INTO Knowledge researches issues that will affect the future of higher education world-wide. This information is extracted from our Study Abroad survey, to be published in June 2009.

DEMAND FOR STUDY ABROAD IS HIGH IN THE US: WHY AREN’T UK INSTITUTIONS BENEFITING?

The number of American students participating in study abroad programmes has increased exponentially in the past decade. The numbers studying in the UK does not follow this upward trend.

American students studied abroad for academic credits in the academic year 2006/07, an increase of 8% over the previous academic year.

However, only 13.5% of the total US study abroad population. UK universities are not building their share while competition is growing worldwide.

FIGURE 1

NUMBER OF US STUDENTS STUDYING ABROAD

Source: Institute of International Education (IIE)

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BRAND PRICING PREMIUMS

Among the three options available for American students to study abroad, the price charged by UK universities located in London is consistently lower. This price point has not been perceived as a definitive influence by American students.

STUDY ABROAD: AN OPPORTUNITY FOR THE UK

Currency fluctuation presents a potential opportunity for the UK. A weaker pound makes the UK a more affordable destination for American students.

HOW WELL DO YOU UNDERSTAND STUDY ABROAD DEMAND?

We have segmented US students into different groups according to their view on study abroad. Each group is driven by a different set of perceptions, motivations and influences. How well do you understand these groups, particularly those who are considering making a commitment to study abroad?

There is a growing market for study abroad programmes and an increasing choice of study destinations and greater opportunities for students. However, attention must be given by universities to the importance of meeting and exceeding student consumer expectations if they are to maintain market share.

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