



THE *STUDENT* ***PULSE***

Student Research and Consultancy Services

Direct your research questions to our truly global international student audience.

THE STUDENT

part of THE

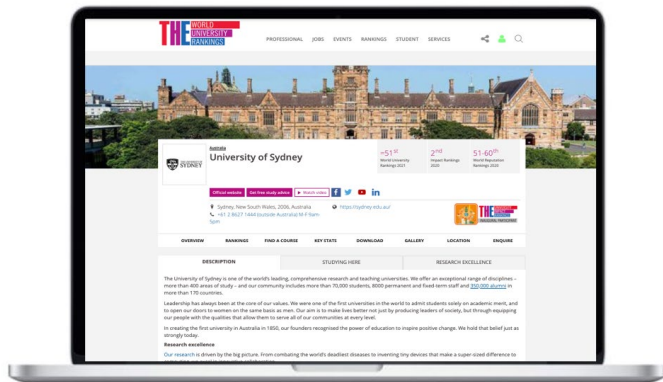
The new home for students planning to study abroad

For more than 15 years, **Times Higher Education (THE)** has been the go-to source for students and parents seeking trusted information on universities, attracting 14 million plus students to our website in the past 12 months alone.

Created to help get students where they want to study, **THE Student** is a dynamic new addition to our digital home, that engages with that global audience and connects them to the universities, data and services they need to choose who to trust with their education.

For any young person keen to study abroad, **THE Student** brings everything they need to make an informed decision into one place.

It is this rapidly growing and engaged audience which is the source of **THE Student Pulse** – a global panel of prospective international students which you can access for research and invaluable insight.



14,000,000 + / student visitors to THE website in the past 12 months



> 150 / countries and regions represented



THE STUDENT PULSE

Valuable audience. Invaluable insight

THE Student Pulse is **Times Higher Education's** global panel of prospective international students – presenting an opportunity for universities, governments, organisations and businesses to gain insight into their worldview.

When registering on the **THE Student** platform, our community of panelists opt-in to take part in research and share insights into the key steps of their educational journey, from that very first search to the anticipation and expectations of life on campus.

From this much sought after but difficult to reach Gen Z audience, **THE Student Pulse** provides an invaluable window onto the perceptions, opinions and ambitions which shape their views, choices and actions.

You can learn more over the following pages about the make-up of this engaged, perceptive and dynamic community of young people, ready to provide you with the insights you need.

Our panel grows by over **7,000** panelists per month



Unparalleled access to the international student community

THE Student Pulse represents an unrivalled research panel made up of students and prospective students from across the globe. Our panel provides unique access to a truly international research resource.

Panel services tailored to your needs

The panel is managed by our experienced consultancy team, who offer bespoke services based upon the research needs of our clients. The consultancy team are experts in the field of Higher Education and student focused research, and their guidance, support and expertise are harnessed in all **THE Student Pulse** services.



Our research services

- / **Online surveys** – we can answer your research needs by designing and running bespoke online surveys with our panel. Our usual outputs include full data tables, a presentation and a report that interrogates the data to provide actionable insights.
- / **Tracker surveys** – if you have one or two burning questions, we can include them within our monthly tracker survey, providing one-off or timeseries data over multiple months to provide the insight you need. This allows organisations to ask their own questions within the tracker survey, providing you with reliable data in a more cost-effective manner than running an entirely standalone survey.
- / **Qualitative interviews and focus groups** – our team can help recruit prospective students for qualitative interviews and focus groups that cater to your research needs. The team are highly experienced in this research field, which can be a great way to explore topics of interest in depth.
- / **Online communities** – online communities are a smart way to engage with our student panel and facilitate unique insights. Such communities can also be an effective way to bring together research participants from around the world and explore a variety of topics.



A global perspective

Our fast-expanding panel draws upon the experiences of students from every corner of the globe and from every level of the higher education experience. From Iceland to Tuvalu and from current high school students to postgraduates, the composition of our panel means that we can cater to every requirement.

Our panel comprises prospective students from 185 different countries, with the most common home countries being:

**India / United Kingdom / Nigeria / United States of America / Pakistan
Bangladesh / South Africa / China / Malaysia / Turkey**

CURRENT LEVEL OF STUDY

/ High School – 44%

/ Undergraduate – 41%

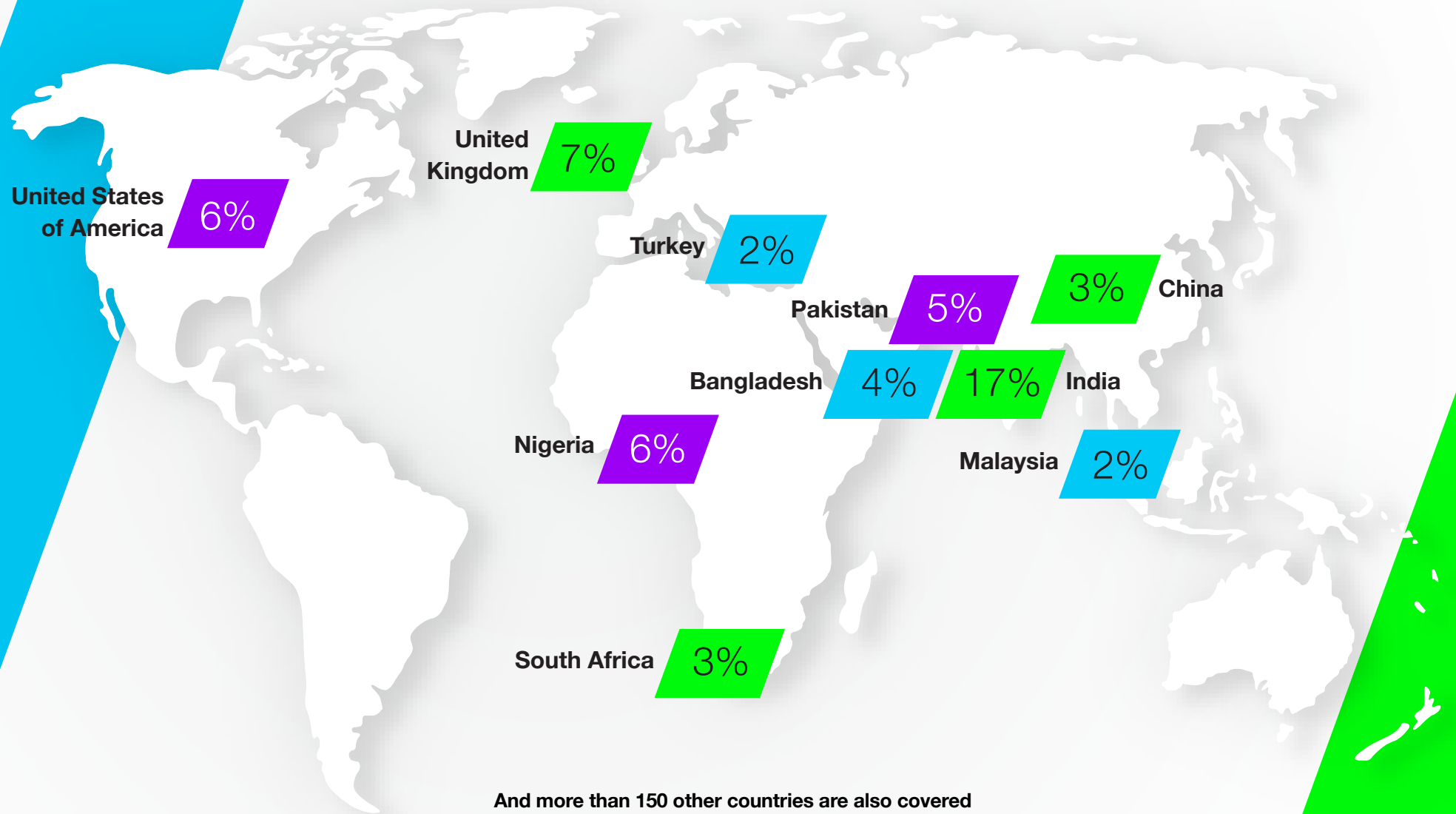
/ Postgraduate – 14%

INTENDED LEVEL OF STUDY

/ Undergraduate – 58%

/ Postgraduate – 42%

Home countries



And more than 150 other countries are also covered



Panelist profile

We can use the information that we have about each of our panelists to segment the group and target specific audiences as research requirements demand. Students inform us of all subjects that they are considering applying to, allowing our services to be delivered at a subject level.

DESIRED SUBJECTS – TOP 20

/ Business & Management – 20%

/ Mechanical & Aerospace Engineering – 7%

/ Computer Science – 17%

/ Electrical & Electronic Engineering – 6%

/ Medicine & Dentistry – 9%

/ Languages, Literature & Linguistics – 6%

/ Psychology – 9%

/ Education – 5%

/ Accounting & Finance – 9%

/ Communication & Media Studies – 5%

/ Biological Sciences – 8%

/ Mathematics & Statistics – 5%

/ Law – 7%

/ Other Health – 5%

/ Economics & Econometrics – 7%

/ Physics & Astronomy – 5%

/ Art, Performing Arts & Design – 7%

/ History, Philosophy & Theology – 4%

/ Politics & International Studies – 7%

/ Life sciences – 4%

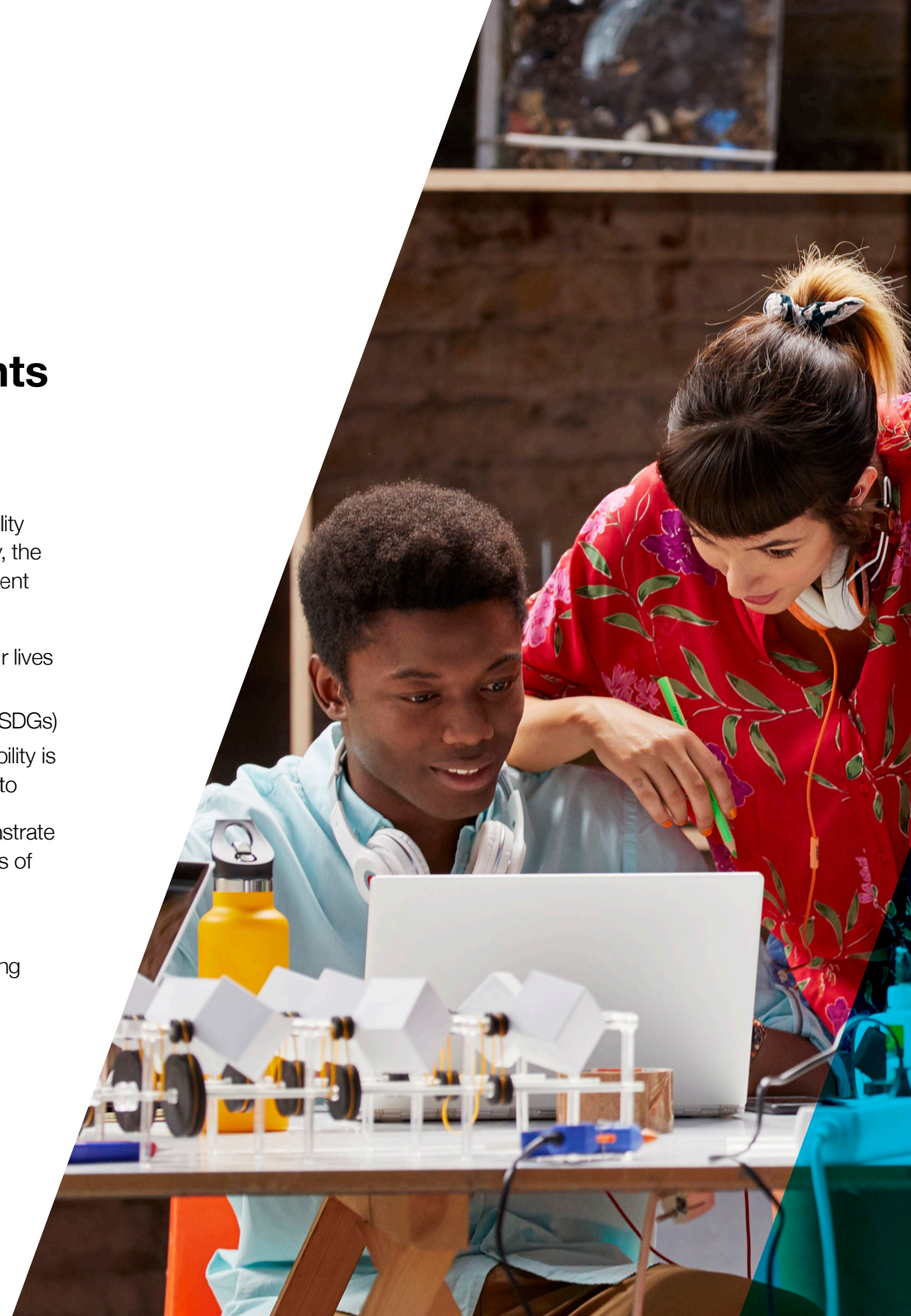
An example of our unique insights into students around the world

To explore the importance that prospective students place on sustainability in their everyday lives and how it influences decision over where to study, the THE Consultancy team ran a survey of 2,000 members of our THE Student Pulse panel. We learned that:

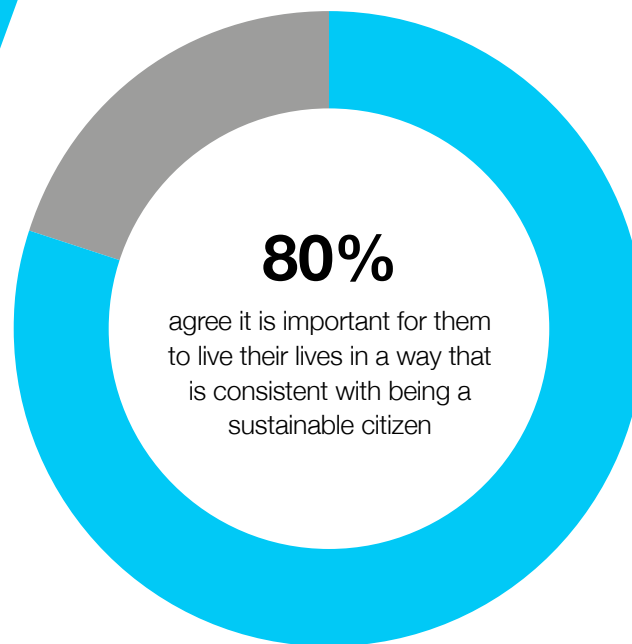
- / 80% of prospective students believe it is important for them to live their lives in a way that is consistent with being a sustainable citizen
- / 75% are aware of the United Nations' Sustainable Development Goals (SDGs)
- / 9% say that a university's commitment to, and reputation for, sustainability is the most important factor in determining which universities they apply to

Our findings suggest it is increasingly important for universities to demonstrate their sustainability credentials to connect with the passions and concerns of prospective students.

Insights into the values and priorities of students the world over can be harnessed to ensure that institutions and educational systems are catering to the needs and desires of the modern, global student.



Importance of being a sustainable citizen and awareness of the SDGs



Base: 2,000 prospective students

THE *STUDENT* *PULSE*

Put your finger on the pulse

To learn more about our panel, or to discuss your bespoke research requirements, please contact the team on consultancy@timeshighereducation.com



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