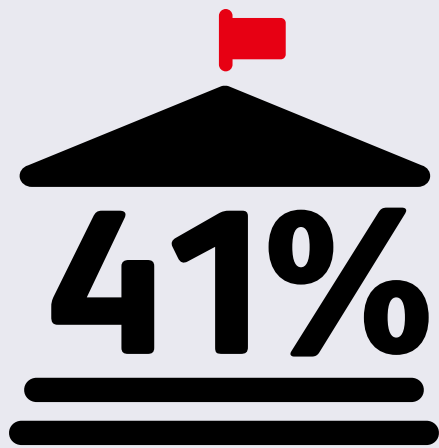


Understanding mature students

Six key things to inform your recruitment strategy

1 They're focused



of students aged 36 and over only **make a single university choice.***

2 They stay local



of students aged 21 and over **have a drive time to university of 60 minutes or less**

compared to



of 18 year olds, who travel **70 minutes or more.***

Almost



of students aged 30 **live at home while they study.***

3 The social life is less important



only
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



91%

of 18 year olds.**

4 Fitting in is important



74%

of students aged 21 and over think that **feeling like you 'fit in' is important** when deciding where to apply**

but only



of students aged 26+ **are happy with the freshers' week** activities at their university or college.+

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.*

Almost



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



of students aged 26 and over **think their degree was good value for money.*****