

Unifrog insights: What drives students' decision making on international pathways

WHO WE ARE

Unifrog is the **universal destinations platform**.

Our platform helps students with the **whole progression process** – from exploring interests, to recording skills and activities, finding global opportunities, and crafting applications.



3,600+

partner schools,
including 900
international schools



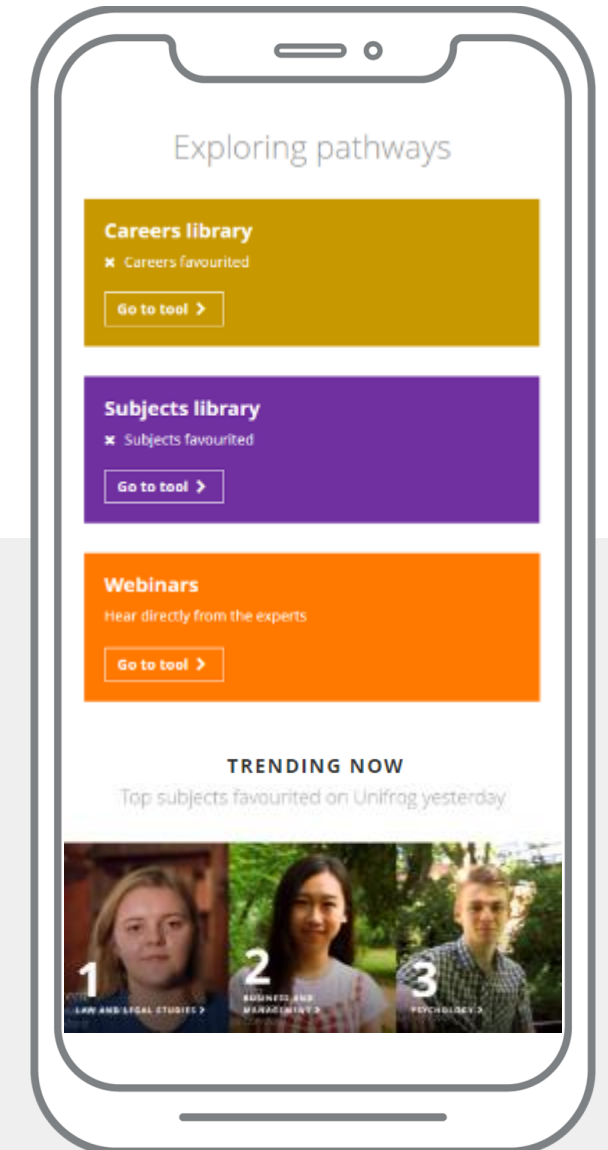
1.7 million

active students
worldwide using the
Unifrog platform



150+

Unifrog partner
universities around the
world



APPETITE FOR STUDYING ABROAD



120,000+

UK students using
Unifrog's **international**
search engines



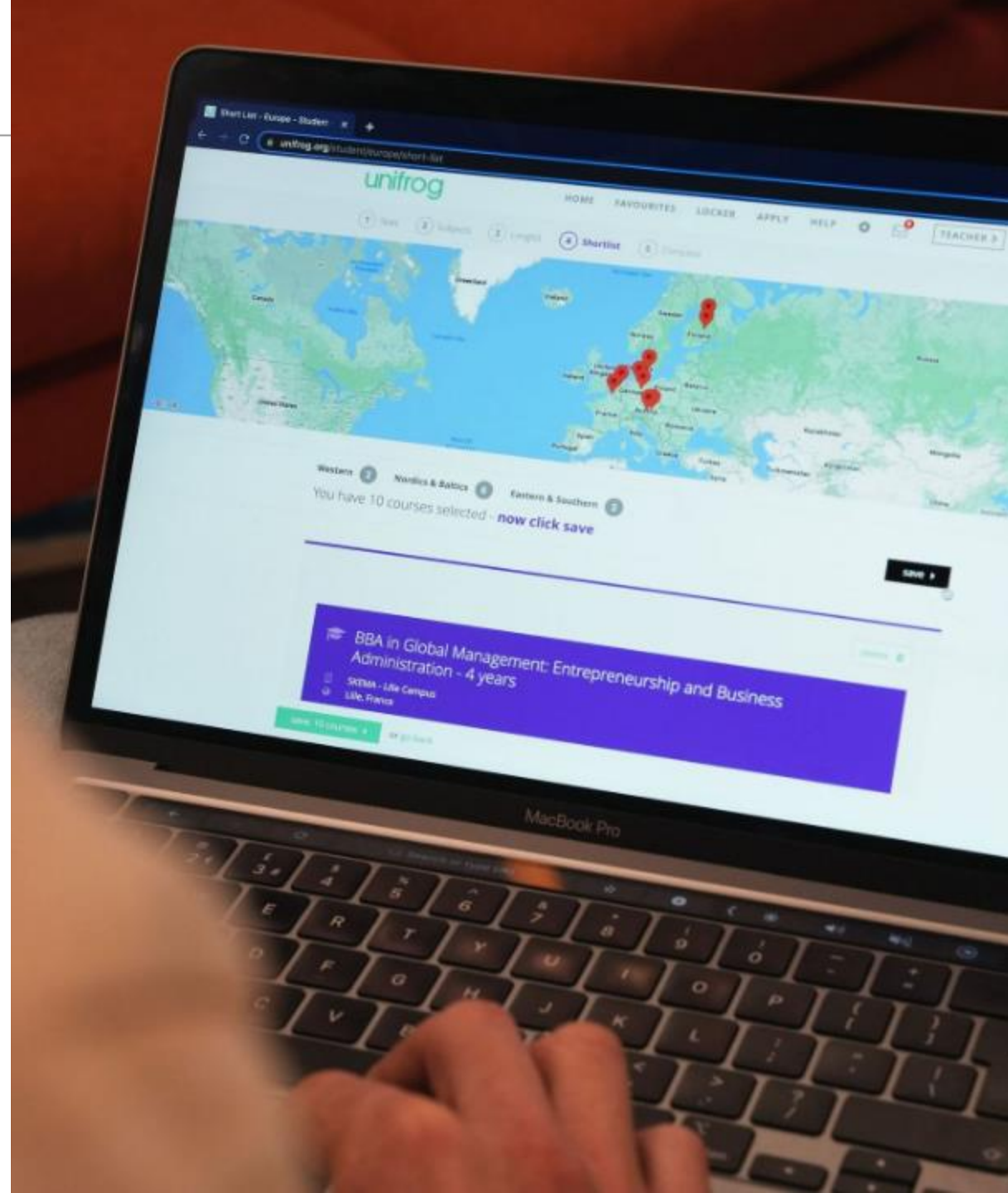
86%

UK students express
interest in studying
abroad



87,000+

documents sent via our
Common App and **Parchment**
integrations in 2023



WHAT OUR PARTNERS SAY



I recently switched platforms for document sending, and have found Unifrog's **Common App integration** very easy to use. The colour coding traffic light system is very clear, and the **Parchment integration as a catch-all for almost all other universities** works without any difficulties."

Jason Mungles, Head of University & Careers Guidance,
Sotogrande International School, Spain

TEST YOUR KNOWLEDGE

Question time!

Qu: WHAT ARE THE TOP **REASONS** FOR STUDYING ABROAD?



WHY STUDENTS WANT TO STUDY ABROAD

- 1 To increase **personal independence** 98% agree
- 2 To **make friends** from other countries 96% agree
- 3 To improve my **career prospects** 95% agree
- 4 To immerse in **another culture** 94% agree
- 5 To **travel** alongside studying 86% agree
- 6 To attend a **prestigious university** 84% agree

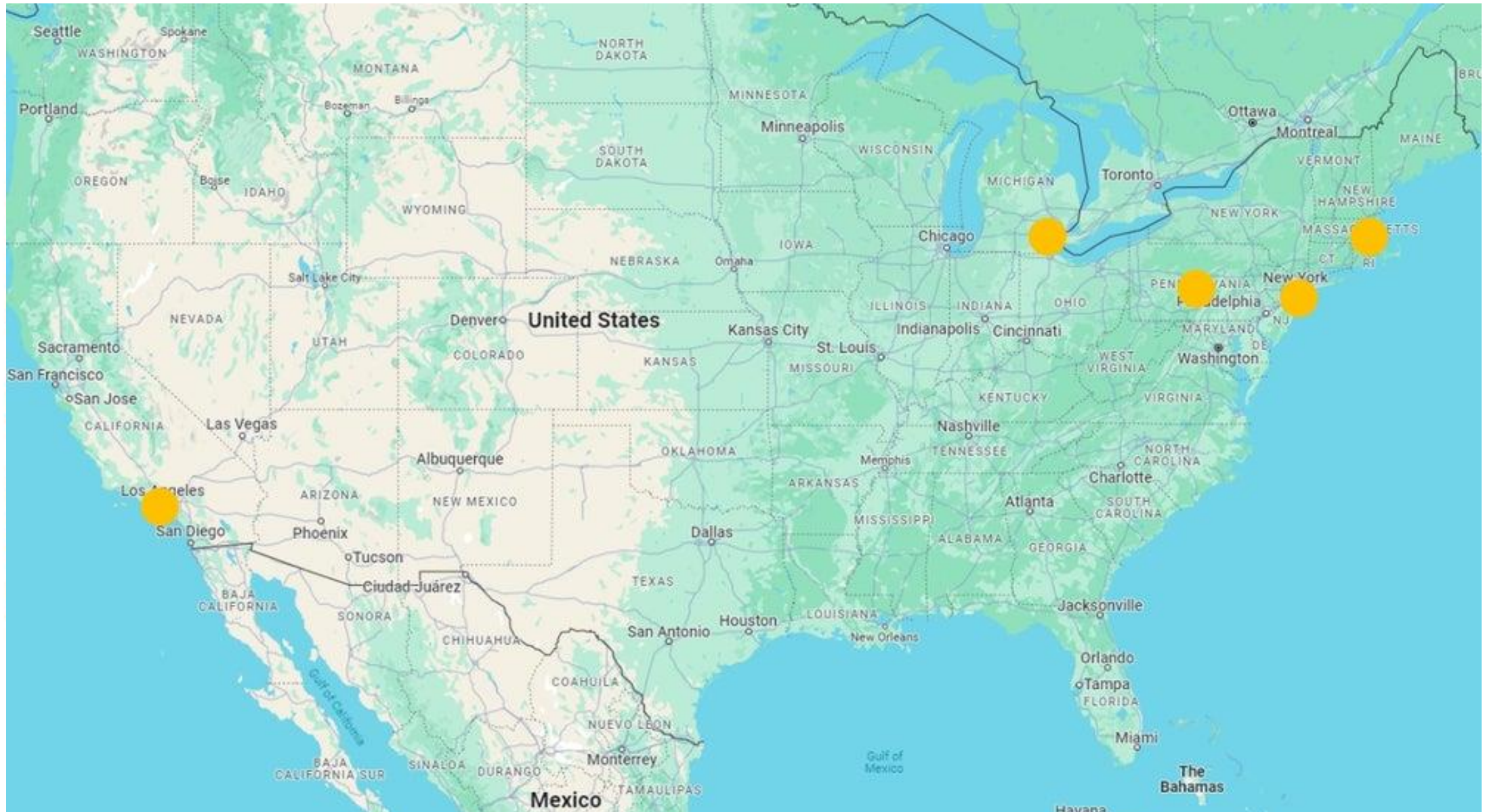
Qu: WHAT ARE THE TOP **BARRIERS** TO STUDY ABROAD?

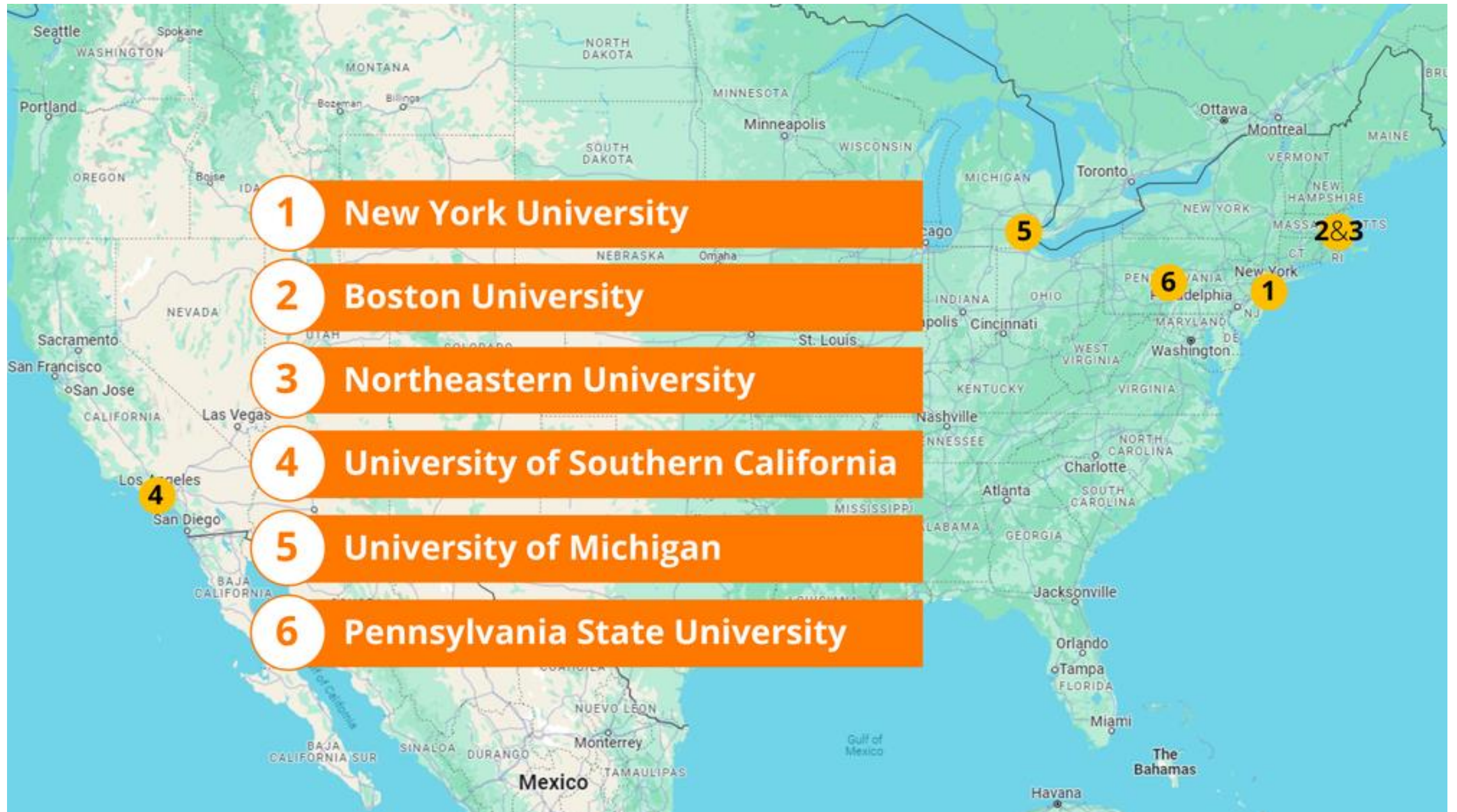


TOP BARRIERS TO STUDYING ABROAD

- 1 I want to **stay near family** and friends **81%** agree
- 2 I **don't know enough** about international universities **76%** agree
- 3 I'm not sure about the **application process** **71%** agree
- 4 It will be **expensive** **71%** agree
- 5 It will be complicated to arrange **accommodation** **67%** agree
- 6 I don't speak another **language** **67%** agree

Qu: WHERE IS THE MOST APPLIED TO **US INSTITUTION** VIA COMMON APP?





1 New York University

2 Boston University

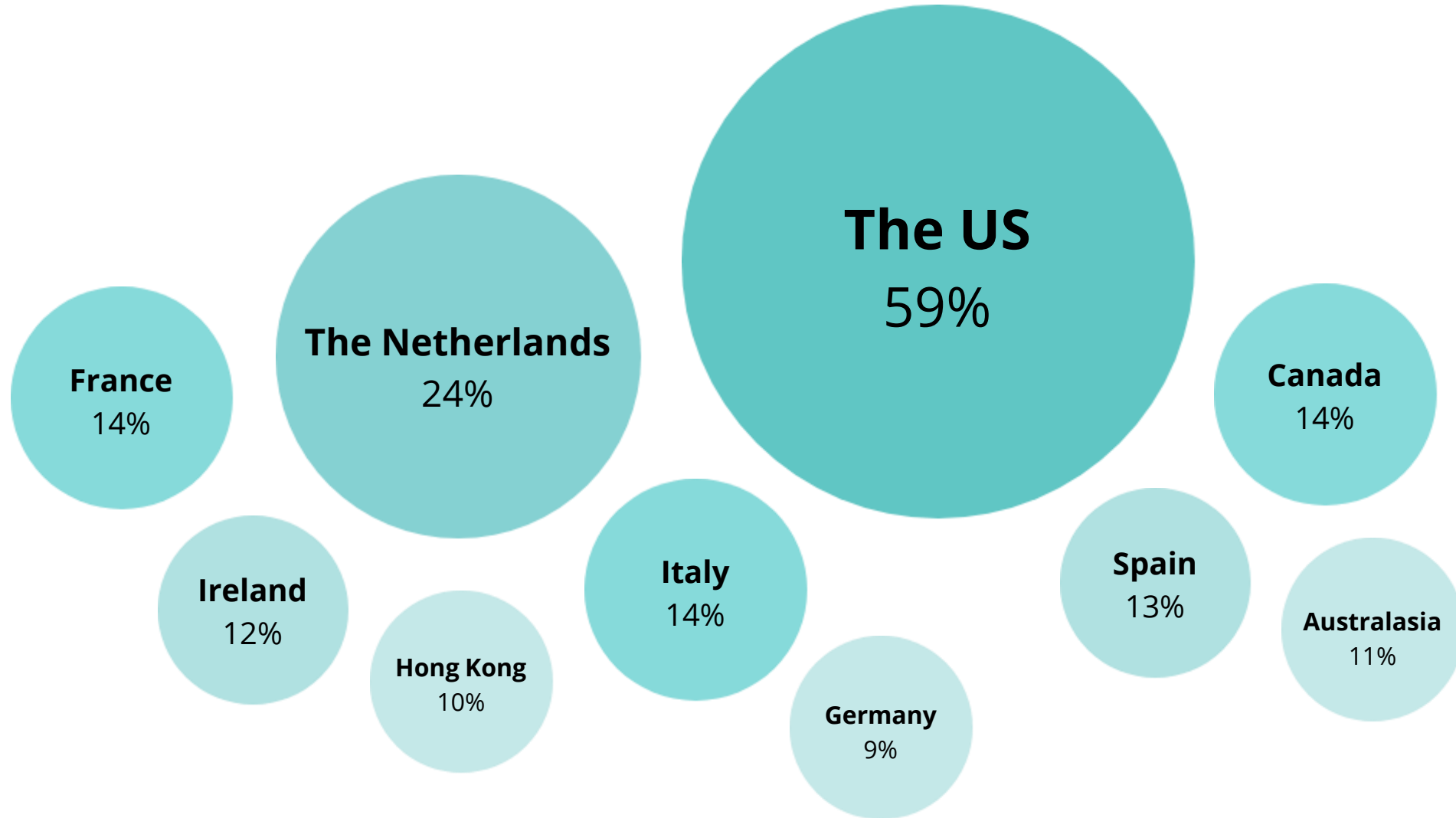
3 Northeastern University

4 University of Southern California

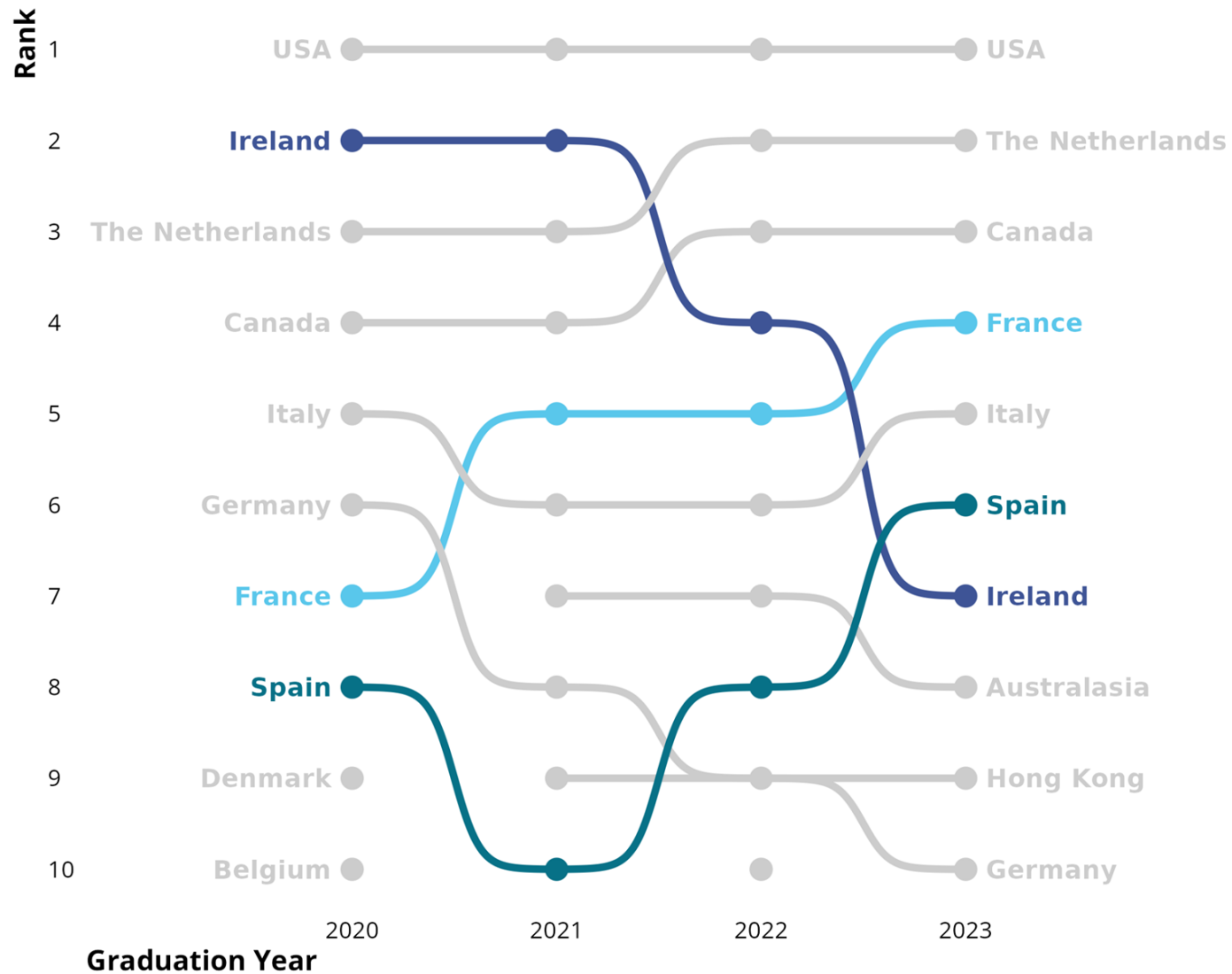
5 University of Michigan

6 Pennsylvania State University

DATA DEEP DIVE: WHICH **DESTINATIONS** ARE STUDENTS MOST INTERESTED IN?



DATA DEEP DIVE: HOW HAVE **COUNTRIES' POPULARITY RANKINGS CHANGED** OVER TIME?

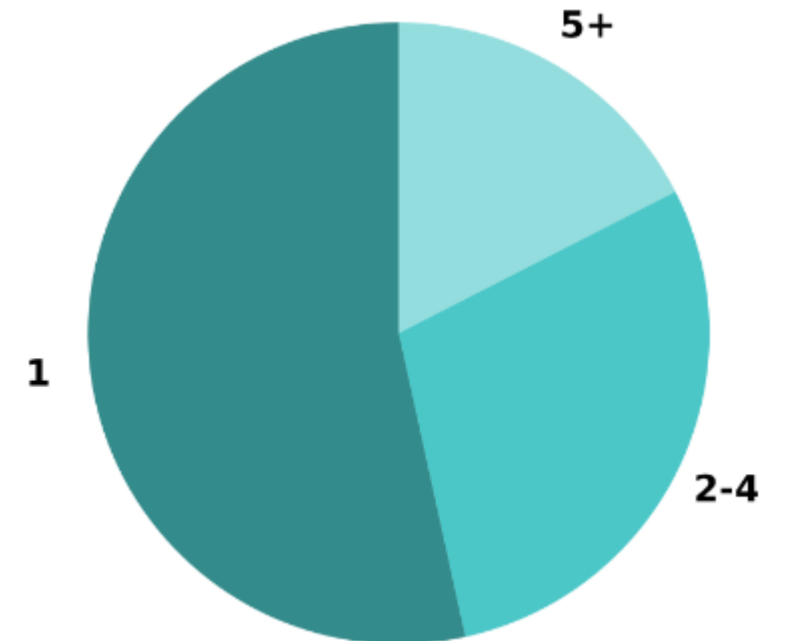


- The top 10 shortlisted countries have **remained relatively stable** over the past four cycles.
- **The US** is consistently ranked #1 for shortlisted countries.
- **Ireland's** ranking dropped to #7 last year.
- **France and Spain** are climbing the ranks in relative popularity.

DATA DEEP DIVE: ARE STUDENTS KEEPING AN **OPEN MIND**?

- The majority of students (53%) are **only considering one country**.
- Another 29% of students are shortlisting opportunities in two to four countries.
- There is scope for teachers to **encourage diversity of research** for international universities.

Number of unique countries shortlisted by students



DATA DEEP DIVE: WHAT ARE THE MOST POPULAR COMBINATIONS OF COUNTRIES?

1 The US and Canada 

2 The US and Ireland 

3 The US and Australia 

4 The US and the Netherlands 

Searching for opportunities

US universities

Start >

European universities

Start >

Canadian universities (0 shortlists)

Start >

Australasian unis

Start >

MidEast & Africa unis



Start >

Irish universities


Start >

DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

International students




- 1  University of Toronto
- 2  University of British Columbia
- 3 University of Groningen
- 4 University of Hong Kong
- 5 University of Amsterdam
- 6 University of Sydney
- 7 Stanford University
- 8 Trinity College Dublin
- 9 New York University
- 10 Vrije Universiteit Amsterdam

UK students


- 1 Harvard University
- 2 Yale University
- 3 Stanford University
- 4 Trinity College Dublin
- 5 Columbia University
- 6 New York University
- 7 University College Dublin
- 8 The American University of Paris
- 9 University of Groningen
- 10  University of Toronto

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Demo of the platform

KEY TAKEAWAYS FROM OUR DATA DEEP DIVE

What's in a name?

Prestige of university was only ranked 6th, but many UK students are focused on highly-ranked US universities.

Look closer to home

Staying near family and friends is the top barrier to studying abroad: encourage exploring Europe.

Get familiar with Common App

Understand the requirements and document-sending processes.

Keep an open mind

Inspire students to shortlist more opportunities in multiple destinations in order to better compare them.

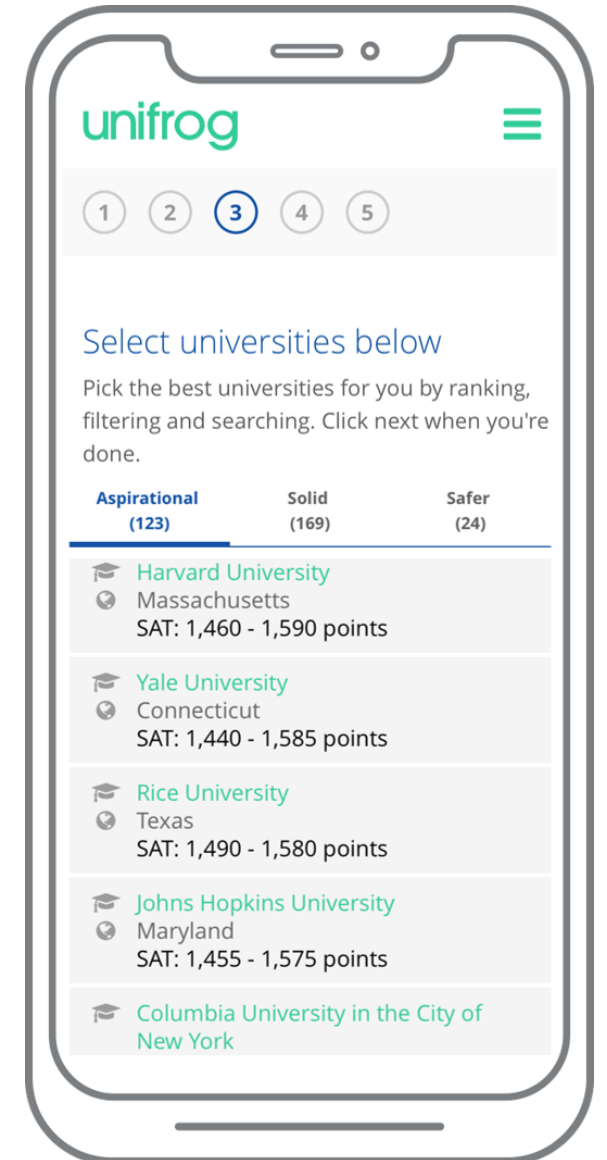
Track destinations

The more accurate alumni destinations data you keep, the better you can support future cohorts.



For students

- Comprehensive international university **search tools**
- Know-how **articles and videos**
- **Webinars** hosted by global universities
- Purpose-built tools to craft **Common App essays**
- **Unifrog International University Fair** (13 June 2024)



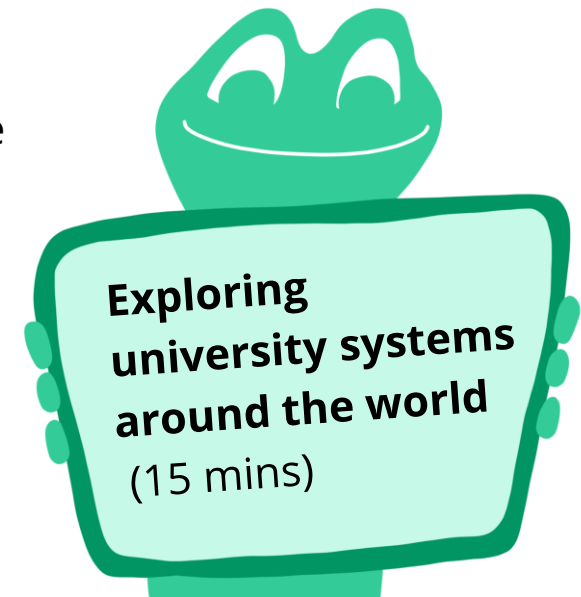
For teachers and advisors

- Resources on **global application systems**
- Integrated **document sending** – Common App and Parchment
- Careers Year Plan: **plug-and-play lessons** on studying abroad
- **Networking** opportunities with global universities



NEXT STEPS

- ✓ **Boost students' self-awareness by exploring interests and skills**
Start with Unifrog's free psychometric testing quizzes!
- ✓ **Record activities, both academic and extracurricular**
A holistic application is especially important for US institutions
- ✓ **Check out resources and events on Unifrog**
Sign up to the Unifrog International University Fair on 13 June
- ✓ **Get students to start shortlisting opportunities**
The more they engage, the more tailored opportunities and guidance can be
- ✓ **Run this free lesson with your students**
We'll share the lesson with you via email!



GET IN TOUCH



Get in touch to learn more about how Unifrog can support you and your students.



Elizabeth Verner-Pollard
Area Manager



elizabeth@unifrog.org