

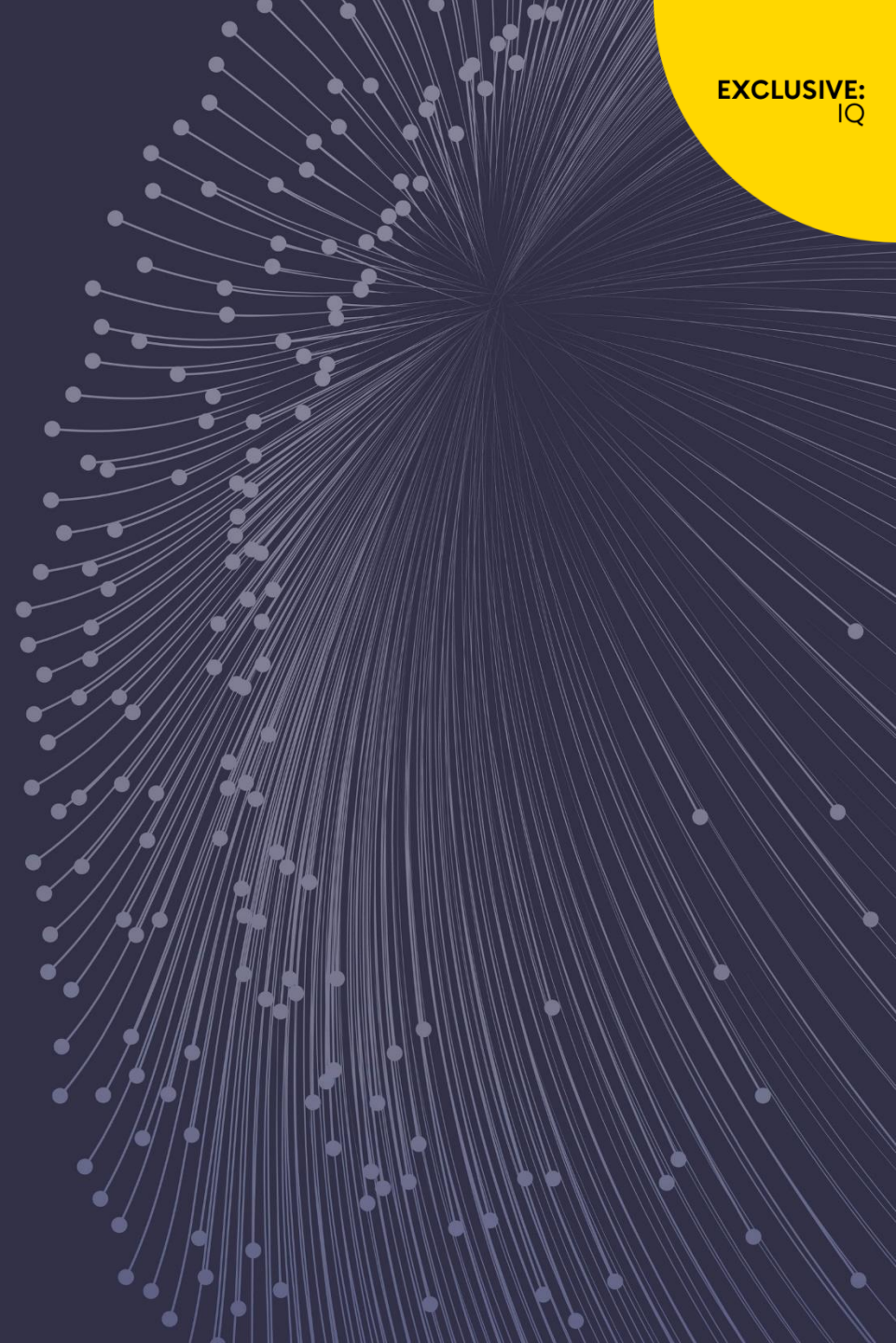


UK HOME: IQ SCORECARD

October 2022

Health and Medicine Year-on-Year

EXCLUSIVE:
IQ



SUBJECT DEMAND TRENDS

EXCLUSIVE:
IQ

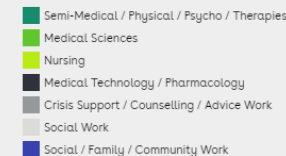
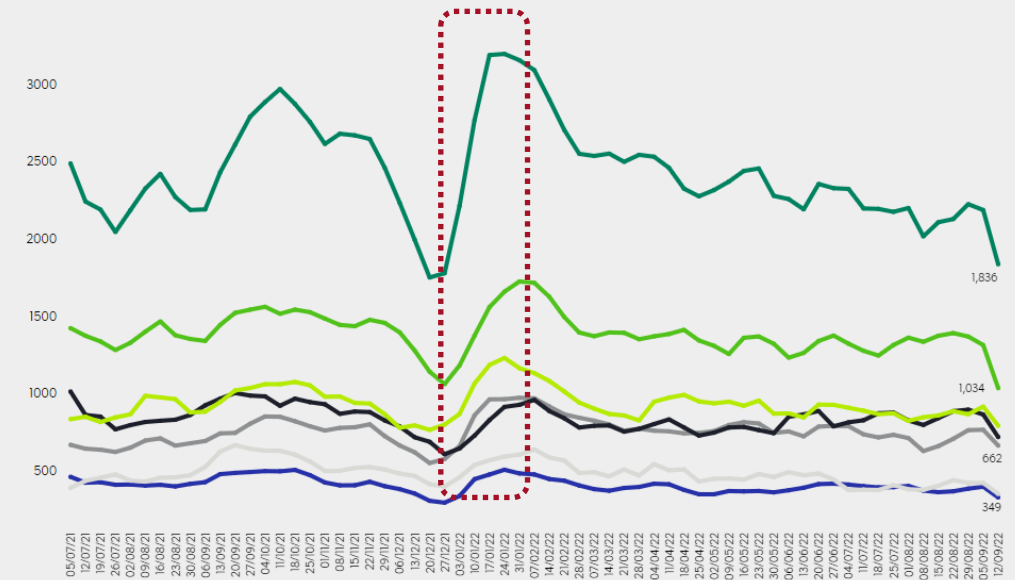
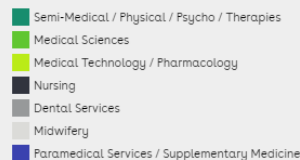
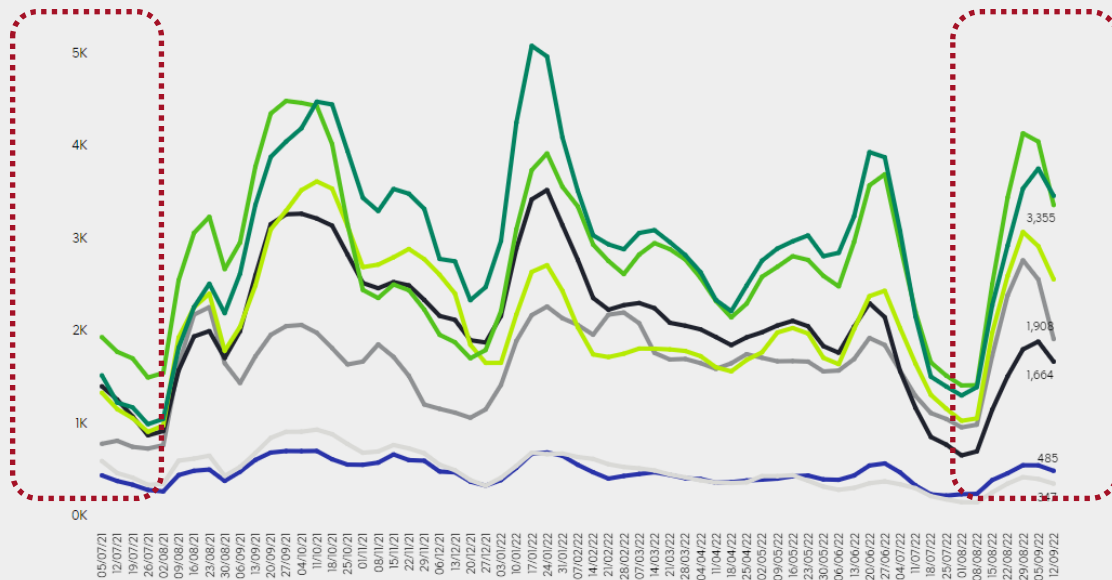
1 July 2021 - 14 September 2022

Undergraduate (UG)

- **“Semi-Medical/Physical/Psycho/Therapies”** claims the top spot for **“Health and Medicine”** research
- Over the summer (July-August), year-on-year **“Medical Sciences”** emerges as the most popular sub-discipline onsite
- For the same period Dental Services is up year-on-year, whilst Nursing is down
- Another notable UG trend is the tighter congestion of sub-disciplines in July/August

Postgraduate (PG)

- Steadier trend lines compared to UG, with a clear emphasis on research in January
- Year-on-year trends are relatively similar
- There are notably lower volume trend lines comparing PG with UG for **“Nursing”, “Medical Technology and Pharmacology”, and “Crisis Support / Counselling / Advice Work”**



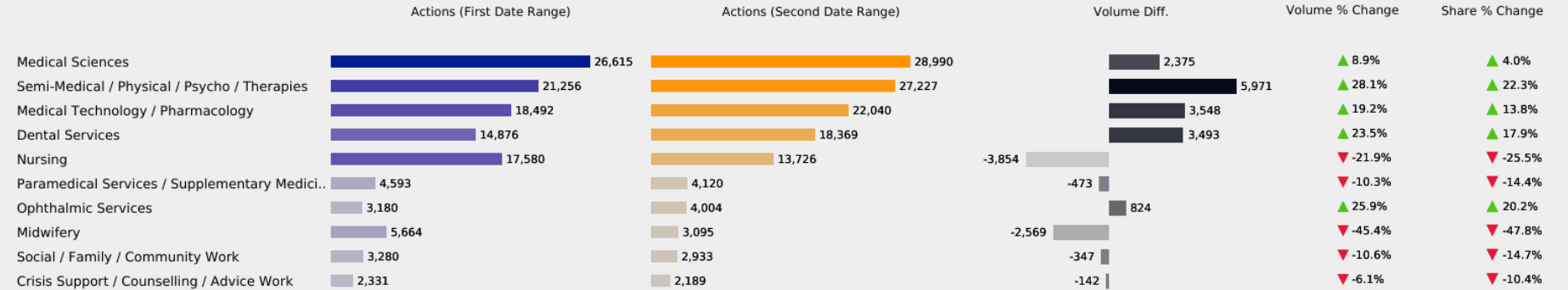
TOP 10 SUB-DISCIPLINE YEAR-ON-YEAR CHANGE

EXCLUSIVE:
IQ

1 July – 14 September 2021 vs 2022

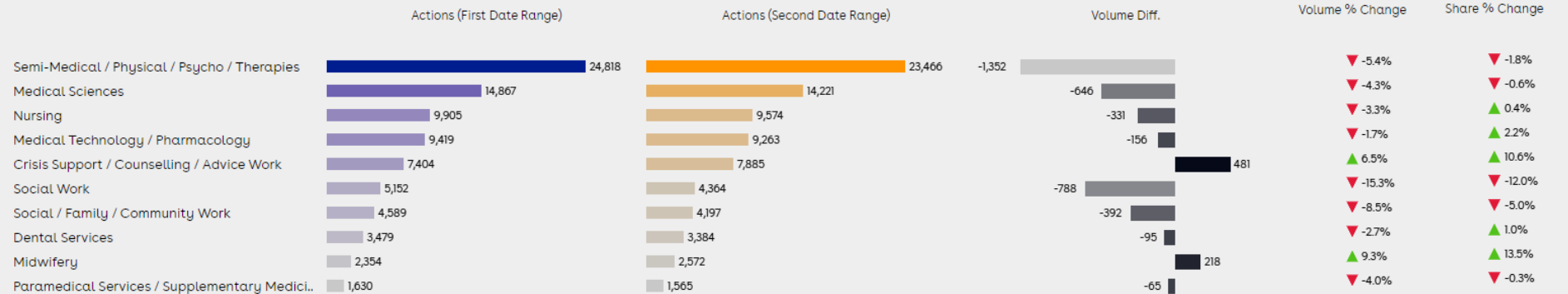
UG

- There is an excellent opportunity in the top 4 sub-disciplines given the levels of growth in both volume and share
- **“Nursing”** and **“Midwifery”** substantially down compared to the same period last year



PG

- Compared to UG this shows a very different picture with mostly shrinking opportunity
- **“Crisis Support/ Counselling/ Advice Work”** and **“Midwifery”** are the only growing areas

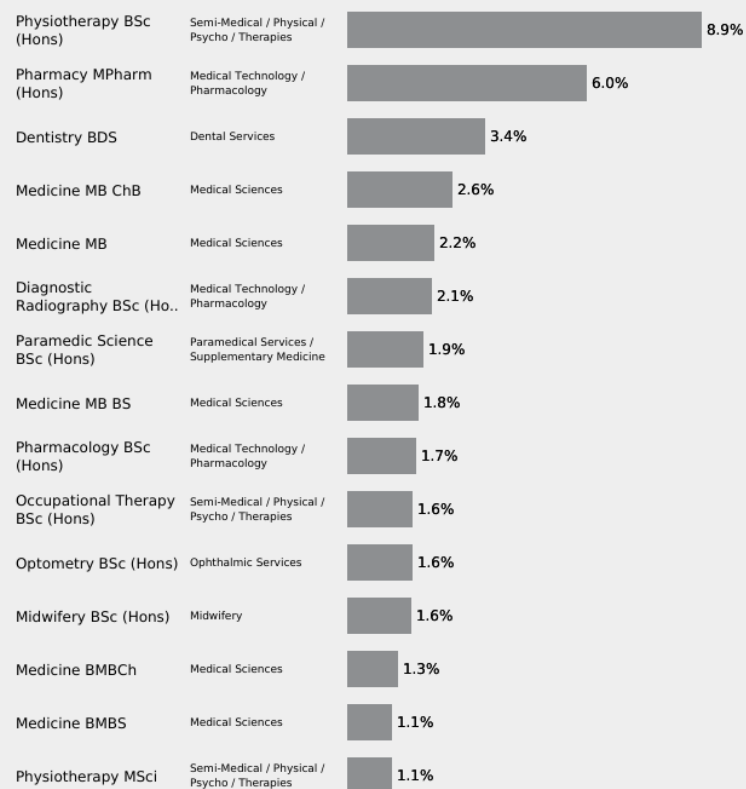


COURSE LEVEL GRANULARITY

Percentage share of research per course within the Health and Medicine Subject Area
1 July 2022 – 14 September 2022

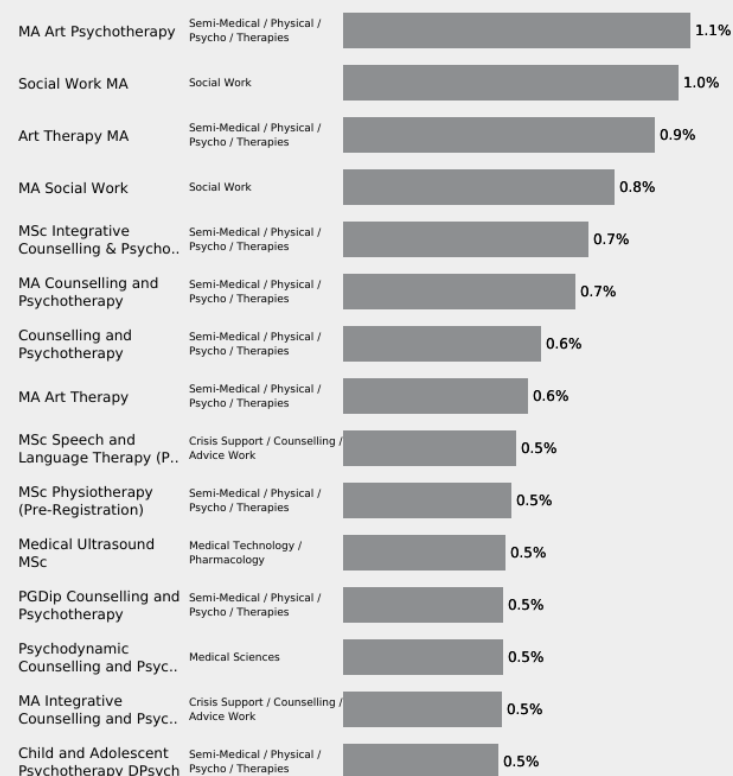
UG

- **“Physiotherapy”** takes a comfortable lead as the most popular course researched
- Noteworthy how numerous the permutations of Hons there are for Medicine degrees



PG

- A much tighter spread of demand for PG; the top 15 UG courses covering roughly 39% of all demand, compared to PG covering 10%
- A clear dominance by the **“Semi-Medical/ Physical/ Psycho/ Therapies”** taking 9 out of the top 15 spots
- More scope for differentiated, speciality courses based on the diversity of the course titles in the selection below



DATA-DRIVEN MARKETING AND RECRUITMENT

Tailor your recruitment drives based on the needs of prospective student

- Explore who your main competitors are for popular sub-disciplines to guide strategic marketing for better outcomes
- Identify high-demand sub-disciplines, as well as sub-disciplines that are seeing rising demand in order to identify marketing opportunities before competitors do
- Use the tool to analyse regional trends for each sub-discipline to have better understanding of where key markets lie and where investment can be boosted to drive more enrolments

Sign into your My IDP Connect account or consult with your Account Manager for further bespoke analysis, advice and tips:

SIGN IN

Data glossary

- **Page 2, Line graph** - "Subject Demand Trends" tab,
 - filtered to UG, Health and Medicine, exc. Psychology, Clearing = No, 1 July 2021 - 14 September 2022
 - filtered to PG, Health and Medicine, exc. Psychology, 1 July 2021 - 14 September 2022
- **Page 2, Table** - "Sub-discipline Demand Change" tab,
 - filtered to UG, Health and Medicine, exc. Psychology, Clearing = No, 1 July 2021- 15 Sep 2022
 - filtered to PG, Health and Medicine, exc. Psychology, 1 July 2021- 15 Sep 2022
- **Page 3, Bar Chart** - "Course Portfolio Analysis" tab
 - filtered to UG, Health and Medicine, exc. Psychology, Clearing = No, 1 July 2022- 15 Sep 2022
 - filtered to PG, Health and Medicine, exc. Psychology, 1 July 2022- 15 Sep 2022