Understanding mature students
Six key things to inform your recruitment strategy

1. They're focused
   - 41% of students aged 36 and over make a single university choice.*

2. They stay local
   - 81% of students aged 21 and over have a drive time to university of 60 minutes or less compared to 54% of 18 year olds, who travel 70 minutes or more.*

3. The social life is less important
   - 52% of students aged 26 and over think that the social life or activities available are important when choosing their university or college compared to 81% of students aged 21 and over who think feeling like they ‘fit in’ is important when deciding where to apply.**

4. Fitting in is important
   - 74% of students aged 26 and over think that the social life is important when choosing their university or college but only 52% of students aged 21 and over think that feeling like you ‘fit in’ is important when deciding where to apply.**

5. They are career driven
   - Mature students tend to choose from a smaller range of vocational subjects, with subjects allied to medicine (including nursing) being the most popular.*
   - 9/10 final year students aged 26 and over think they will have a more fulfilling career and more options open to them after their HE experience.***

6. They think HE offers value
   - 55% of students aged 26 and over think their degree was good value for money.***
   - 91% of 18 year olds.**
   - 9/10 of students aged 26+ are happy with the fresher’s week activities at their university or college.+