

Student Lifestyles - UK - June 2014

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“Universities are operating in an increasingly competitive marketplace for higher education. Domestic institutions are also competing with foreign universities, as more and more students choose to study abroad. Universities would benefit from stepping up their efforts to learn about matching student expectations and drive growth.”
– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Making the transition from home to university smoother
- Opportunities for parents to be firmer about asking their offspring to contribute around the household and learn budgeting skills
- Students expect universities to deliver more value for money as a result of raised tuition fees

Gone are the days when a university graduate can walk out of the university into a good job. Today's students feel under pressure, have to contend with historically high student debt and are worried about being able to find the right job (or indeed any job) after graduation.

In the aftermath of raised tuition fees there is growing consumer pressure from students driven by feelings of dissatisfaction with services provided by their institutions. Universities operating in an increasingly competitive space would benefit from expanding their range of services, introducing more flexibility into their offering, and generally being more transparent to compete for the brightest applicants and to help prospective students make a more informed choice about where to study.

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