

# Student Arrival Survey 2024

Summary of key findings from students starting their studies in UK and USA



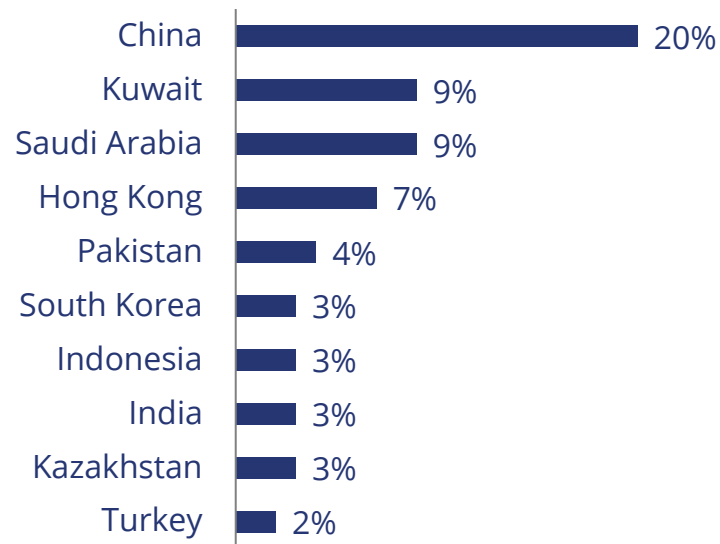
**INTO** 

**The 2024 INTO Student Arrival Survey was conducted in Autumn/Fall 2024 and received 2261 responses** from newly enrolled students across our UK and US Centres.

**The survey represented students from over 100 countries.** Students from mainland China provided 20% of responses, followed by those from Kuwait (9%), Saudi Arabia (9%) and Hong Kong (7%), with other nationalities representing 55% of the remaining responses.

**The strong response from our students is something we are hugely grateful for.** Student success is core to our values, and we dedicate significant energy to supporting our students and ensuring we listen and act on their feedback.

Respondent nationality profile (top 10)

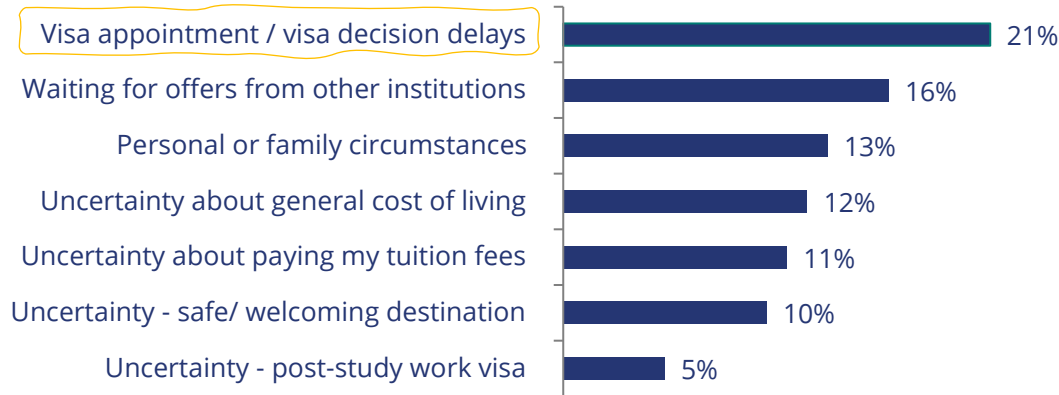


- 1. Visa processing delays are having a major bearing on the student experience** - impacting both students' ability to confirm university place and to attend important orientation events.
- 2. Pre-arrival programs and support services are helping students to feel more satisfied with arrival experience and prepared for their studies.**
- 3. Competition has intensified across major study destinations** with many students now considering an alternative closer to home to benefit from lower costs of study and benefits of proximity (both geographic and cultural).
- 4. Priorities for students are shifting with factors around employability and personal safety taking on greater prominence** over the past three years.
- 5. Students indicated importance of securing internships, gaining professional experience, and connecting with employers while studying,** which are key to their employability plans both during studies, and post-graduation.

**60%** of students experienced a delay that prevented them confirming their university place as early as desired

Our 2024 Global Agent Survey highlighted how students were delaying decisions, often due to factors outside their control such as uncertainty over visas and cost of living. This is affecting the pre-enrolment journey for many prospective students and is an important consideration for institutions in their engagement plans for students in 2025.

## Top factors cited by students as cause of delay



**45%** of students unable to attend on-campus orientation events cited delays in visas as the reason

With increasing visa scrutiny being applied across many study abroad destinations at present, there is a risk that the student experience is being compromised for newly arriving students from the outset. Solutions are required to minimise the impact for those affected.

Financially related challenges were also highly prevalent in student responses, indicating the affordability challenges presenting themselves to prospective students and families globally.

# Pre-arrival programs and support services are helping students to feel more satisfied with arrival experience and prepared for their studies



## Impact of some pre-arrival programmes available via INTO

### Get Ready to Study [[click here for more details](#)]

- Almost half of UK arrivals in 2024 participated in this pre-arrival online learning course, designed to facilitate a smooth transition to the UK higher education system.
- Participants had higher arrival satisfaction (+3% points)
- They also felt more prepared for studies (+6% points)

### Pre-Arrival Success Services (PASS) [[click here for more details](#)]

- Provides an enhanced level of visa support and guidance for US-bound international students
- Students who participate in PASS have higher arrival satisfaction (94%) compared to those that don't (85%)
- PASS has helped more than 2000 students to date

Participation in 'Get Ready to Study'	Satisfied with arrival experience %	Feel prepared for studies %
Yes	89%	92%
No	86%	86%
I did not know about it	81%	83%

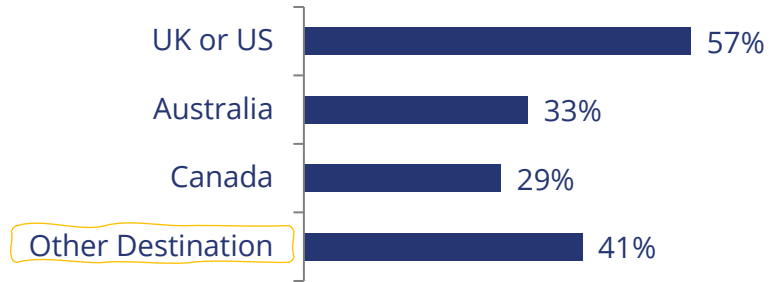
There is significant competition across study destinations with many students now considering an alternative option to the 'big 4'

# 51%

of students considered, or applied to, a university in a country different to their chosen destination (either UK/US)

of these...

## Alternative destination of university that students considered or applied to



- Large proportion of students considered both the UK and USA as a study destination (29% of all respondents)
- Increasingly attractive proposition of universities outside the 'Big 4' with range of other destinations combining to form the next largest share of prospective demand
- These 'other destinations' were most routinely cited by students arriving from Europe & Central Asia and Middle East & North Africa regions
- Students considering a broader range of alternative destinations outside the 'big 4' is consistent with other research: Navitas Agent Perception Survey, IDP Emerging Futures, QS International Student Survey

Many students now considering an alternative closer to home to benefit from lower costs of study and benefits of proximity (both geographic and cultural)

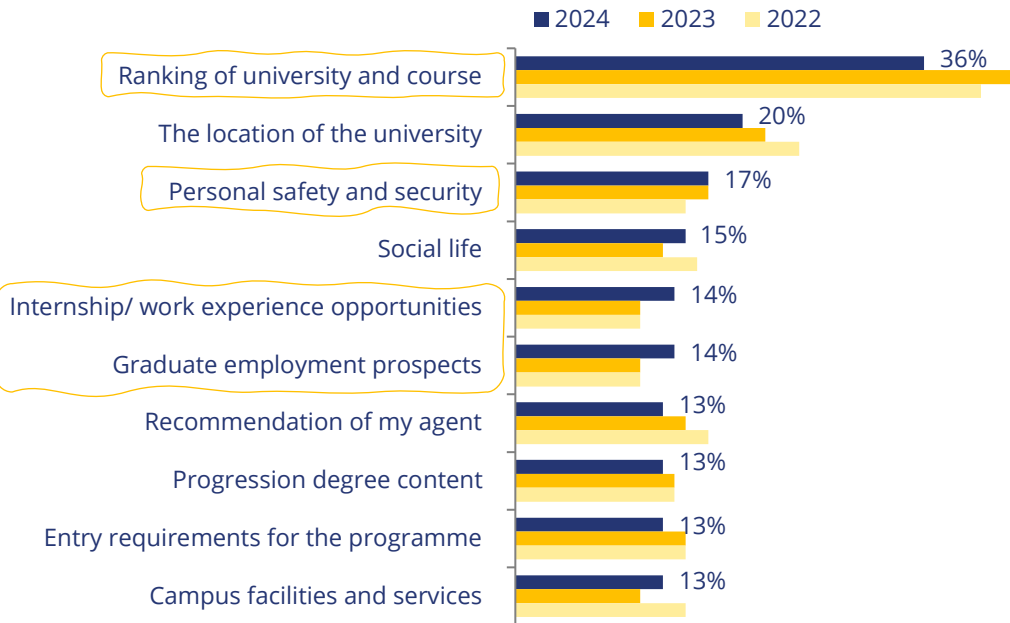
Other regions considered	Alternative destination considered by students recruited from region				
	All Regions	China & Hong Kong	East Asia	Europe & Central Asia	Middle East & North Africa
Europe (excluding UK)	63%	22%	32%	93%	59%
Middle East & North Africa	15%	0%	2%	9%	43%
South-East Asia	12%	14%	44%	3%	8%
China & Hong Kong	9%	43%	10%	0%	3%
Other Asia	6%	19%	10%	3%	3%

Other regions considered	Top Countries Mentioned
Europe excl. UK	Germany, Netherlands, France, Spain, Italy
MENA	United Arab Emirates, Kuwait, Saudi Arabia
South-East Asia	Singapore, Malaysia
Other Asia	Japan

- Europe had the most consistent appeal across regions
- Hong Kong was the main alternative considered by students arriving from China
- Europe and UAE/Kuwait were considered the most as destinations by students from the Middle East
- East Asian students most likely to consider Singapore and Malaysia as alternatives

# Priorities for students are shifting with factors around employability and personal safety taking a greater prominence over the past three years

## Factors cited as most important in student's choice of destination university (top 10 presented – students could choose up to three)

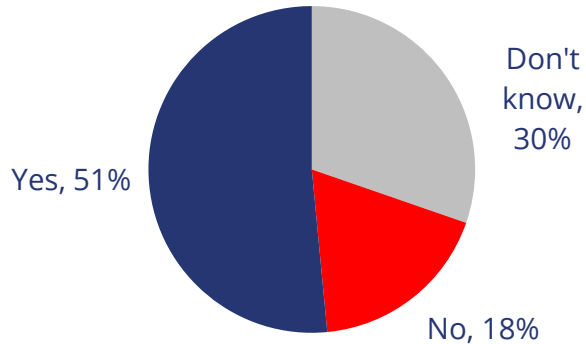


- **Ranking remains the most cited driver of student choice**, but featured less prominently than in prior years
- **Factors around employability were the main areas to increase in importance over the last three years**
- Work experience opportunities ranked #2 for students from South Asia
- Graduate employment was ranked #3 for students from China & Hong Kong
- **Personal safety factors** important in both Middle East & North Africa and China & Hong Kong

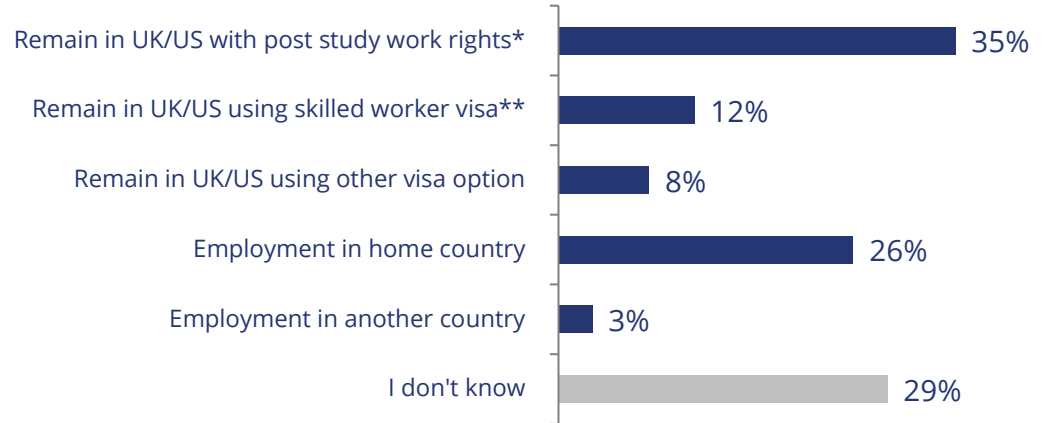


Employment opportunities are important both during and after studies, securing internships and connecting with employers are key needs

### Student planning to work during studies



### Student employment plans after graduation



- 51% of students planning to access some form of work/ placement during their studies
- About half of students planning to remain in UK/ US after graduation and use available post-study visa options
- Post-study work visas most routinely cited by students from East Asia and South Asia
- One quarter of students intend to return home immediately after graduation

\*Includes Graduate Route (UK) and OPT (US) visa options \*\* Skilled Worker visa in UK or H1B in USA – students were able to select multiple options if relevant so total does not equal 100%

# Apart from agents, parents and teachers were seen as the most prominent sources of advice about studying abroad

## Sources of information/advice about studying abroad cited as most important by students (by source region)

Source of information	China & Hong Kong	East Asia	Europe & Central Asia	South Asia	Middle East & North Africa	The Americas	Africa
Education agent	44%	49%	51%	34%	41%	49%	41%
My parents	46%	37%	35%	28%	39%	31%	43%
School teacher/career advisor	38%	26%	29%	35%	33%	34%	21%
Other relatives or friends	23%	23%	27%	21%	38%	23%	33%
Official University website	22%	24%	22%	37%	20%	27%	26%
Social media	27%	23%	21%	21%	25%	23%	23%
INTOstudy.com	14%	16%	9%	20%	12%	14%	24%
Student fairs	7%	13%	9%	19%	12%	9%	10%
Course finder website	11%	14%	9%	14%	6%	19%	13%
Online forums/chat rooms	7%	5%	7%	4%	6%	3%	1%

- Agents were significant across all regions, but comparatively more influential in East Asia and Europe & Central Asia
- Parents were the most influential source in China & Hong Kong and Africa – school/ college teachers significant in South Asia
- The university website was most prominent in South Asia, Social Media influencing c.1 in 4 students in most regions

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