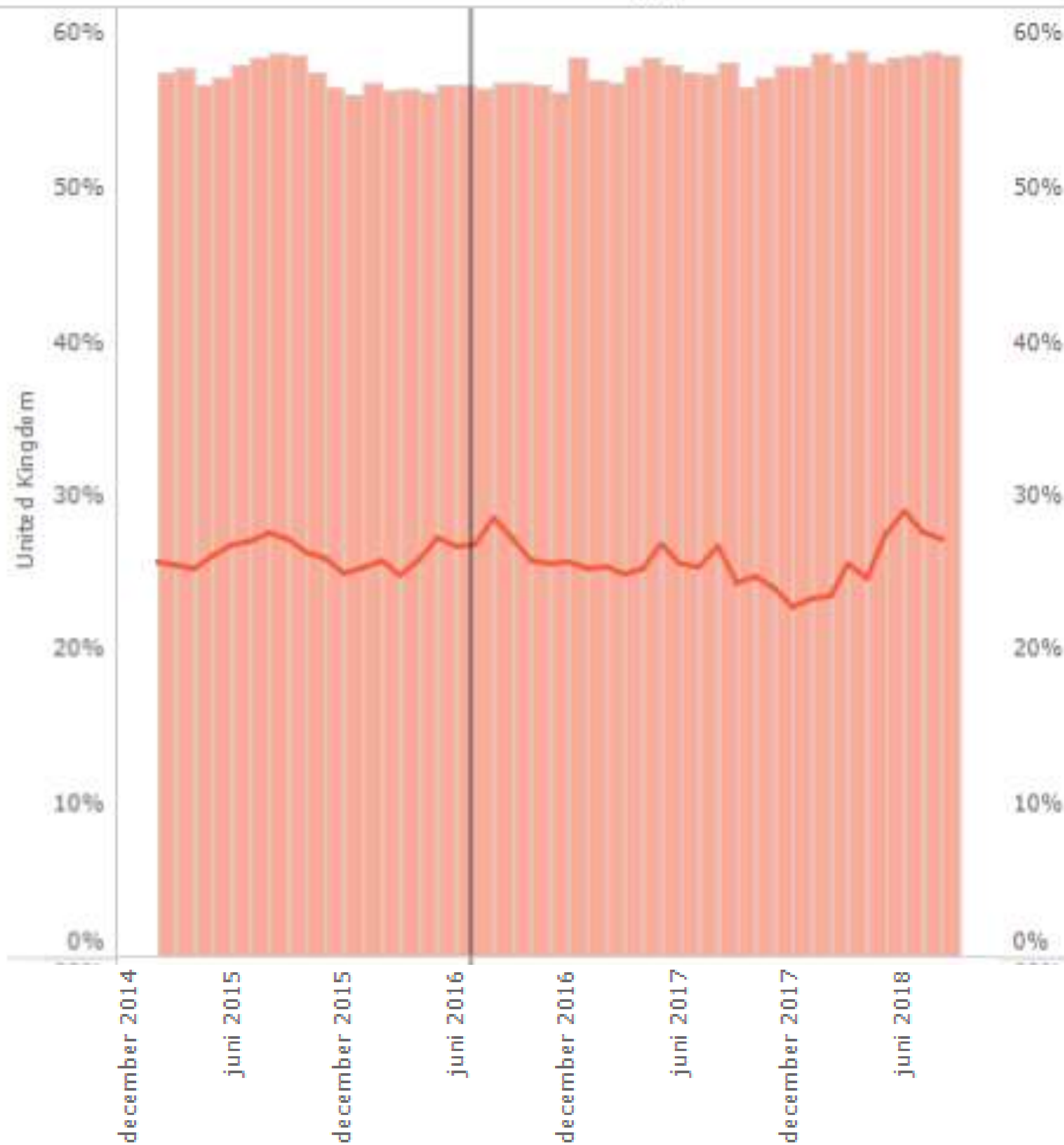


Relative demand and supply



Student Interest for UK (compared to EEA)  
undergraduate

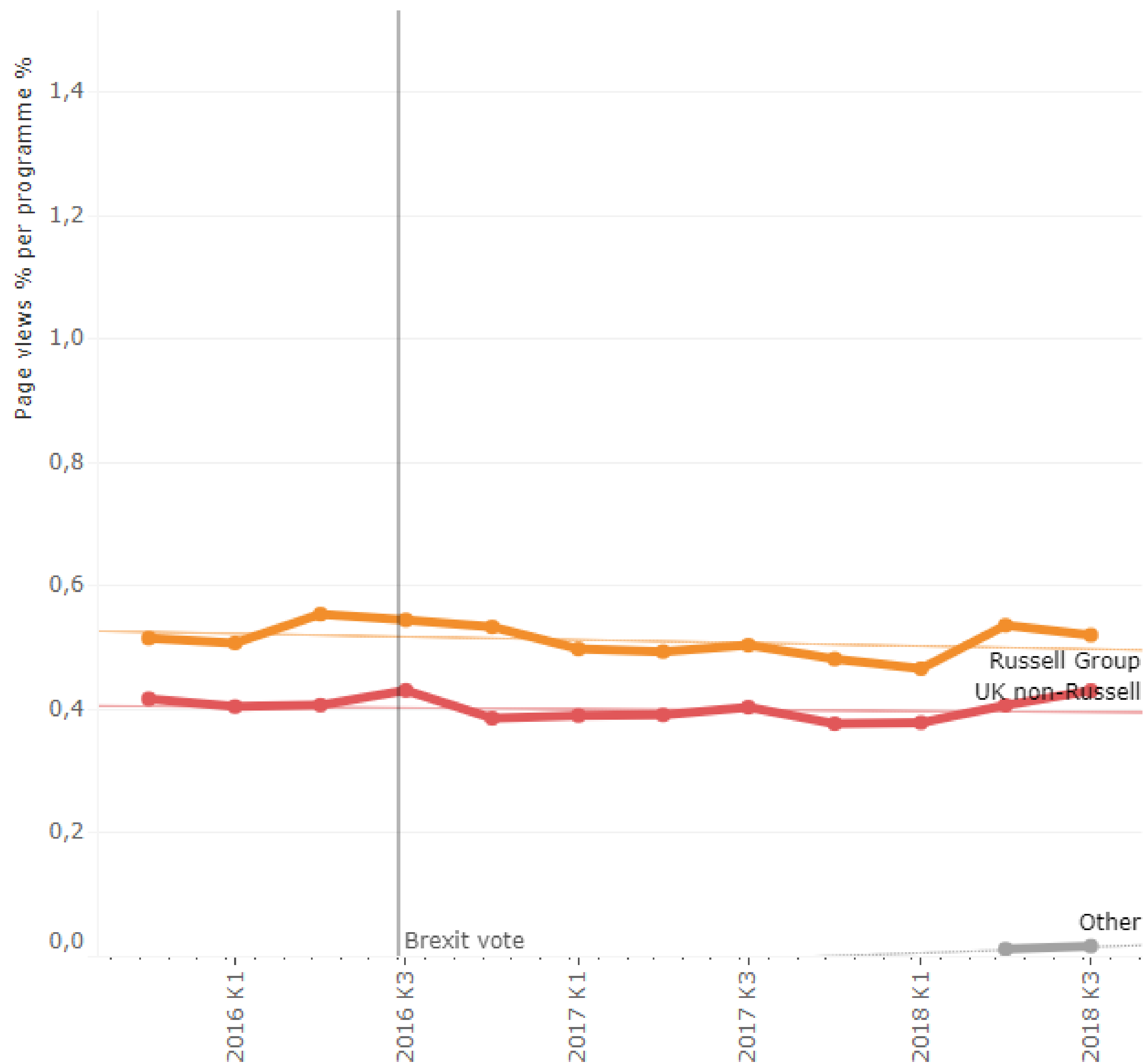
Relative demand and supply



Student Interest for UK (compared to EEA)  
graduate



Is it just the Russell group?

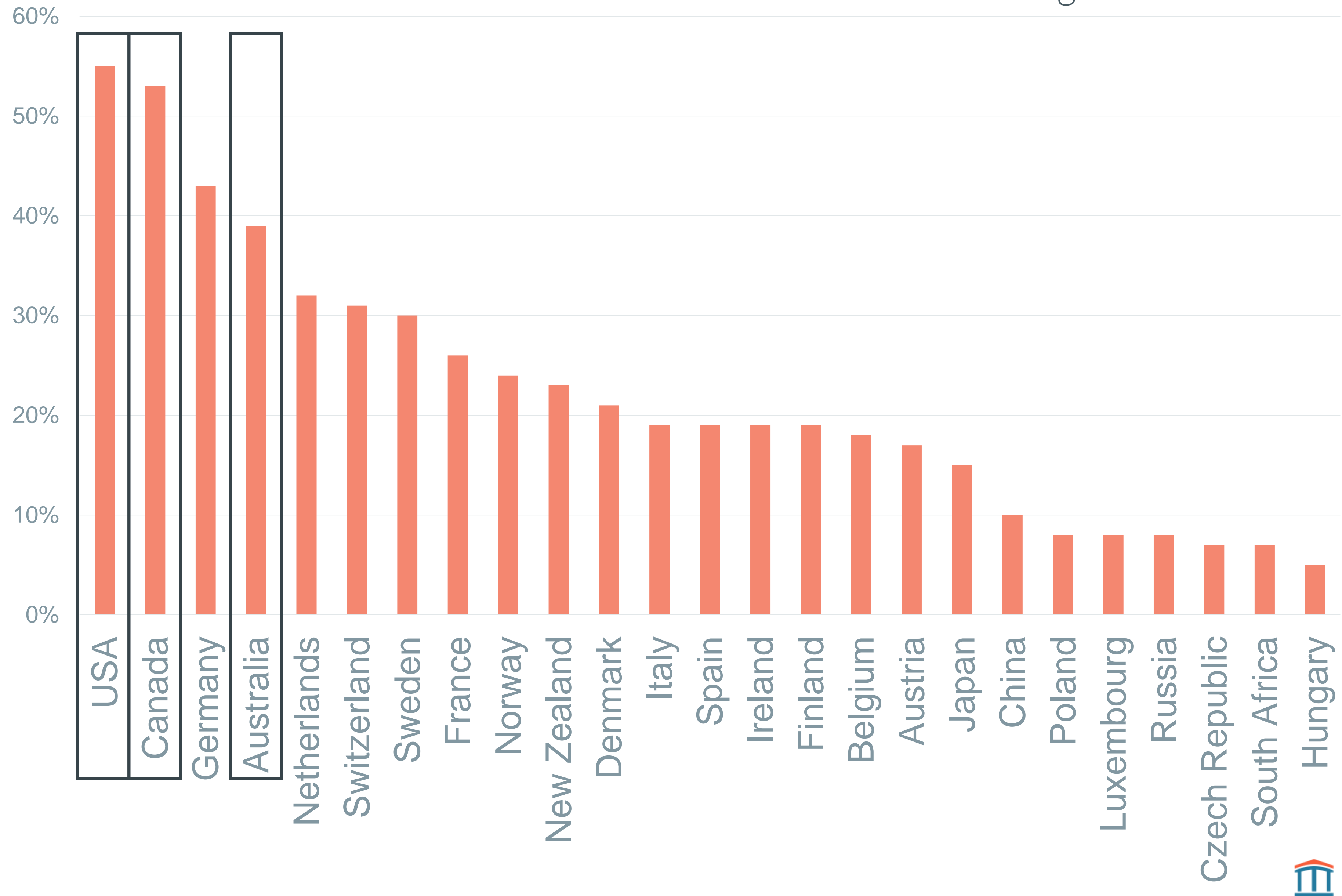








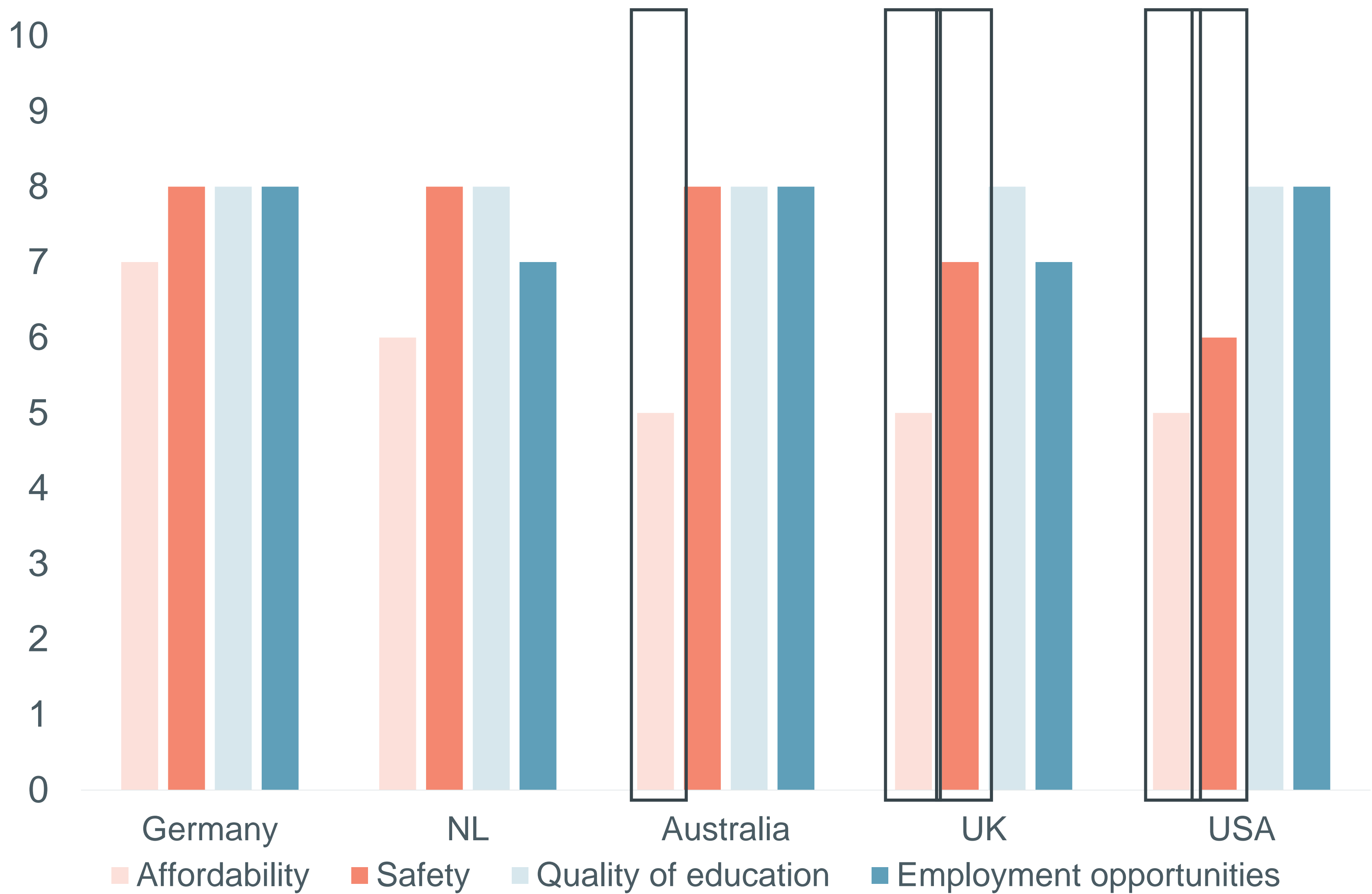
Students who are considering the UK are also considering ...







Country perception – prospective students

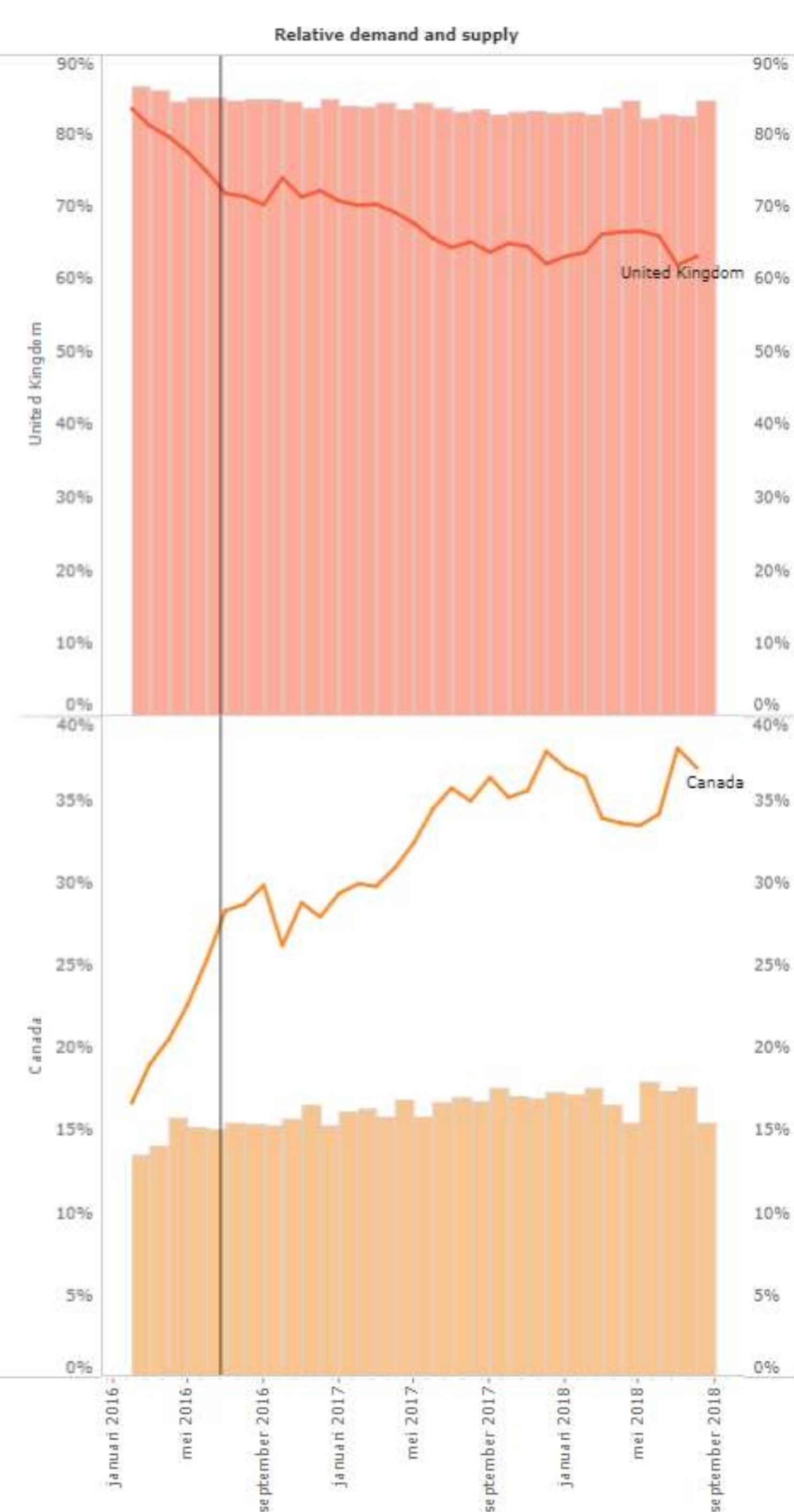




---

The UK is seen as:

- Less safe
- Less affordable
- Fewer employment opportunities



## Student Interest for UK (compared to Canada)

### Canada's international student enrolment surged in 2016

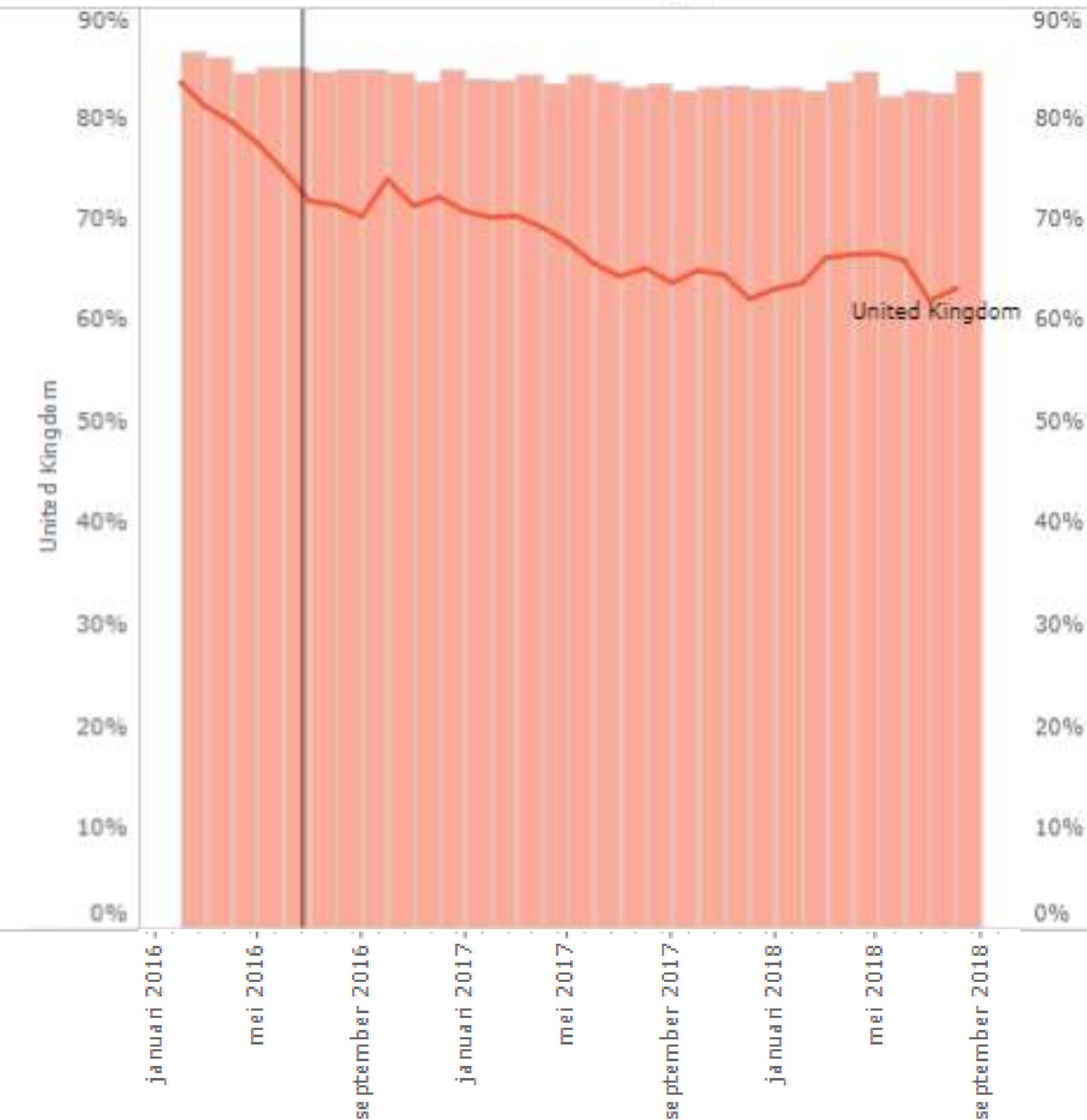
22 Nov 2017

*Short on time? Here are the highlights:*

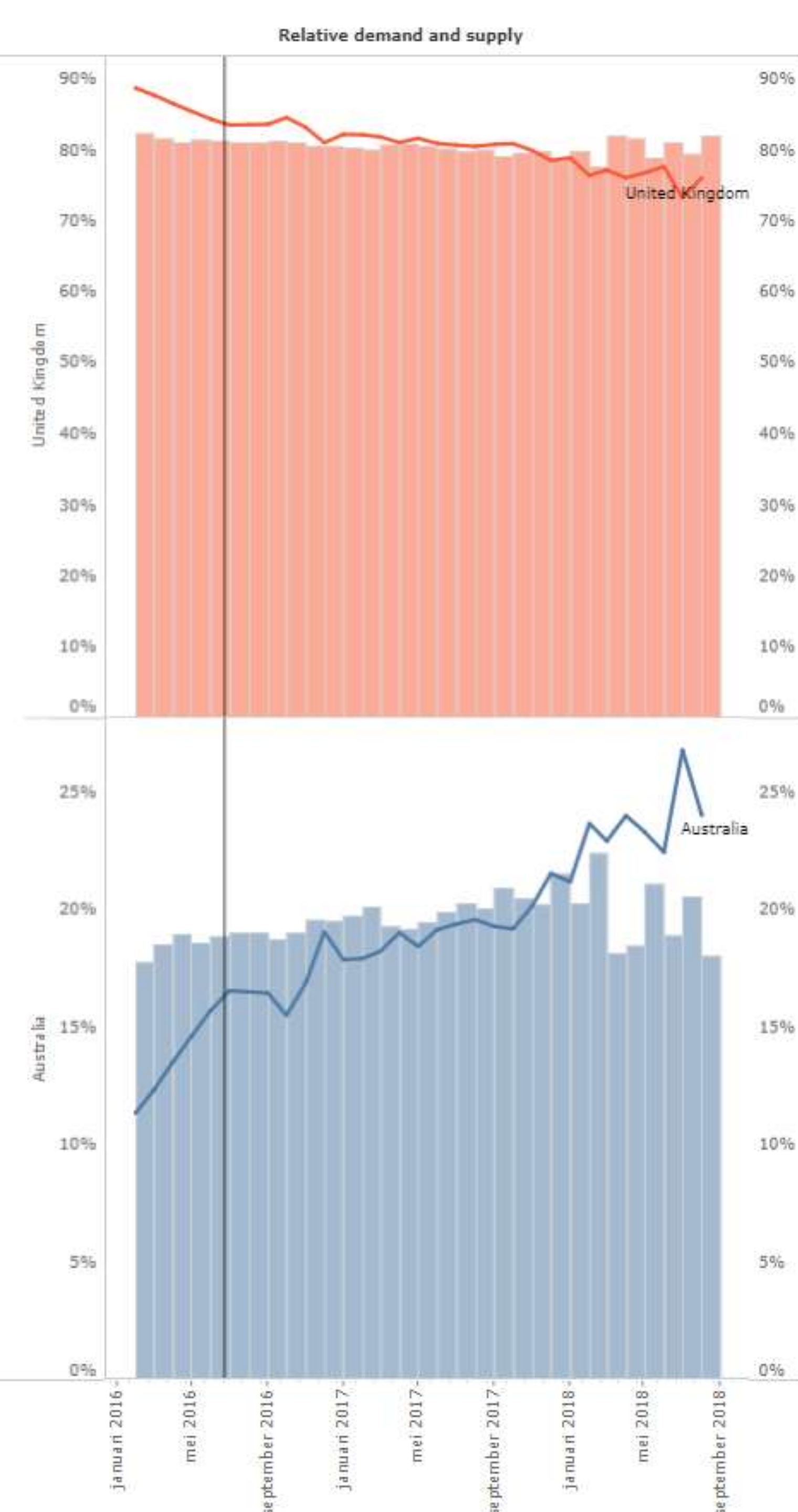
- *The number of foreign students in Canada increased by 17.5% in 2016, and student commencements went up by 22%*
- *The fastest-growing source markets were China and India (which together account for just over half of all international enrolment in the country), along with Brazil, Vietnam, and the Philippines*



Relative demand and supply



Student Interest for UK (compared to Canada)



Student Interest for UK (compared to Australia)

## Australia overtaking UK for overseas students

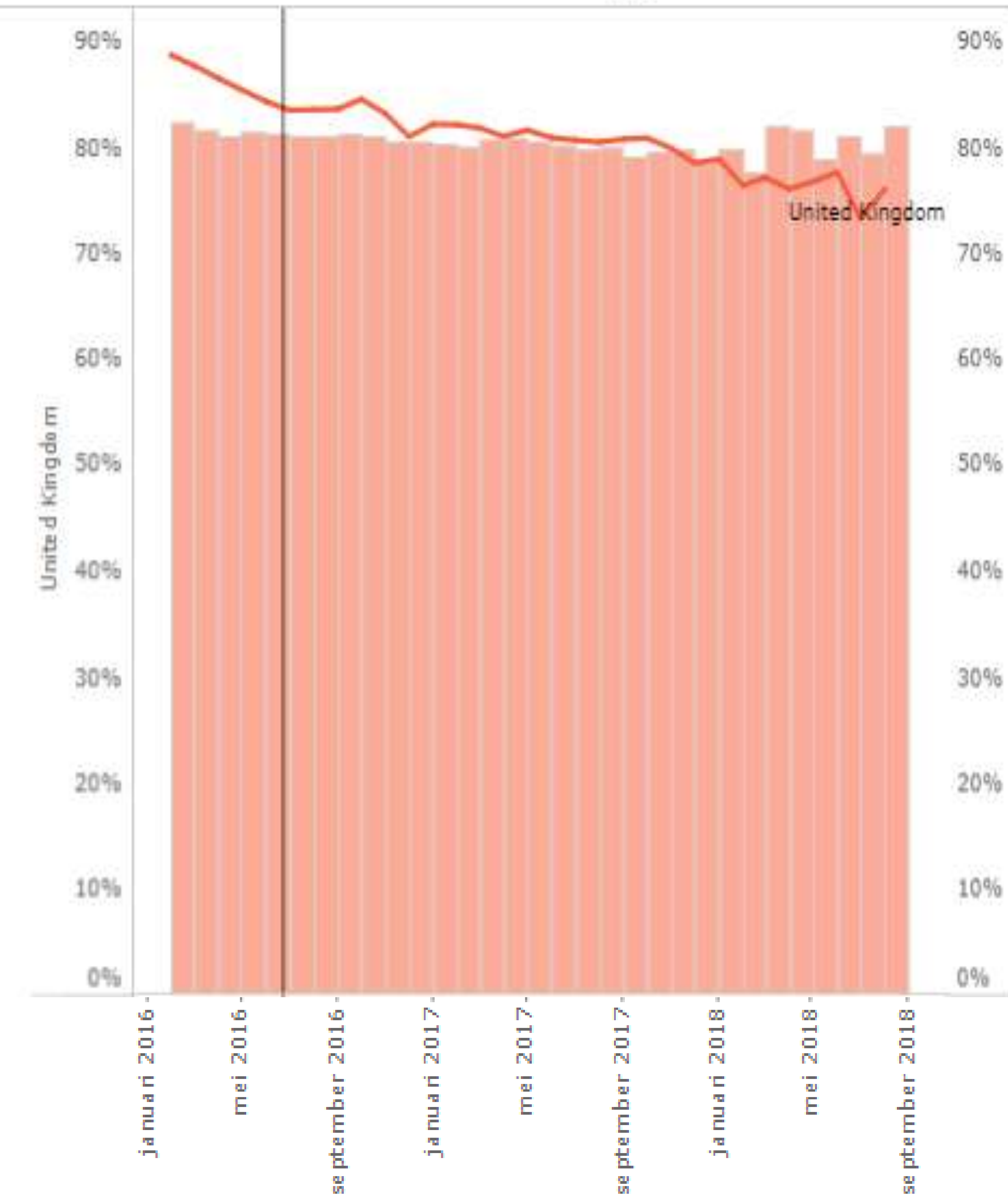
By Sean Coughlan  
BBC News education and family correspondent

🕒 19 July 2018 | 💬

[f](#) [m](#) [t](#) [e](#) [Share](#)



Relative demand and supply



Student Interest for UK (compared to Australia)









# Questions?

[carmen@studyportals.com](mailto:carmen@studyportals.com)

[rotem@studyportals.com](mailto:rotem@studyportals.com)