

Today's students and their journey

Who are students today?

Five types of students



Sensible

They care about their studies and grades, and are more focussed on day to day essentials in their accommodation than social extras.



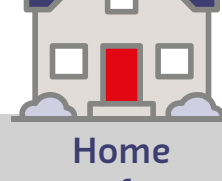
Healthy and ethical

They care about the food they eat and how it is sourced. Eating healthily will be on their mind, as will their university's ethics and impact on the environment.



Money conscious

Money is a big concern, whether day to day living costs or longer-term debt after graduation. They may cut down on their social life and transport to save money.



Home comforts

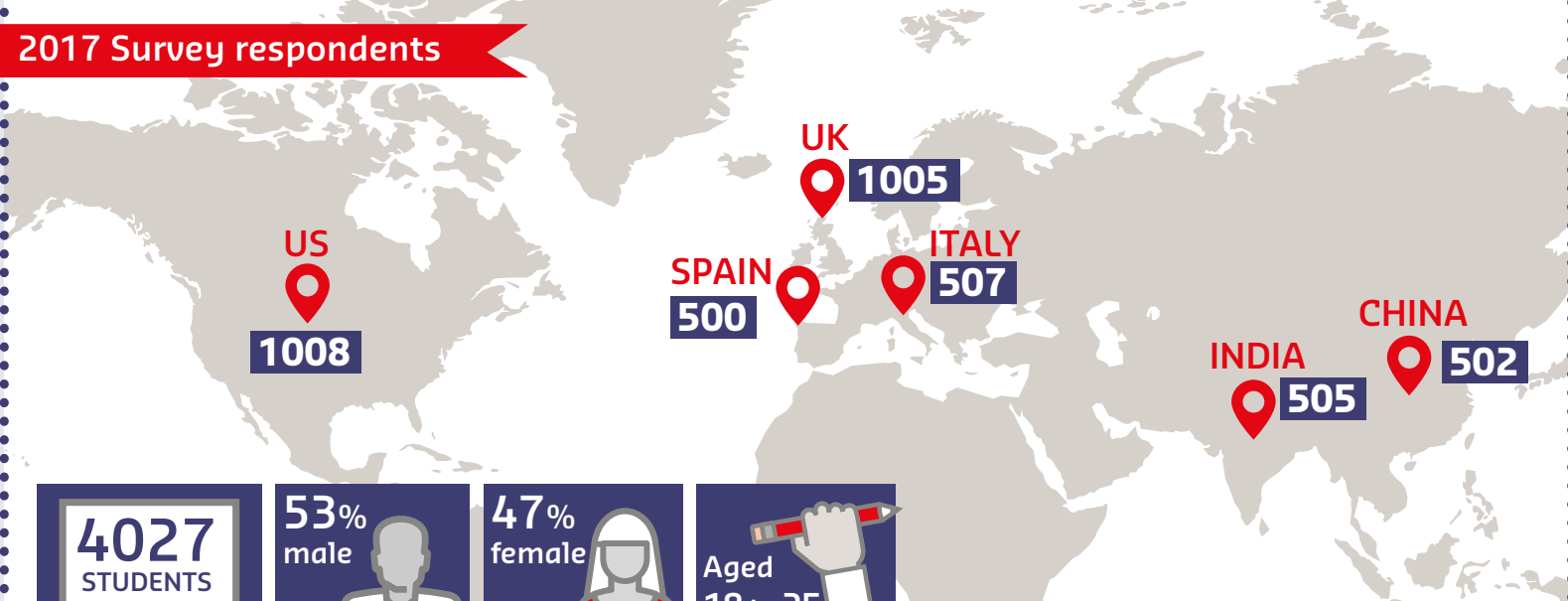
Living at home is the main factor in their university choice. They retain support from their parents, have lower living costs, and may return home to eat during the day.



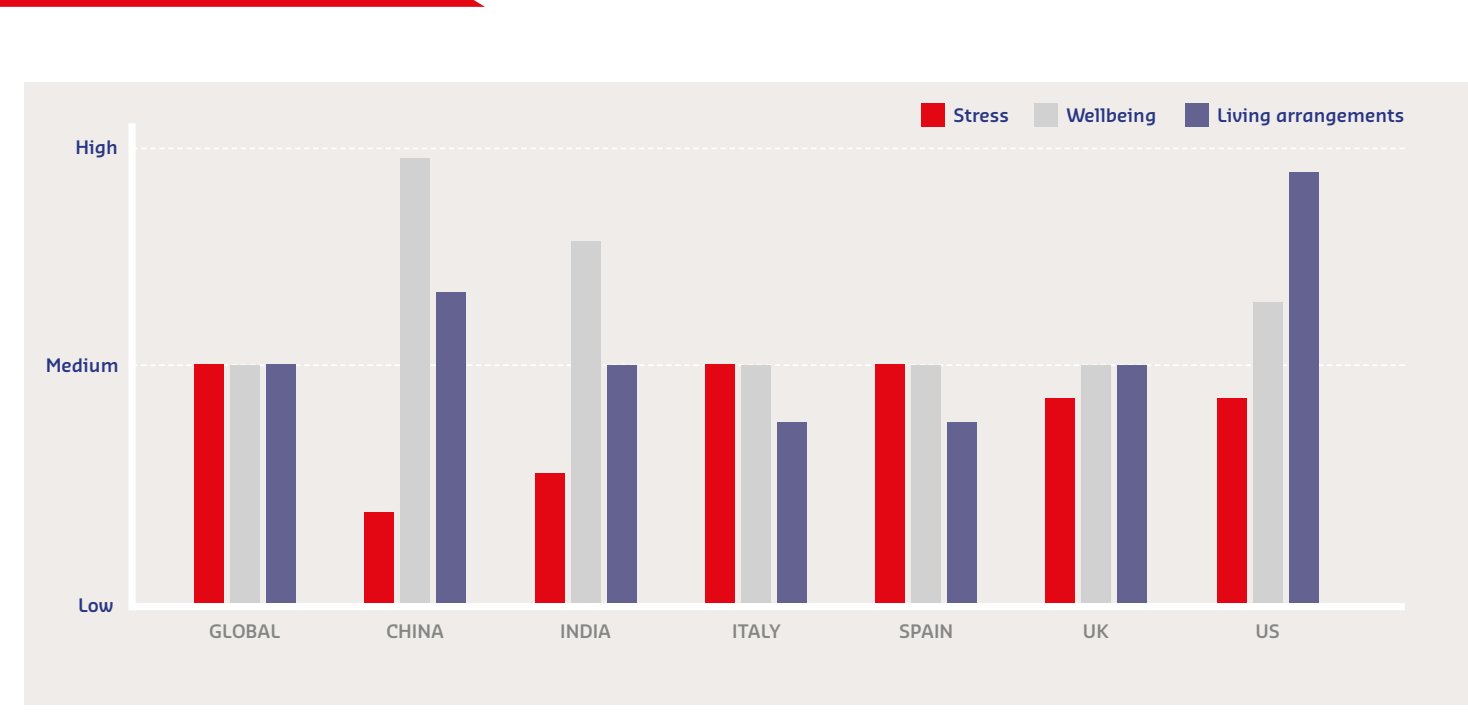
Career focused

Their ability to find and get a job will be one of their major worries. They're likely to use career services, know what career they want, and have already made steps to get it.

2017 Survey respondents



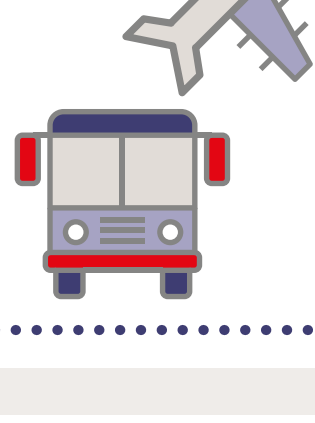
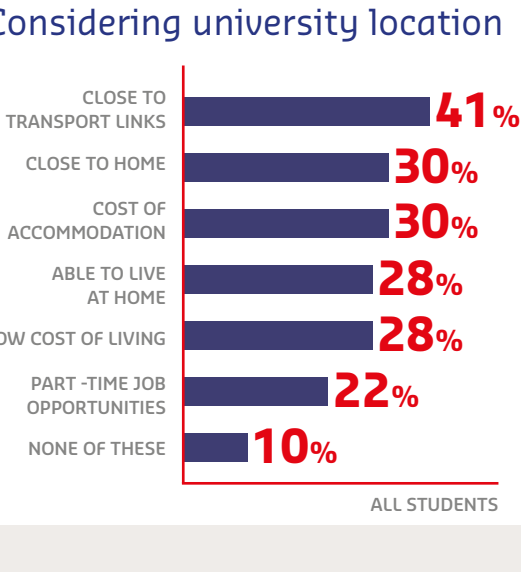
Student quality of life



The student journey

Pre-arrival

Considering university location



41%
Globally transport links are most important when considering university location

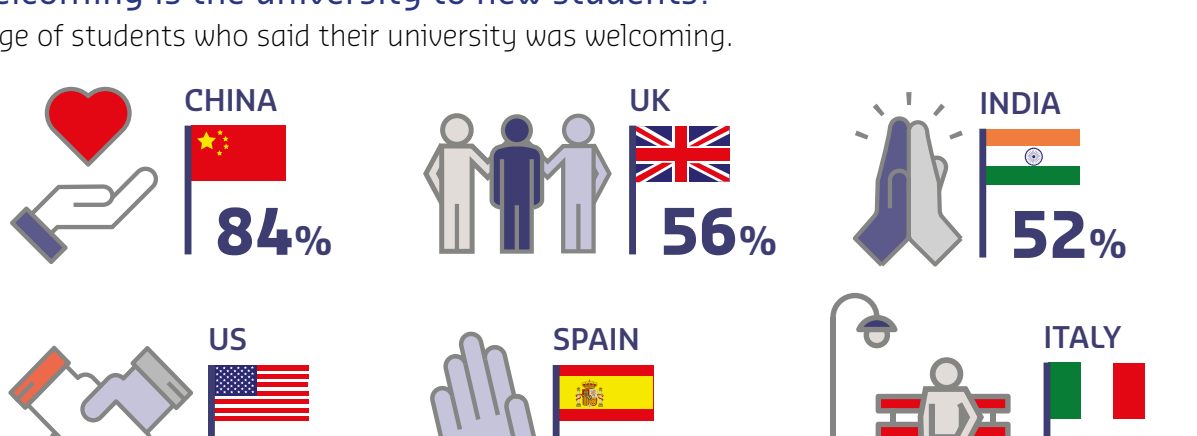
Most important deciding factor for each country



Arrival

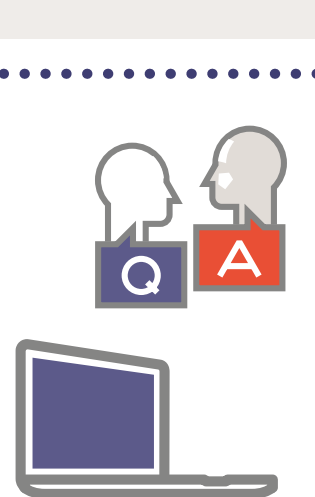
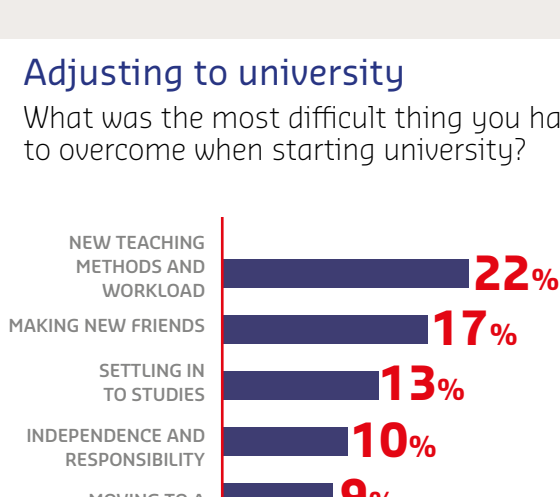
How welcoming is the university to new students?

Percentage of students who said their university was welcoming.



Adjusting to university

What was the most difficult thing you had to overcome when starting university?



22%
Adjusting to new teaching methods and workloads was one of the most difficult things to overcome

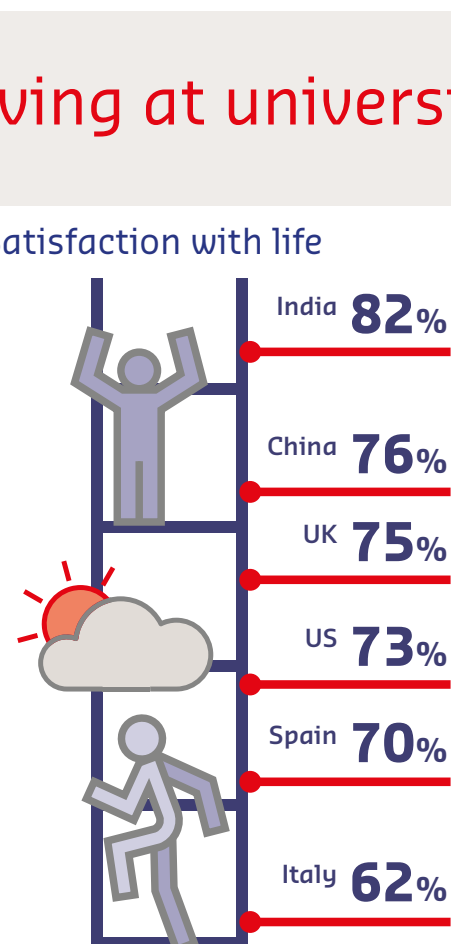
Accommodation services considered most important



Globally, parents pay for accommodation for 53 per cent of students. 17 per cent of students pay themselves

Living at university

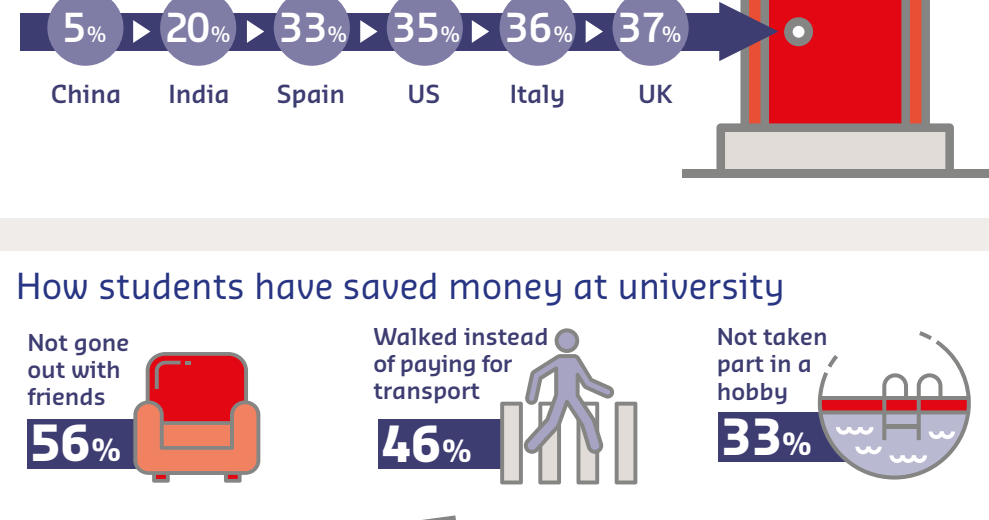
Satisfaction with life



Number of students who have considered dropping out of university

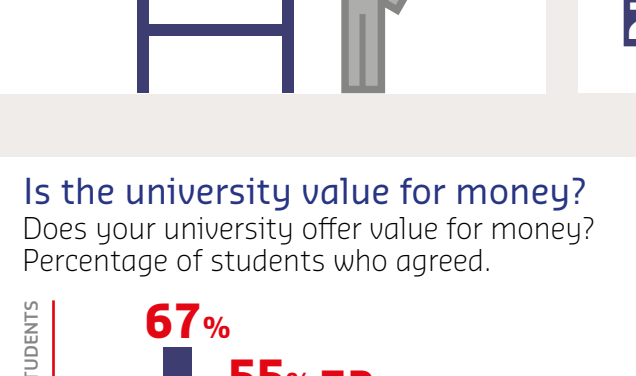


How students have saved money at university



Is the university value for money?

Does your university offer value for money? Percentage of students who agreed.



47%
Just under half of students think their university offers value for money

Departure from university

Do they know what job they want?



54%
Just over half of students know what job they want to do after graduation

Students who have done an internship



Main concerns about their future career

