Research panel

About the survey

- The polling received **219 responses** from International students currently studying in the United Kingdom.
- The survey ran between **28th November – 4th December, 2016**.
- Utilising the Red Brick Research student panel we were able to contact a niche group of students from over **60 different countries**.
Research Areas

- Brexit
- Trump
- Reputation
- Attractiveness
- Communication
- Currency
- Purchase intent

For detailed results:
info@redbrickresearch.co.uk
Personal impact
International students unwelcome?

59%
believe that International Students are less welcome in the UK following the Brexit vote.
Graduates even less so...

74% believe that graduates from overseas are less welcome to stay in the UK following the Brexit vote
Most think UK will be less prosperous

73% believe that the UK will be a less prosperous place to work and study when it leaves the EU
But majority back UK degree value

60% disagree that…
‘My degree from a UK university will be worth less when the UK leaves the EU’

info@redbrickresearch.co.uk
Communication could be better

62% felt that their university had kept them well-informed about Brexit.

50%+ believe accommodation providers had not communicated well on Brexit (though it is seen primarily as a university responsibility).
Benefits of weaker sterling

57% say studying in the UK is more affordable

28% more likely to book more expensive student accommodation next year

50% say they are more likely to pursue further study in the UK when they graduate
Reputation
Brexit makes UK less desirable

5% Yes, Brexit has made the UK a **MORE** desirable place to study
64% Yes, Brexit has made the UK a **LESS** desirable place to study
28% No, there has been no impact
2% What’s Brexit?
But Trump effect is even bigger

No, there has been no impact (24%)

Yes, the election of President Trump has made the USA a MORE desirable place to study (3%)

Yes, the election of President Trump has made the USA a LESS desirable place to study (73%)
### Desirability of English-speaking options

<table>
<thead>
<tr>
<th>1 Year Ago</th>
<th>NOW</th>
<th>1 Year Ago</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td></td>
<td>NON-EU</td>
<td></td>
</tr>
<tr>
<td>🇬🇧 🇨🇦 🇺🇸 🇦🇺</td>
<td></td>
<td>🇬🇧 🇨🇦 🇺🇸 🇦🇺</td>
<td></td>
</tr>
</tbody>
</table>

Email: info@redbrickresearch.co.uk
Alternatives: Germany set to benefit?

EU

NON-EU
Decision-making
If applying now, would choose UK?

- Yes, definitely: 37%
- Yes, probably: 31%
- Maybe: 16%
- No, probably not: 12%
- No, definitely not: 4%
What about when UK has left?

- No, definitely not: 9%
- No, probably not: 25%
- Maybe: 26%
- Yes, probably: 24%
- Yes, definitely: 17%

info@redbrickresearch.co.uk
What about when UK has left?

**EU**
- Yes, definitely: 34%
- Yes, probably: 30%
- No, probably not: 13%
- No, definitely not: 5%
- 17%

**NON-EU**
- Yes, definitely: 24%
- Yes, probably: 30%
- Maybe: 24%
- No, definitely not: 4%
And if you (EU) had to pay Intl. fees?

- No, definitely not: 62%
- No, probably not: 22%
- Yes, definitely: 5%
- Yes, probably: 5%
- Maybe: 5%
Post-EU, what will happen to numbers?

**EU**
- 93%: About the same
- 5%

**NON-EU**
- 47%: More students will choose to study in the UK
- 7%
- 46%: Fewer students will choose to study in the UK

info@redbrickresearch.co.uk
About Red Brick Research

A modern research agency blending innovative technologies and powerful analytics with in-depth qualitative insight and board level consulting expertise.

Our work ranges from segmentations and persona development for national charities to international brand trackers for global tech giants.

Despite our extensive client list, we remain highly-focused and committed to our founding principles of Trust, Collaboration and Strategic Thinking.

Our clients enjoy working with us and value the guidance and advice we’re able to offer from the very earliest stages of a project.

We work directly with central marketing and market research departments to deliver a wide range of bespoke research projects such as;

- Brand Tracking and Campaign Evaluation
- Segmentation and Journey Mapping
- Portfolio Development
- Senior Internal and External Stakeholder Consultation
- Membership strategy
- International student research
- Website Architecture and User Experience (UX) Testing
- Benchmarking studies
- Market Simulations / Modelling for New Products
- CPD, Conferences, Training and other B2B Projects
- Alumni Studies and Strategy
- Panel studies* with pre/applicants, students and recent graduates
More than 80 HE Clients…
Health, Tech and Financial