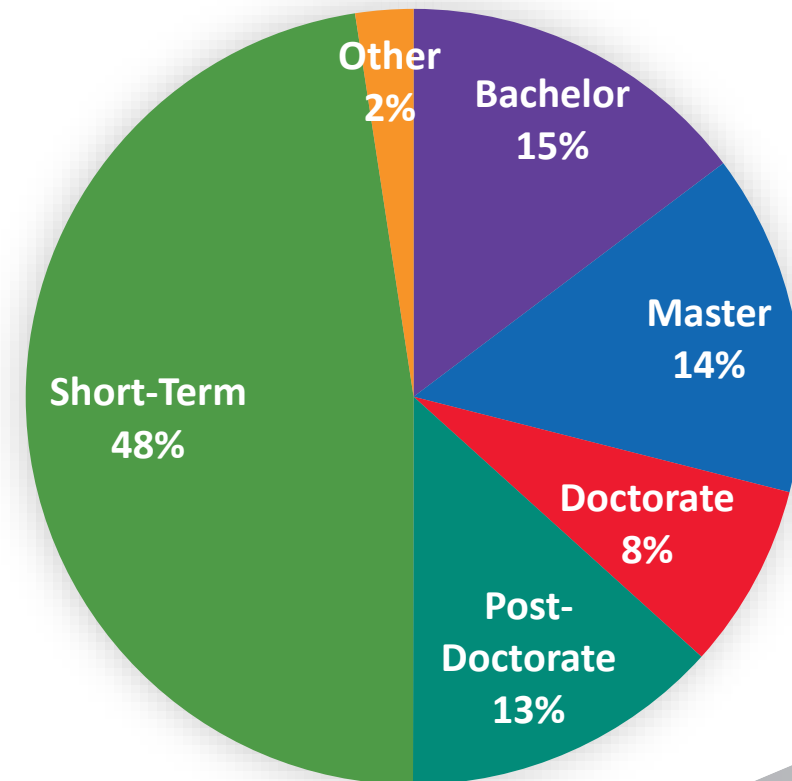


International Students in Israel

International Students Across Degree Levels

Degree Level	Number of Students
Bachelor	1786
Master	1728
Doctorate	938
Post-Doctorate	1618
Short-Term	5771
Other	293
Total	12134

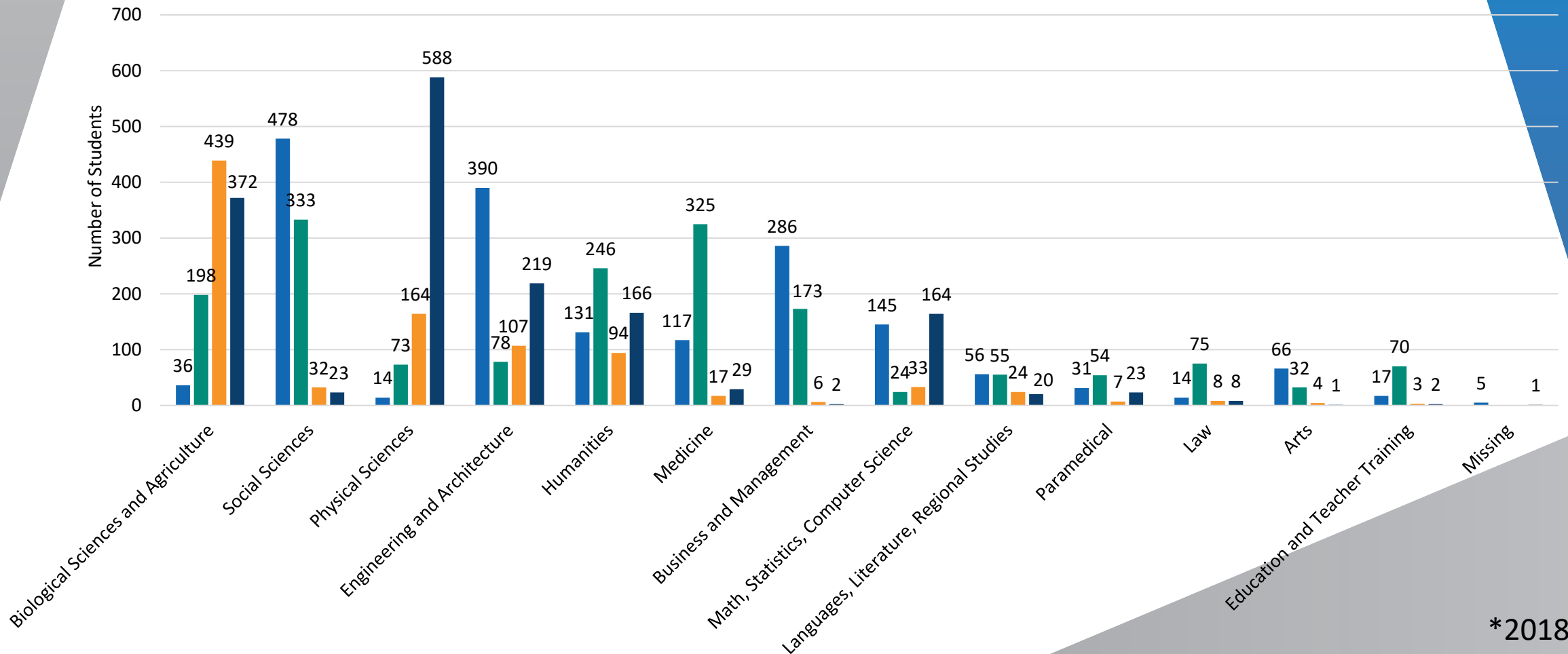


International Students Across Fields of Study (Full Degrees)

Field	Bachelor's Degree	Master's Degree	Doctorate	Post-Doctorate	Total	Percentage
Biological Sciences and Agriculture	36	198	439	372	1045	17.2%
Social Sciences	478	333	32	23	866	14.2%
Physical Sciences	14	73	164	588	839	13.8%
Engineering and Architecture	390	78	107	219	794	13.1%
Humanities	131	246	94	166	637	10.5%
Medicine	117	325	17	29	488	8.0%
Business and Management	286	173	6	2	467	7.7%
Math, Statistics, Computer Science	145	24	33	164	366	6.0%
Languages, Literature, Regional Studies	56	55	24	20	155	2.6%
Paramedical	31	54	7	23	115	1.9%
Law	14	75	8	8	105	1.7%
Arts	66	32	4	1	103	1.7%
Education and Teacher Training	17	70	3	2	92	1.5%
Missing	5			1	6	0.1%

International Students Across Fields of Study

■ Bachelor's Degree ■ Master's Degree ■ Doctorate ■ Post-Doctorate

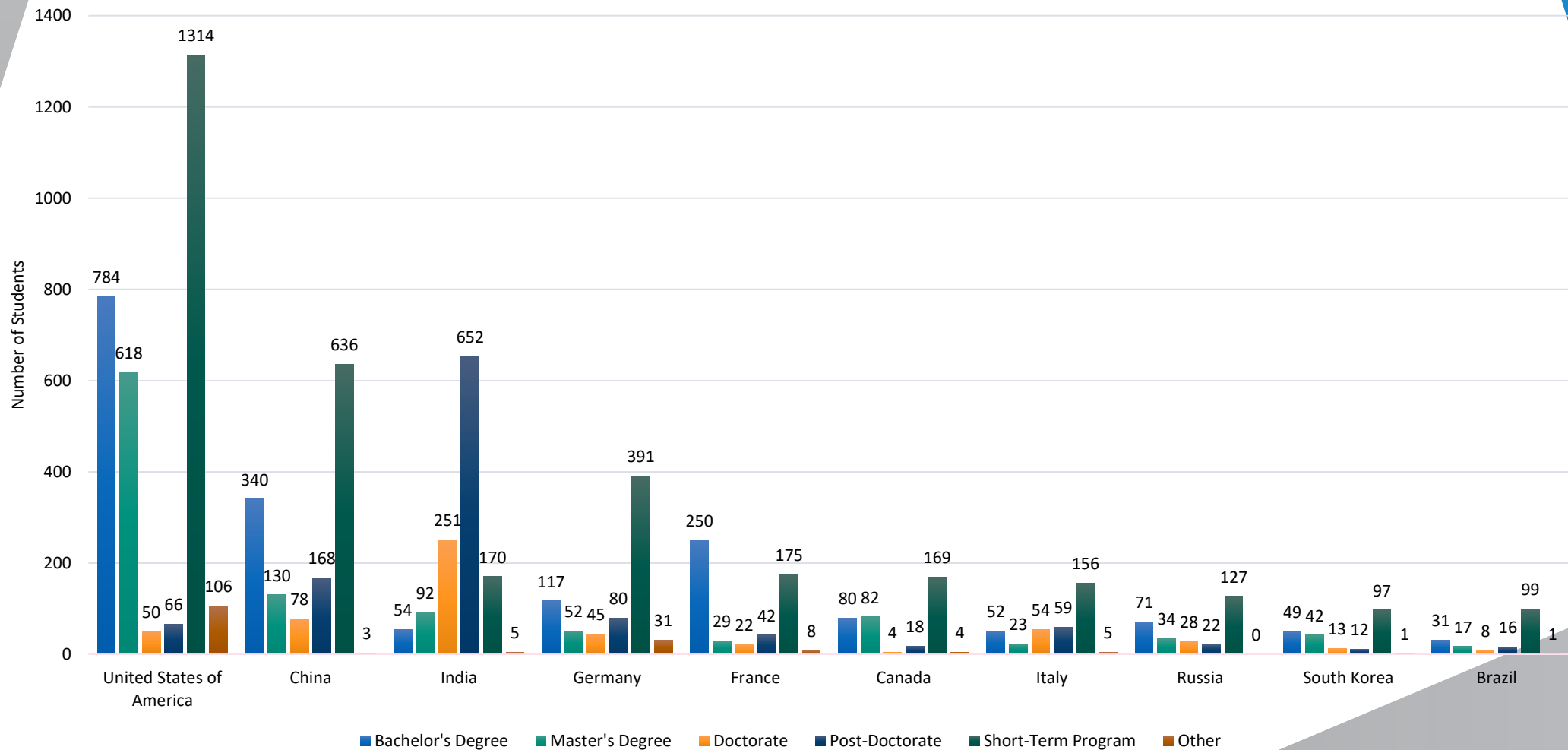


*2018-2019

Most Popular Home Countries

Ranking	Home Country	Number of Students	Bachelor's Degree	Master's Degree	Doctorate	Post-Doctorate	Short-Term Programs	Other
1	United States of America	2938	784	618	50	66	1314	106
2	China	1355	340	130	78	168	636	3
3	India	1224	54	92	251	652	170	5
4	Germany	716	117	52	45	80	391	31
5	France	526	250	29	22	42	175	8
6	Canada	357	80	82	4	18	169	4
7	Italy	349	52	23	54	59	156	5
8	Russia	282	71	34	28	22	127	0
9	South Korea	214	49	42	13	12	97	1
10	Brazil	172	31	17	8	16	99	1

Most Popular Home Countries



*2018-2019

Most Popular Fields of Study by Country

	Physical Sciences	Engineering and Architecture	Biological Sciences and Agriculture	Humanities	Medicine	Social Sciences	Math, Statistics, Computer Science	Business and Management	Arts	Languages, Literature, Regional Studies	Education and Teacher Training	Paramedical	Law	Missing	Total
United States of America	33	58	56	269	357	269	47	117	48	23	36	16	19	248	1596
China	104	207	50	67	9	23	33	24	3	31	9	1	3	154	718
India	373	191	294	55	26	14	38	2	12	1	2	18	5	20	1051
Germany	44	14	39	16	2	35	20	7	34	12	1	3	7	71	305
France	19	68	28	17	4	35	49	47	6	4	3	6	1	52	339
Canada	4	9	10	17	63	24	5	16	1	1	2	8	2	21	183
Italy	22	24	44	27	4	21	13	11	3	3	2	1	4	12	191
Russia	14	40	16	12	1	12	30	8	7	12	1	5	1	2	161
South Korea	7	5	8	48	1	6	5	0	2	4	5	1	0	32	124
Brazil	3	7	12	9	0	9	9	10	3	1	0	1	4	5	73
Total	623	623	557	537	467	448	249	242	119	92	61	60	46	617	4741

* Does not include Sami Shamon College of Engineering, Soviet Union is included in Russia, Korea is included in South Korea



European Market Research Results

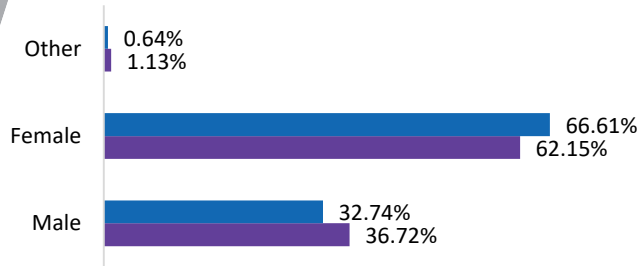
Key Messages

- The Europeans reached in the survey place a great emphasis on dynamic, cultural experiences and on the importance of scholarships.
- When making decisions about where to study, they believe speaking to people is best. They trust professionals from the higher education field and want to hear from students themselves.
- Mobility programs and previous familiarity with Israel have a positive influence on the prospect of studying in Israel.
- Online learning increased the likelihood of respondents to consider studying abroad.

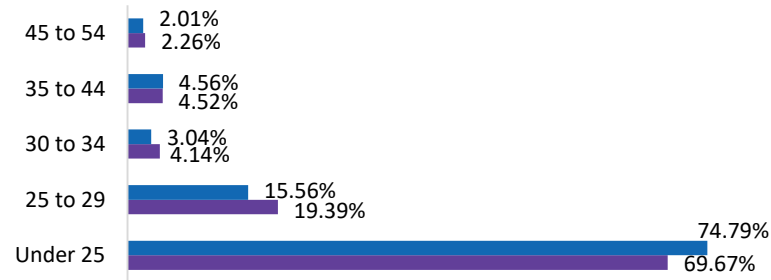
Study in Israel Prospects

Study in Israel prospects are more likely to be female, in their early twenties, from western or southern Europe, who already have a high school diploma or Bachelor's degree. Interest in pursuing a Master's degree and a short-term program/semester abroad/internship are strongest.

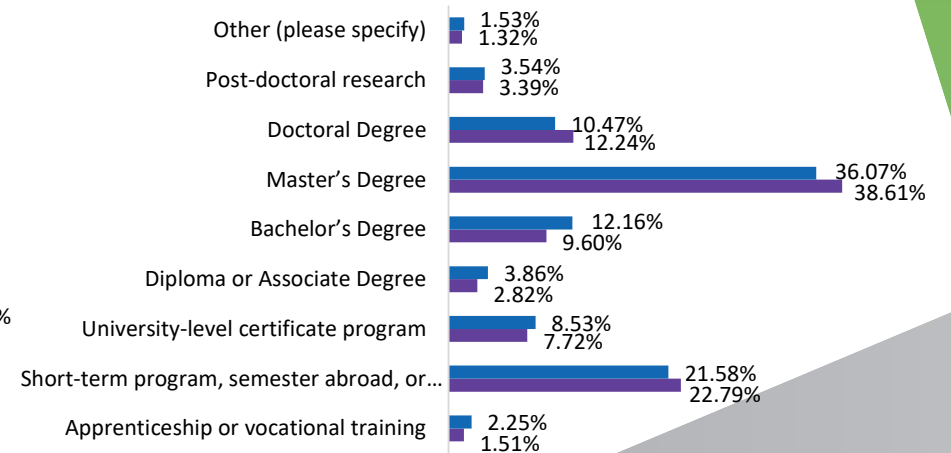
Gender



Age Group



Degree Intention



Overall higher education intenders

Study in Israel Prospects

Preferences

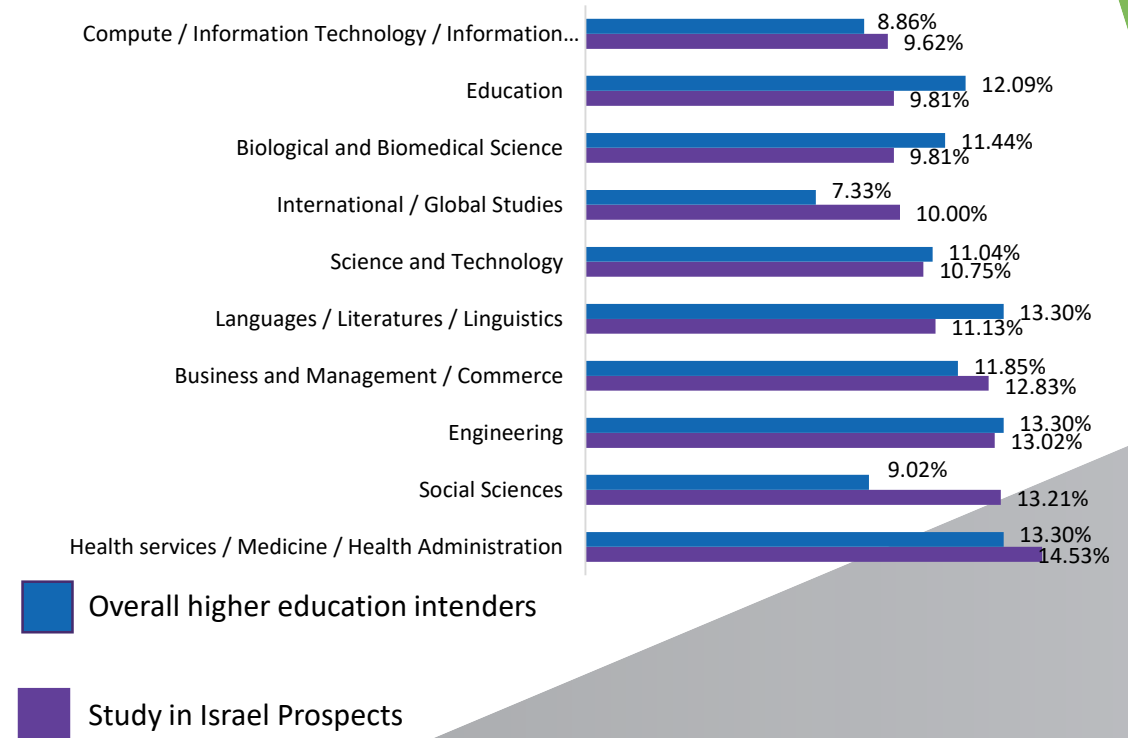
Top considerations

1. I want to live and work in another country for a period of time.
2. Meeting people from around the world is very important to me.
3. I would choose the university that offers a scholarship.

Interest in fields of study

1. Health services/Medicine/Health administration
2. Social Sciences
3. Engineering
4. Business and Management/Commerce
5. Languages/Literatures/Linguistics

Top Fields of Study



Message Testing

What they like about studying in Israel:

- Culture - mentioned most frequently in responses
- Innovation – the innovative nature of the country
- The history
- An experience
- Students are encouraged to take an active role in their studies.

What they did not like about studying in Israel:

- Security - many worry about it being a conflict zone, politically unstable, in an unstable region
- Distance from home - many mentioned it's far from home
- Innovative/start-up culture/technology – those whose field of interest differed felt it was irrelevant
- Financial aspect – the cost of living, “competitive tuition fee” for many was vague or implied it was expensive
- Language – hesitancy of the language barrier

Most and Least Compelling Messages

High quality education at low-cost comparatively

Ability to study in a foreign country while still taking courses in English

Dynamic, vibrant cultural opportunities - including extraordinary cities, food, art, nightlife, and travel

Exposure to people and perspectives from other countries and cultures

Globally recognized centers of academic and research excellence

Rich history and heritage

Accomplished alumni of graduate programs who are achieving success around the world

Entrepreneurial culture and energy of the "start-up nation"

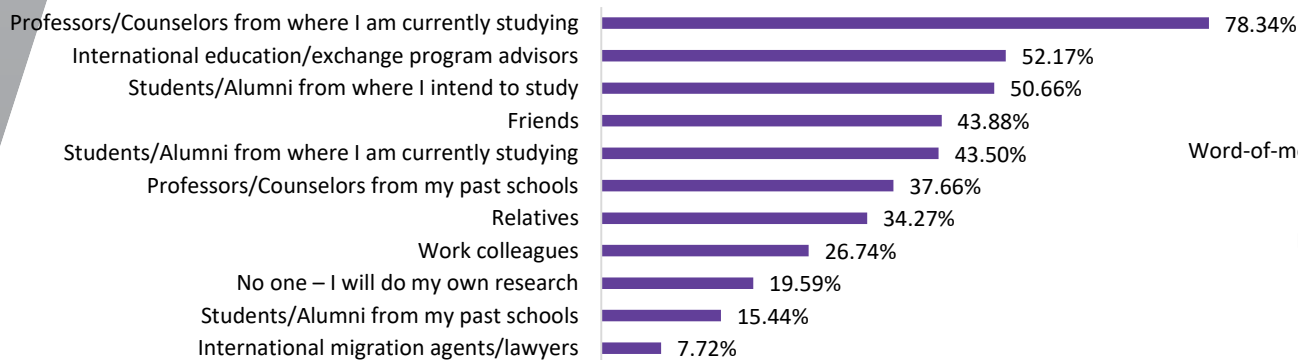
Religious connections and community

Position at the forefront of STEM advancements

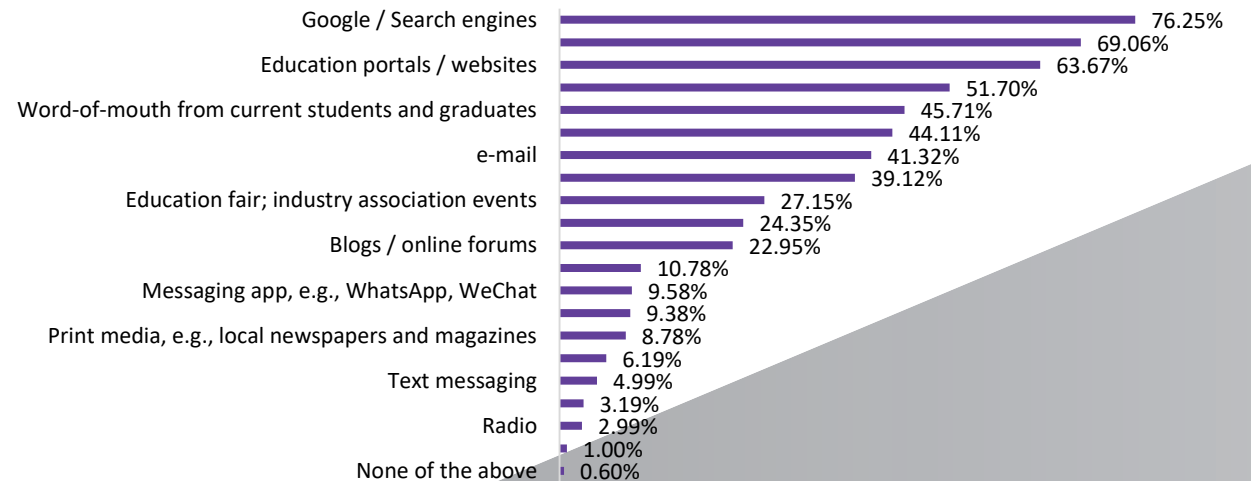
Influencers

Respondents prefer to turn to professors/counselors from where they are currently studying, international education/exchange program advisors, and students/alumni from where they intend to study. Their preferred communication channels are Google/search engines, education portals/websites, and word-of-mouth from current students and graduates.

Regarding university, degree or program selections, who would you turn to ask for information, advice, or assistance?



What communications or media channels would be best for you to learn more about the education programs you are interested in, and for education institutions to communicate with you?



Unlikely Candidates

The respondents had similar characteristics to the likely prospects. Interest in fields of study and reasons for studying in Israel are similar. The major differences that arise are the importance placed on studying at a well-known university and the differences in political views/ideology for reasons they would not want to study in Israel.

What they like about studying in Israel:

- Culture - mentioned most frequently in responses
- Innovation – the innovative nature of the country
- History
- Students are encouraged to take an active role in their studies.

What they did not like about studying in Israel:

- Ideology, disagreement with Israeli politics
- Security
- Doesn't have well known/reputable institutions
- Distance from home - many mentioned it's far from home
- Financial aspect – the cost of living, tuition not free
- Language

Top considerations:

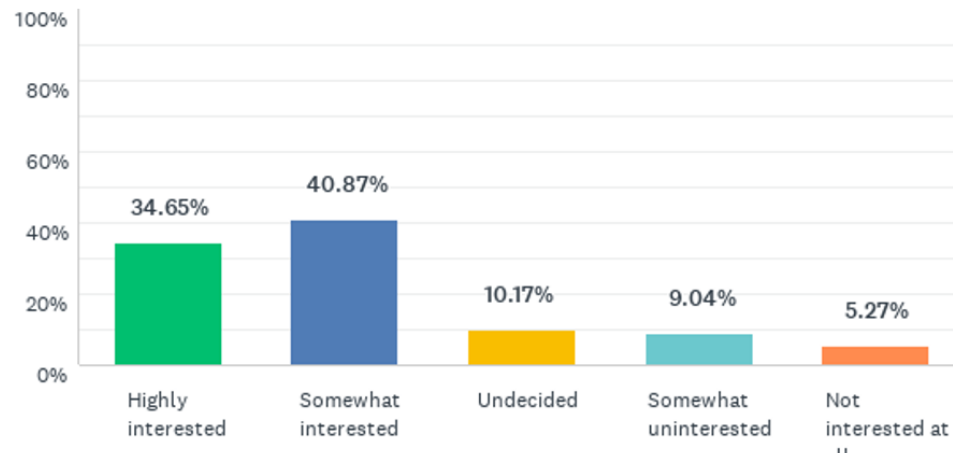
1. I prefer a degree or credential from a university that is recognized globally.
2. I want to live and work in another country for a period of time.
3. I would choose the university that offers a scholarship.

Online Learning

Out of the Study in Israel prospects, 75% of respondents expressed an interest in taking online courses for credit. Almost 60% said studying part of the degree online was likely to increase the likelihood of studying abroad.

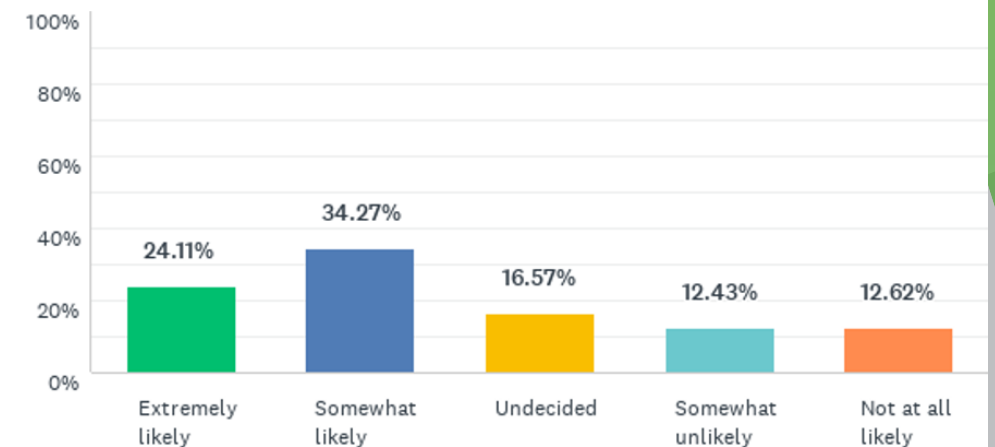
Q12: What is your level of interest in taking online courses for credit?

Answered: 531 Skipped: 0



Q13: If you could study part of your degree online, would it increase the likelihood of studying abroad?

Answered: 531 Skipped: 0



Influences on Motivation to Study in Israel

Impact of mobility programs: Respondents who had previously participated in a mobility program were more open to Israel and had a more positive response to studying in Israel.

Impact of familiarity with Israel: Respondents who were already familiar with Israel ranked Israel 3rd in consideration for an academic destination.

There is a considerable higher percentage of positive responses to studying in Israel.

Message Testing Comparison

Europe

North America

China

India

1

Globally recognized centers of academic and research excellence

Globally recognized centers of academic and research excellence

Globally recognized centers of academic and research excellence

Globally recognized centers of academic and research excellence

2

High quality education at low-cost comparatively

High quality education at low-cost comparatively

High quality education at low-cost comparatively

High quality education at low-cost comparatively

3

Dynamic, vibrant cultural opportunities - including extraordinary cities, food, art, nightlife, and travel

Dynamic, vibrant cultural opportunities - including extraordinary cities, food, art, nightlife, and travel

Dynamic, vibrant cultural opportunities - including extraordinary cities, food, art, nightlife, and travel

Dynamic, vibrant cultural opportunities - including extraordinary cities, food, art, nightlife, and travel

4

Entrepreneurial culture and energy of the "start-up nation"

Entrepreneurial culture and energy of the "start-up nation"

Entrepreneurial culture and energy of the "start-up nation"

Entrepreneurial culture and energy of the "start-up nation"

5

Exposure to people and perspectives from other countries and cultures

Exposure to people and perspectives from other countries and cultures

Exposure to people and perspectives from other countries and cultures

Exposure to people and perspectives from other countries and cultures

6

Ability to study in a foreign country while still taking courses in English

Ability to study in a foreign country while still taking courses in English

Ability to study in a foreign country while still taking courses in English

Ability to study in a foreign country while still taking courses in English

7

Accomplished alumni of graduate programs who are achieving success around the world

Accomplished alumni of graduate programs who are achieving success around the world

Accomplished alumni of graduate programs who are achieving success around the world

Accomplished alumni of graduate programs who are achieving success around the world

8

Position at the forefront of STEM advancements

Position at the forefront of STEM advancements

Position at the forefront of STEM advancements

Position at the forefront of STEM advancements

9

Rich history and heritage

Rich history and heritage

Rich history and heritage

Rich history and heritage

10

Religious connections and community

Religious connections and community

Religious connections and community

Religious connections and community

Additional Insights

- 219 out of 1,531 respondents (14.3%) were non-Greek Study in Israel prospects. Out of this population, the majority of answers came from Germany (29%), Spain (14%), and Austria (13%).
- The differences from the total Study in Israel prospects responses were found to be the following:
 - 50% had previously participated in a mobility, 50% had not.
 - The most preferred fields of study were humanities and social sciences; STEM subjects were ranked much lower.
 - Israel was ranked first as a study abroad destination (64%). Following Israel was the UK, USA, and Canada.
 - “I prefer a degree or credential from a university that is globally recognized” was ranked 3rd in preference.

Methodology

The objective of this analysis is to spot the trends and tendencies of Europeans who have expressed a favorable interest in studying in Israel. To find the relevant population of higher education intenders, respondents who live in Israel and outside of Europe were removed, as well as those answered they were unlikely to pursue higher education.

Higher education intenders are defined as individuals who are more likely to pursue higher education. Study in Israel prospects are defined as a subgroup of the overall higher education intenders who responded positively to the concept of studying in Israel.

To analyze respondents who responded positively to studying in Israel, those who answered 1 (not at all likely) through 5 on the question of how seriously they would consider studying in Israel were removed. The same method was done to find respondents who demonstrated a lack of interest, by removing answers 6 through 10.

What's next?

- Relevance?
- What can we learn from this?
- Who else would this interest?