

High School Students & Universities

Report of Findings

June, 2019



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Important Points Before Reviewing the Report

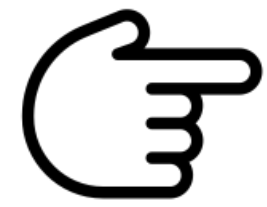


For the Sign (N): (N) refers to the sample size (the number of students interviewed, whether on total level, or by classifying them by gender or educational system).



For the Disclaimer (Low base, scores to be seen directionally): means that sample size (the numbers of students answering this question) is very low, accordingly; scores shown shouldn't be generalized or used to take major decisions, as small sample size increases the chance of false premise and also increases the chance of subjectivity of answers as answers are based on only few people.

Important Points Before Reviewing the Report



(T2B) & (B2B): in all questions using 10 points scales (students in these questions are asked to give a score from 1 – 10 for specific answers or attributes, in which 1 is the lowest score, while 10 is the highest), T2B & B2B will be used in the report.

- **T2B means:** Top 2 Box score, which is the summation of scores 9 & 10 (the highest two scores in the 10 points scale question).
- **B2B means:** Bottom 2 Box score, which is the summation of scores 1 & 2 (the lowest two scores in the 10 points scale question).



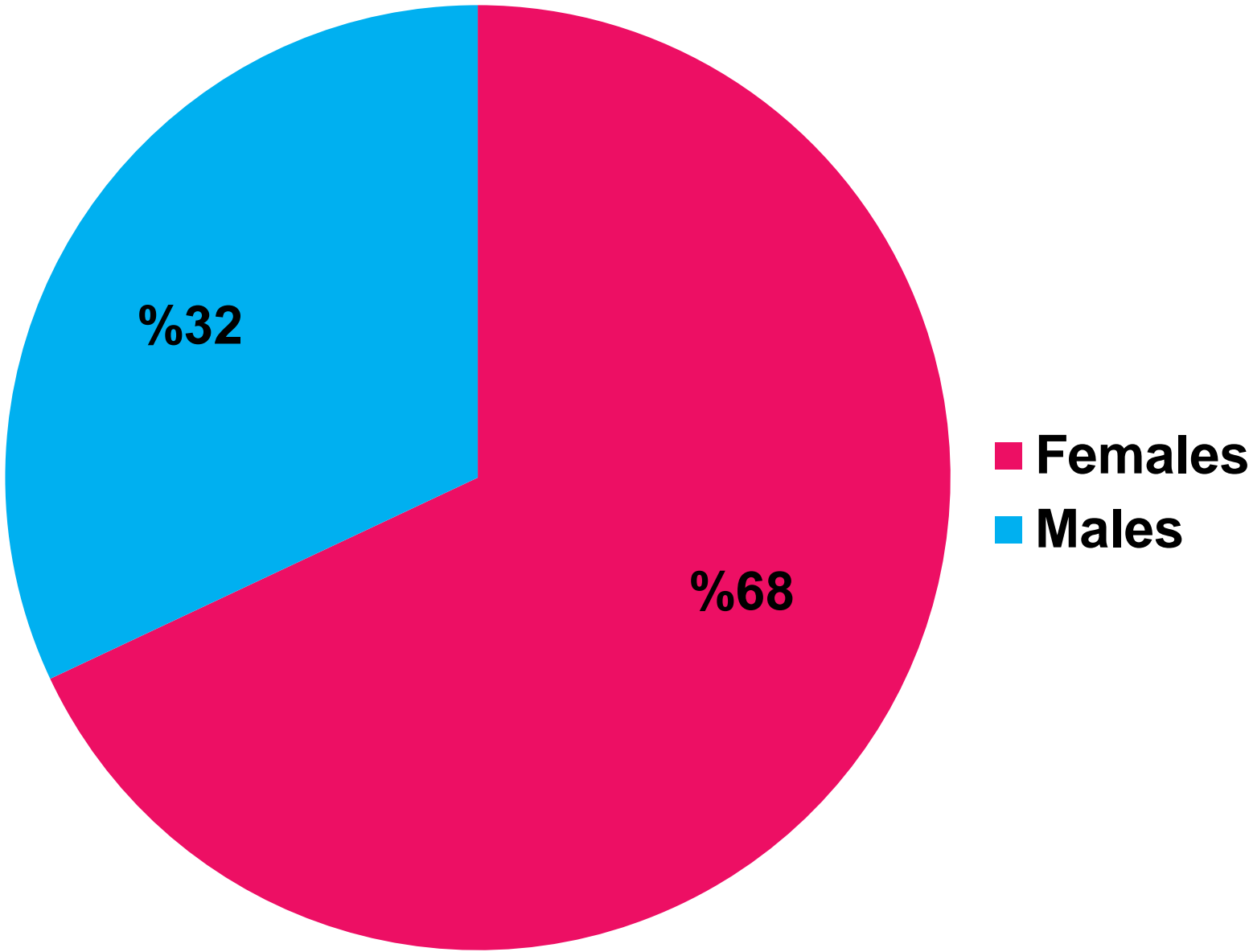
- **MA:** Multiple answer
- **SA:** Single answer

SECTION 1: PROFILING

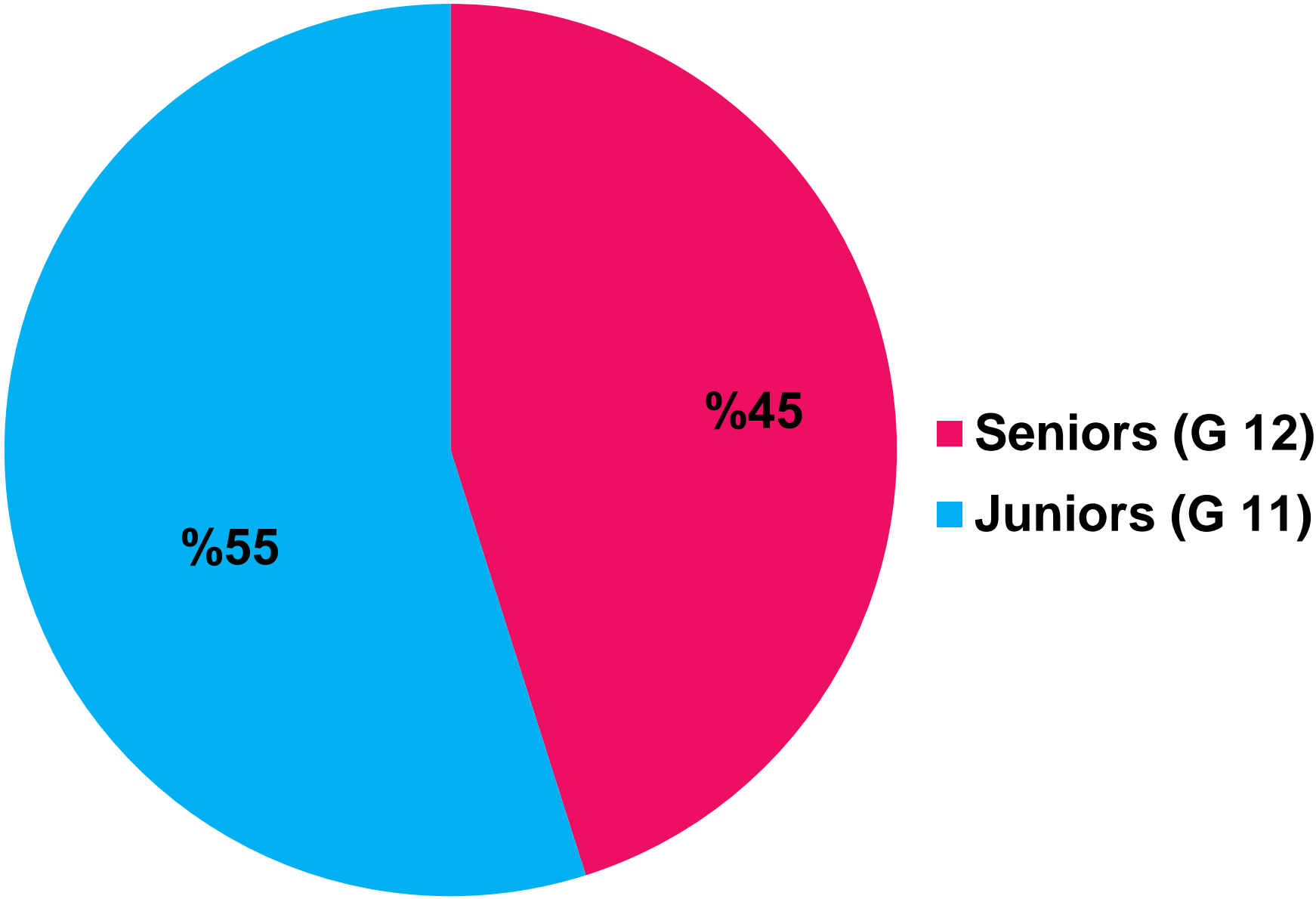
- Interviewed students profile

STUDENTS PROFILE

Gender ♀♂

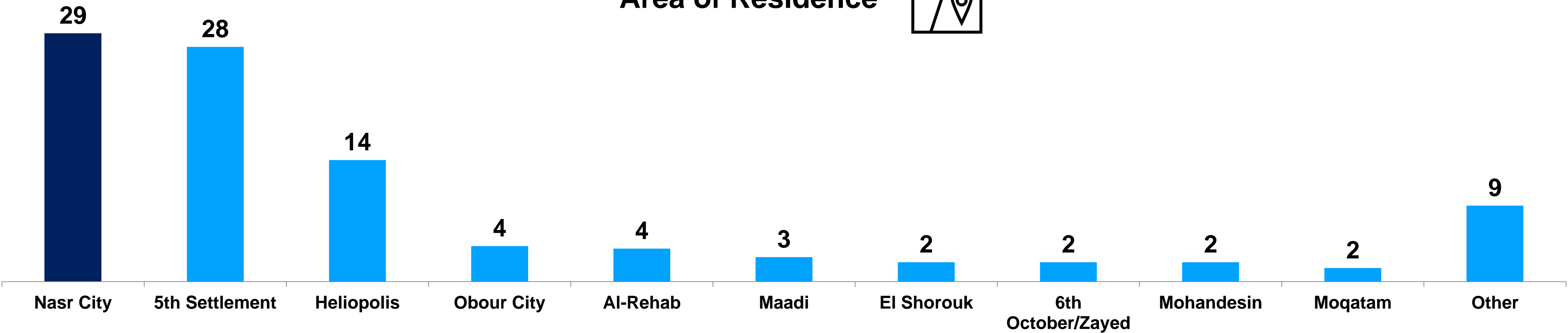


Grade 🧑🏫

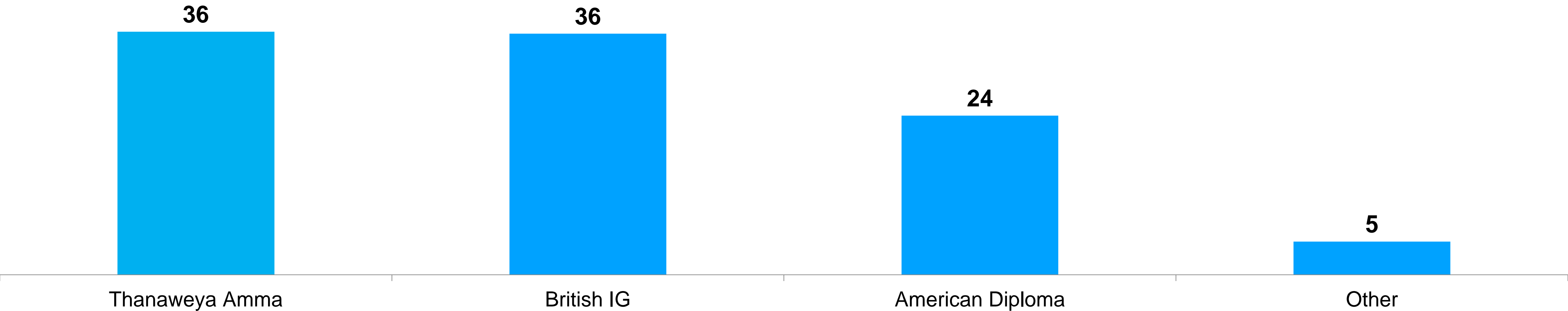


STUDENTS PROFILE

Area of Residence



Educational System

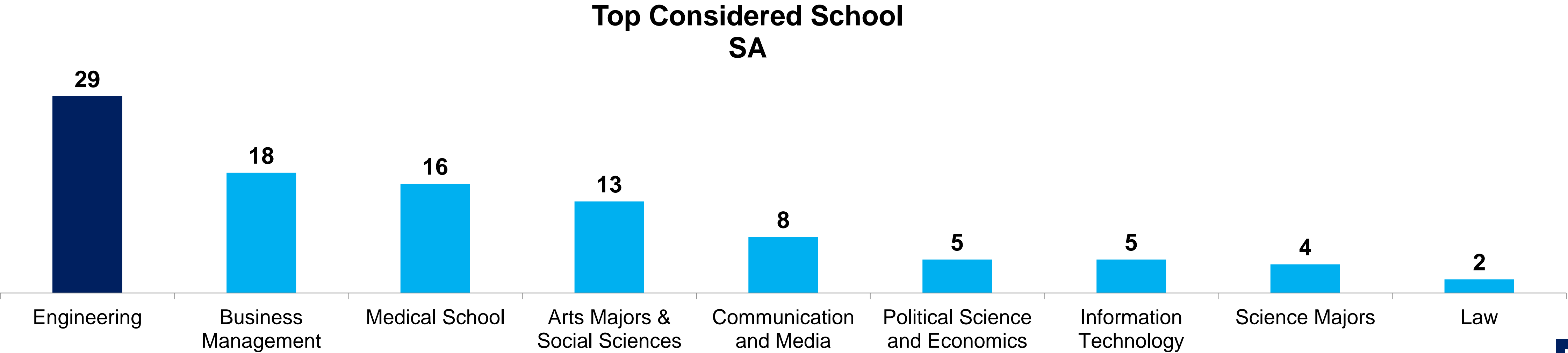
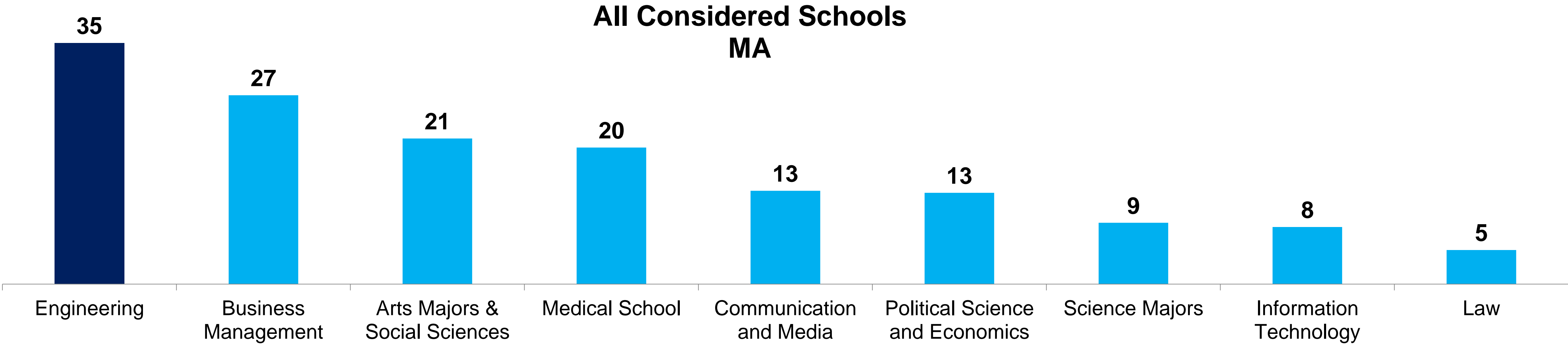


Section 2: Considered Schools & Reasons for Preference

- What Are The Considered Schools?
- What Are The Reasons For Preference?

CONSIDERATIONS

On A total level; **Engineering & Business Management** are the **most** considered schools by students, while **Science majors & Law** are the **least** considered ones.

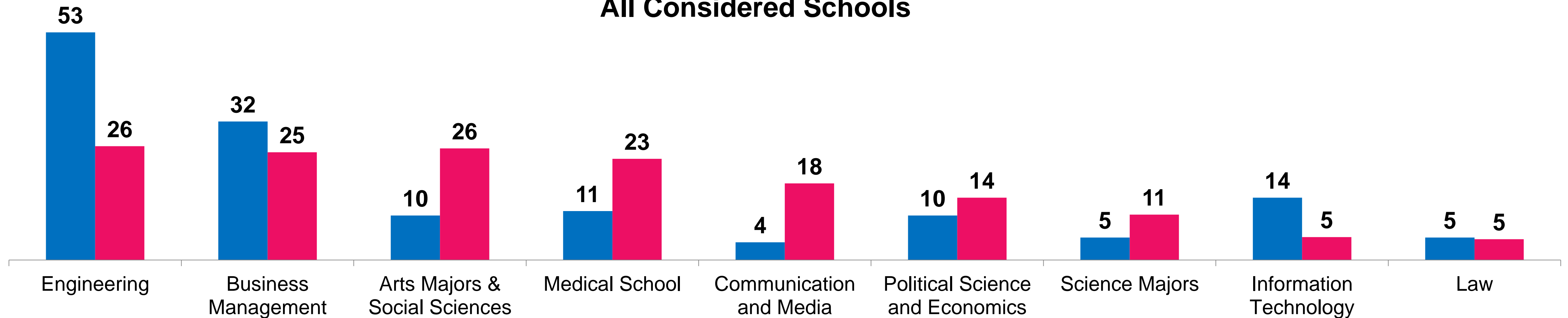


Considerations Across Genders

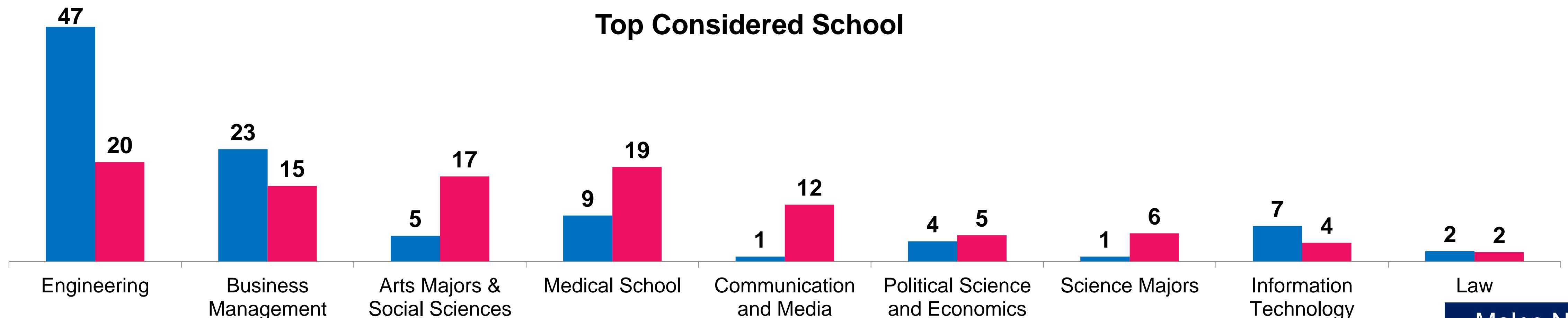
For females; Arts Majors & Social Sciences, Communication And Media, & Medical Schools are mostly considered compared to males.

For males; Engineering is the most considered school.

All Considered Schools



Top Considered School



■ Males

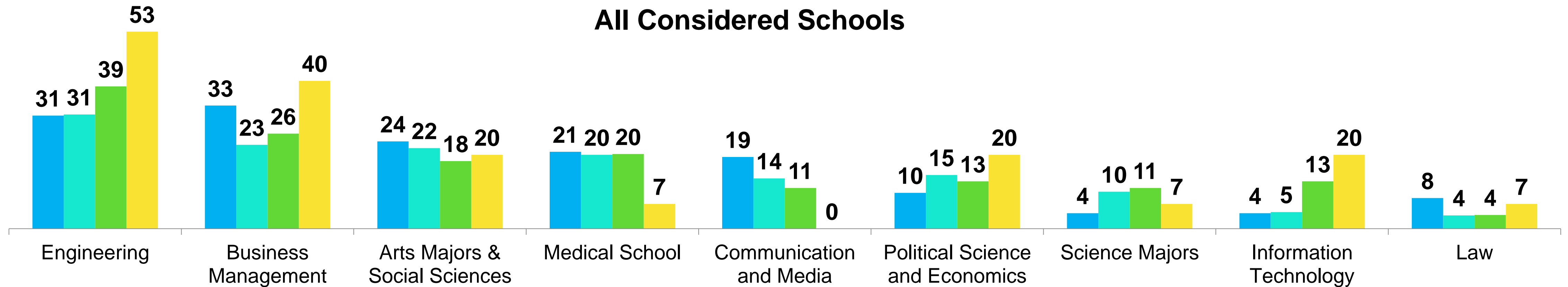
■ Females

Males N=97
Females N=209

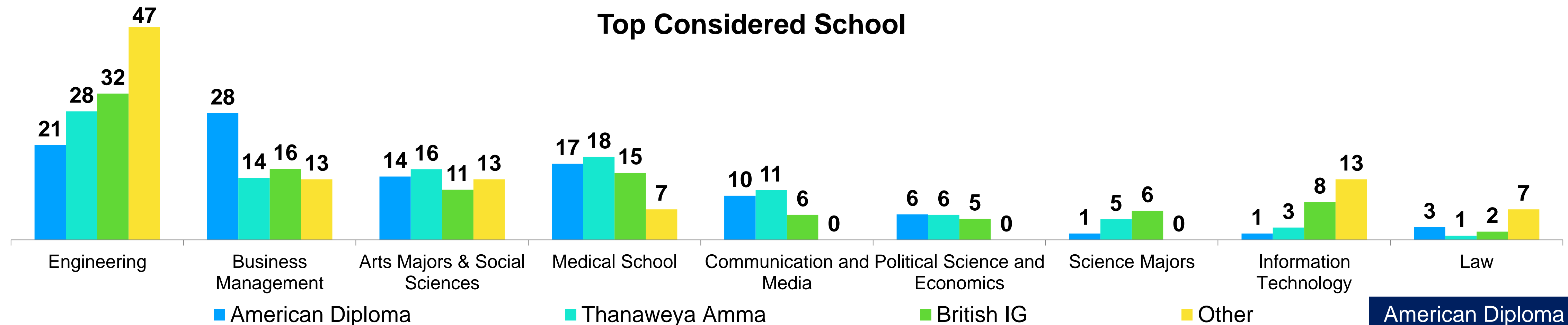
Considerations Across Different Educational Systems

Engineering followed by **Business Management** are the **most** considered schools.

All Considered Schools



Top Considered School



American Diploma

Thanaweya Amma

British IG

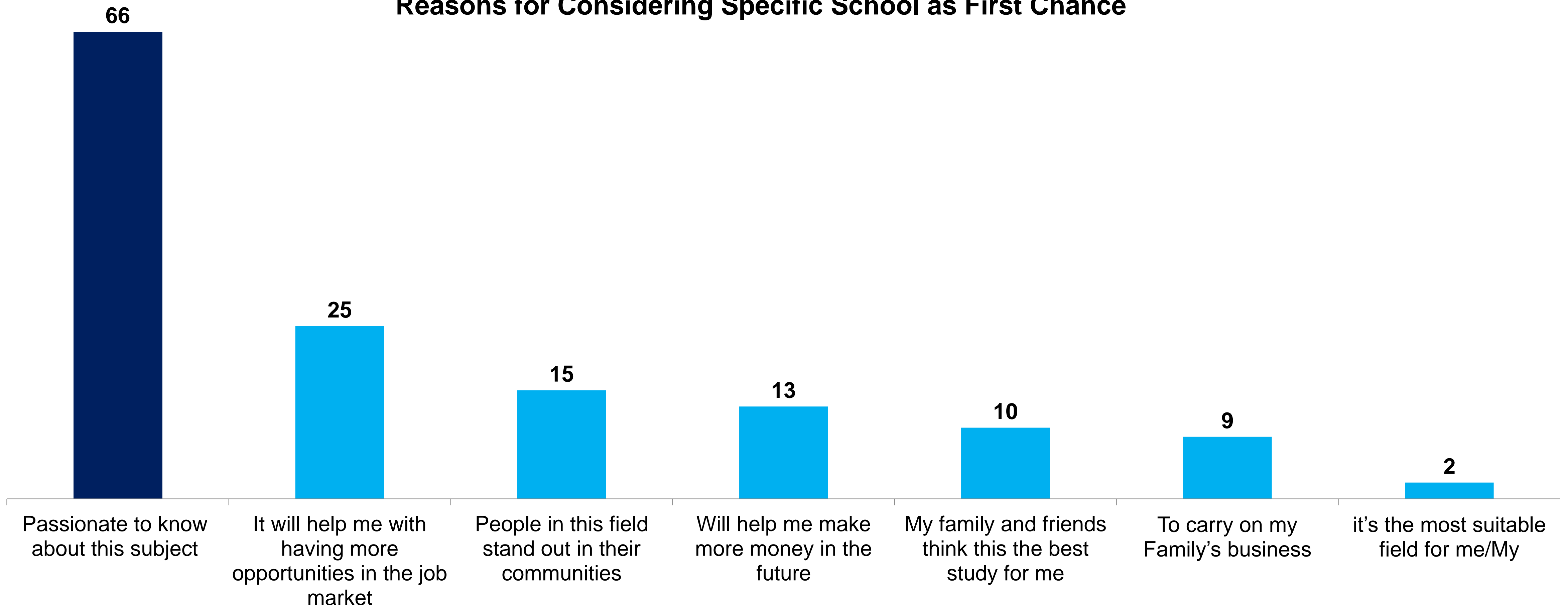
Other

American Diploma N=72
Thanaweya Amma N=110
British IG= 109
Other N=15

REASONS FOR CONSIDERATION

Passion about the subject & future job opportunities are the **main** factors motivating students to consider specific schools.

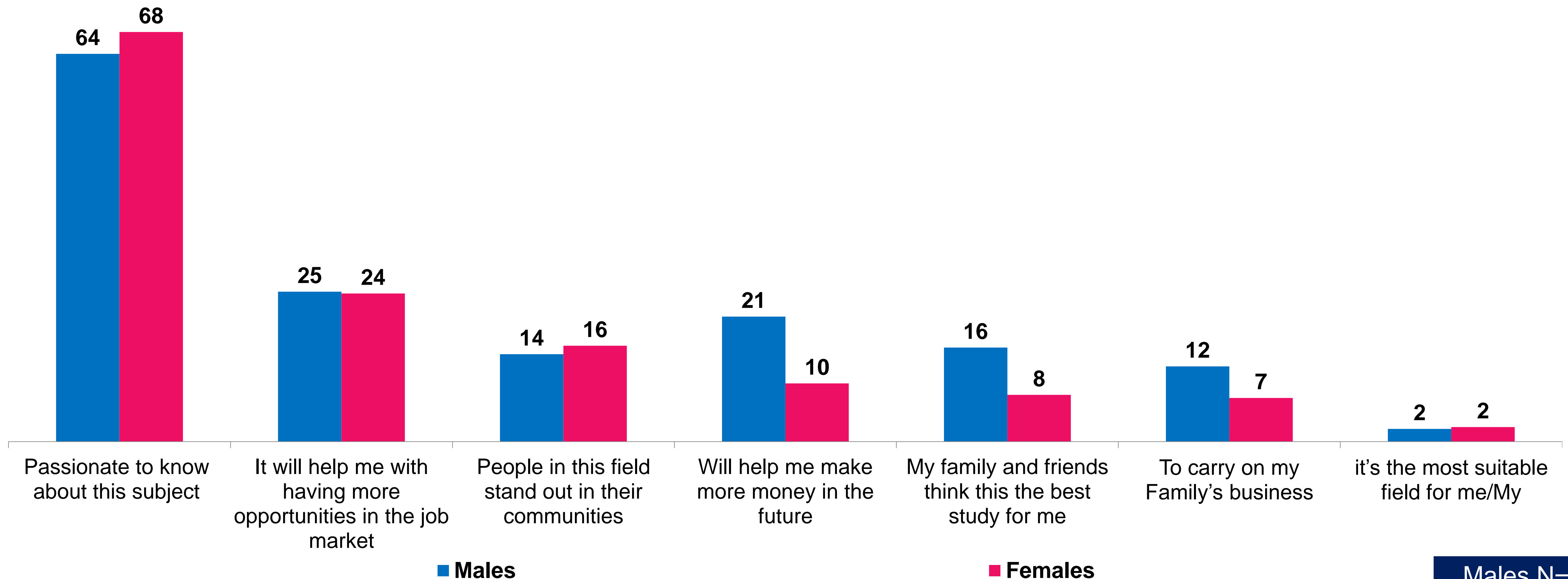
Reasons for Considering Specific School as First Choice



Reasons For Consideration Across Genders

For both males & females; passion about the subject & future job opportunities are the main factors motivating students to consider specific schools.

Reasons for Considering Specific School as First Chance

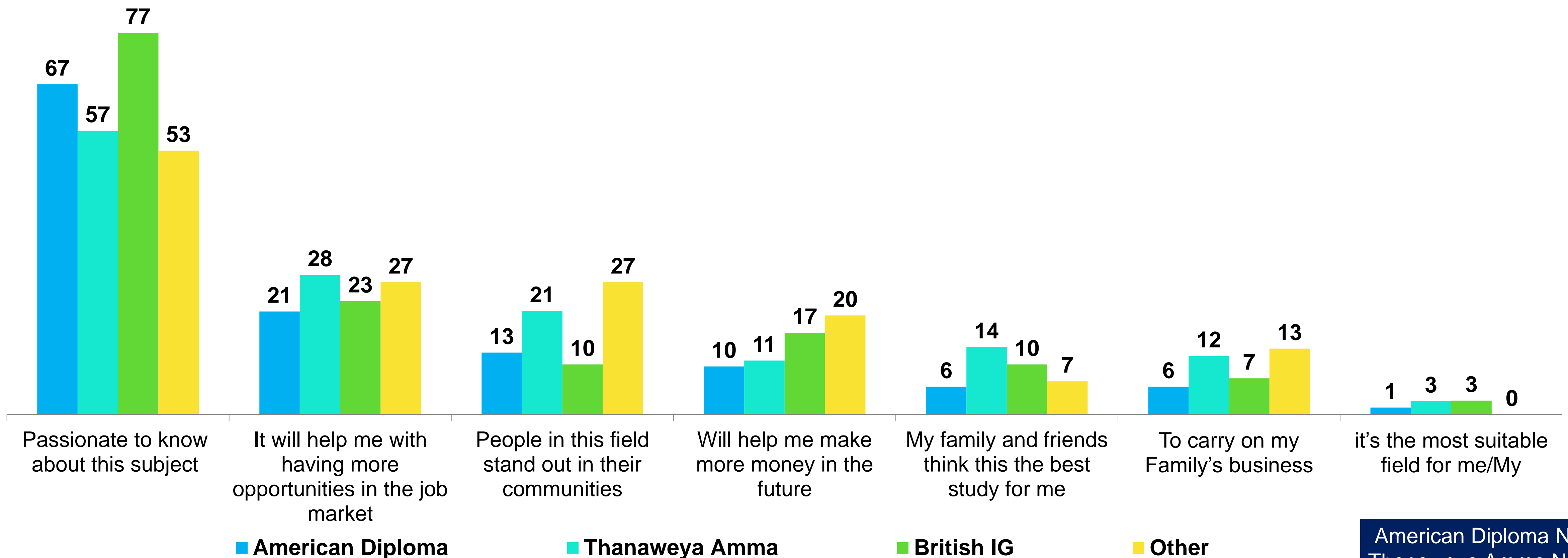


Males N=97
Females N=209

Reasons for Consideration Across Different Educational Systems

Across different educational systems; passion about the subject & future job opportunities are the main factors motivating students to consider specific schools.

Reasons for Considering Specific School as First Chance



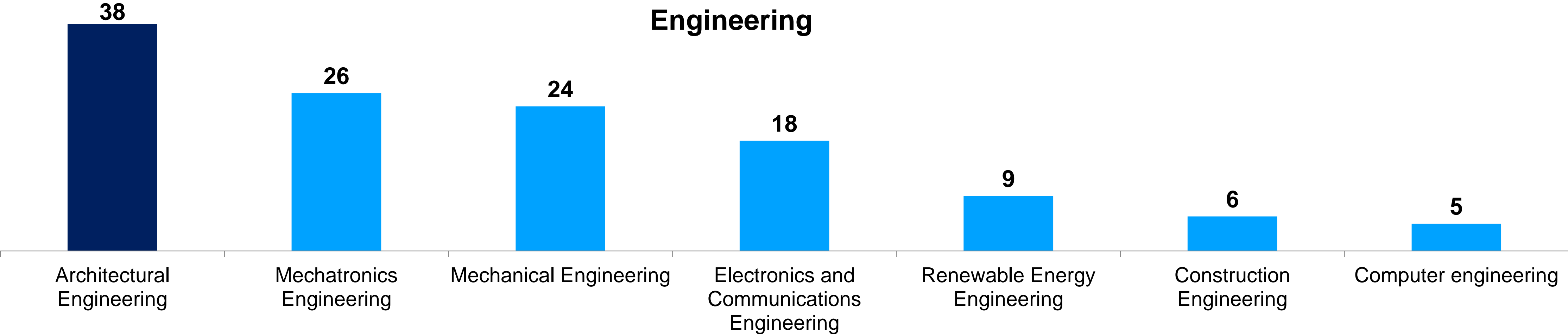
American Diploma N=72
Thanaweya Amma N=110
British IG= 109
Other N=15

Section 3: Considered Majors

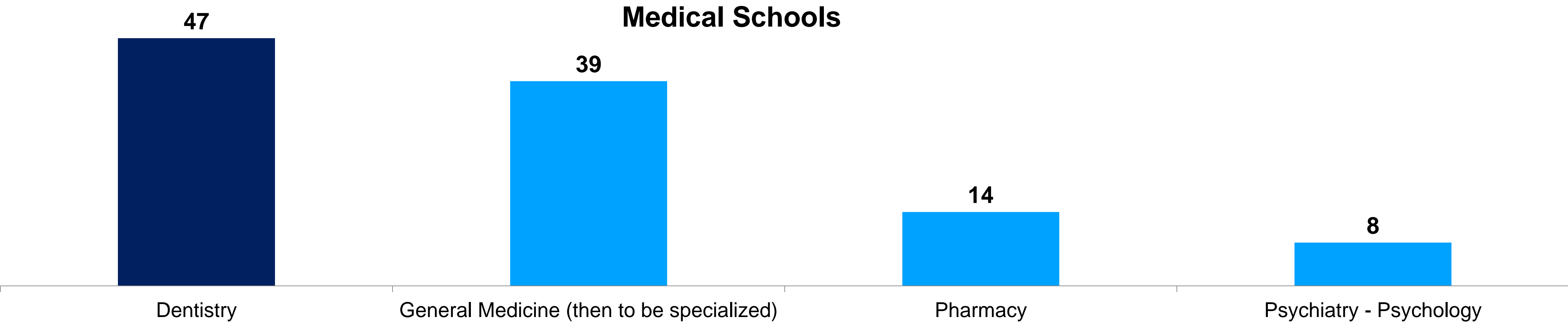
- **What Are The Considered Majors Based On The Previously Considered Schools?**

Considered Majors

For student's considering Engineering; Architecture & Mechatronics are the **most** appealing majors, while Computer Engineering is the **least** appealing.
For Medical School; **Dentistry** is the **most** considered major, followed by General Medicine.



N=88



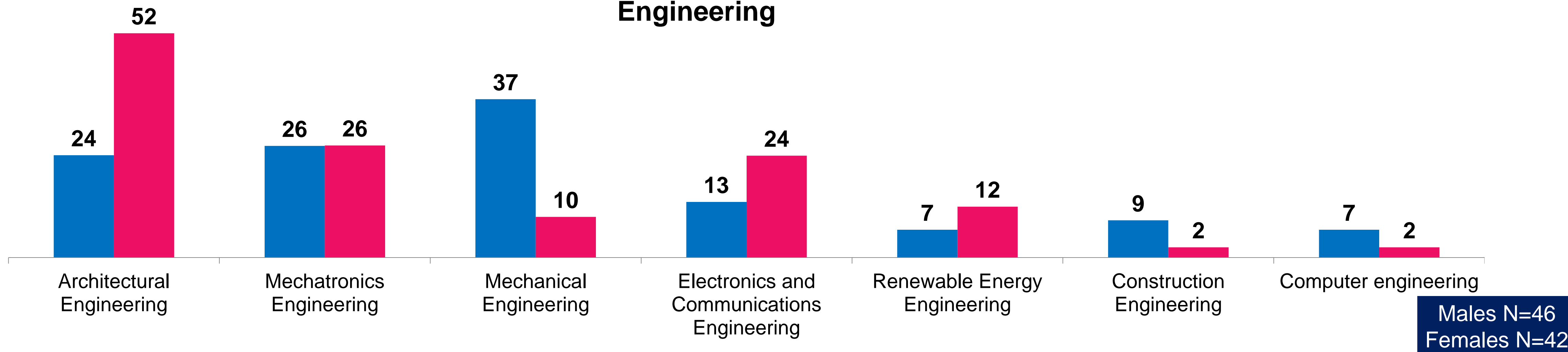
N=49

Considered Majors Across Genders

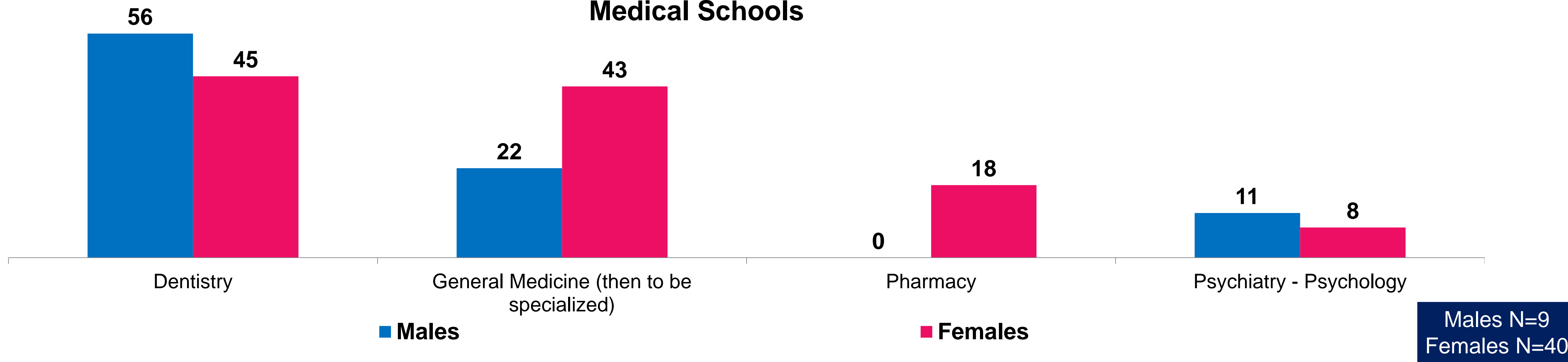
Considered majors by **both** males & females students considering **Engineering & Medical Schools**.

***Disclaimer:** Low bases by gender split; scores to be seen directionally.

Engineering



Medical Schools

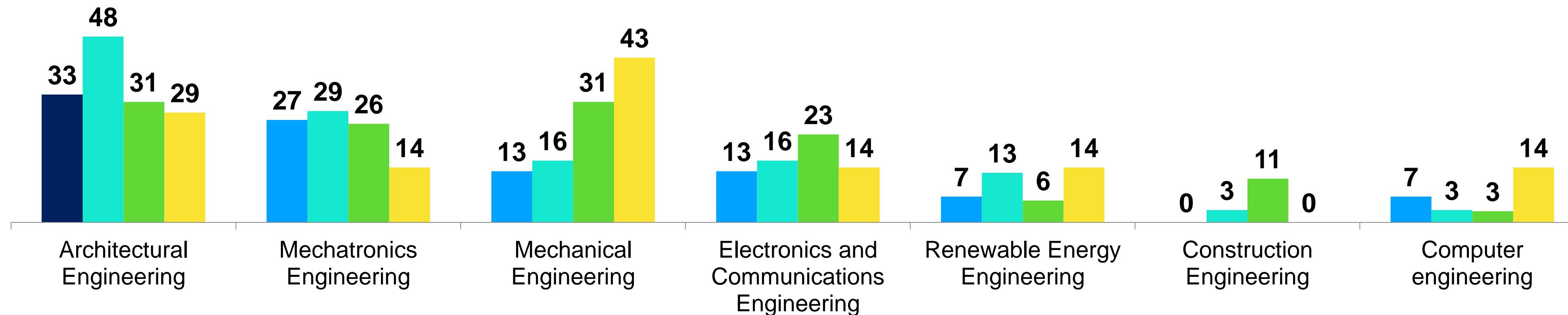


Considered Majors Across Different Educational Systems

Students considering **Engineering & Medical Schools.**

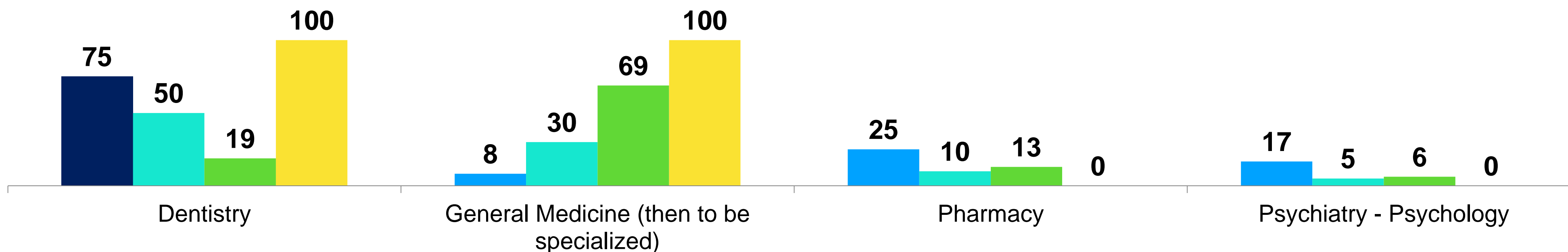
***Disclaimer:** Low bases by educational systems split; scores to be seen directionally.

Engineering



American Diploma N=15
Thanaweya Amma N=31
British IG= 35
Other N=7

Medical Schools



American Diploma N=12
Thanaweya Amma N=20
British IG= 16
Other N=1

■ American Diploma

■ Thanaweya Amma

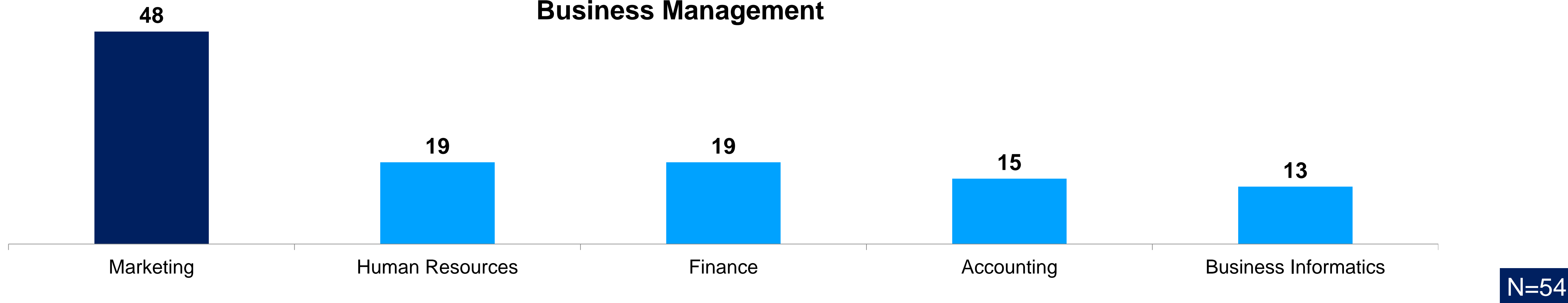
■ British IG

■ Other

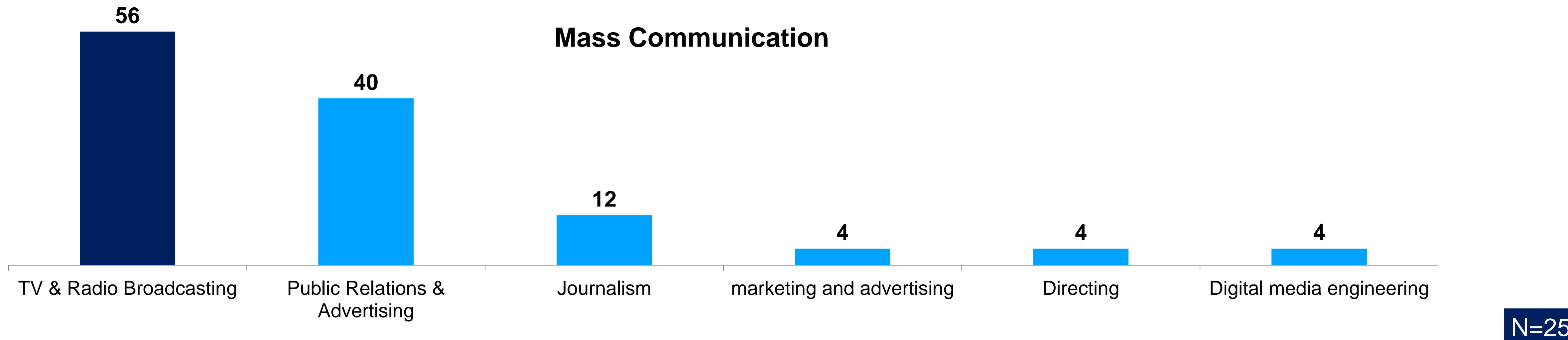
Considered Majors

For student's considering business mgt.; **Marketing** followed by **Human Resources & Finance** are the **most** appealing majors. For mass communication; **TV & radio broadcasting** followed by **PR & advertising** are the **most** appealing majors.

Business Management

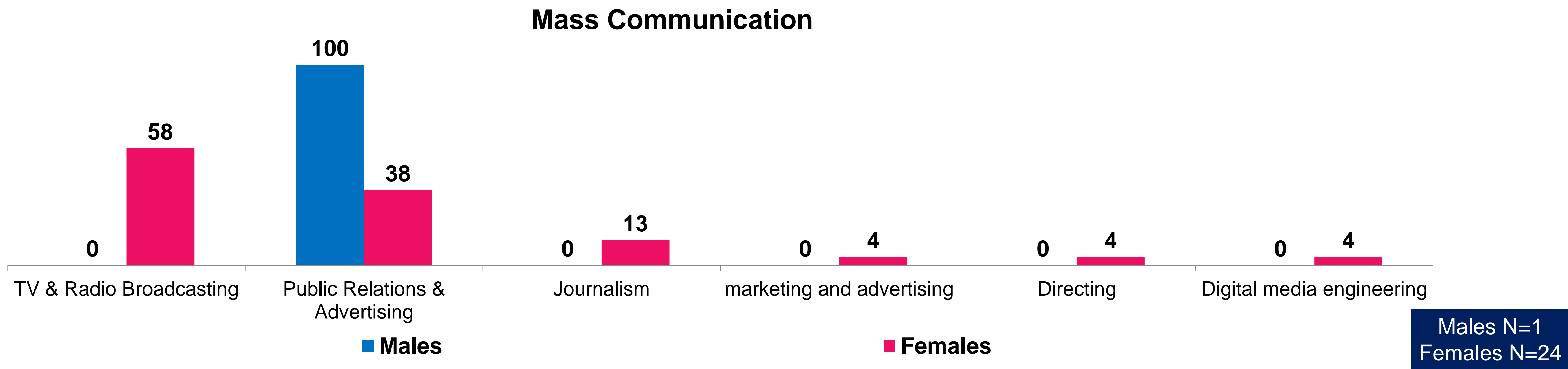
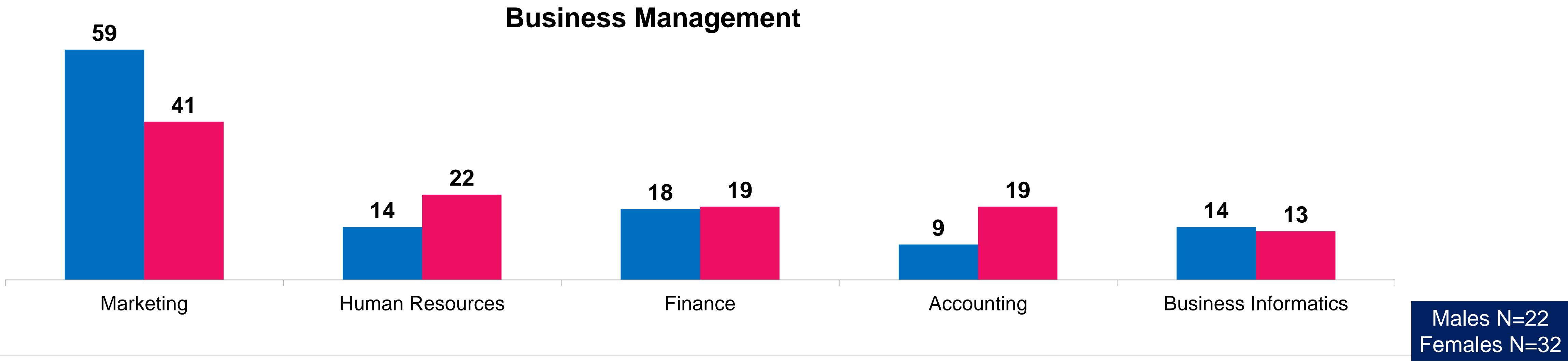


Mass Communication



Considered Majors Across Genders

Students considering business management & mass communication schools.
***Disclaimer:** Low bases by gender split; scores to be seen directionally.

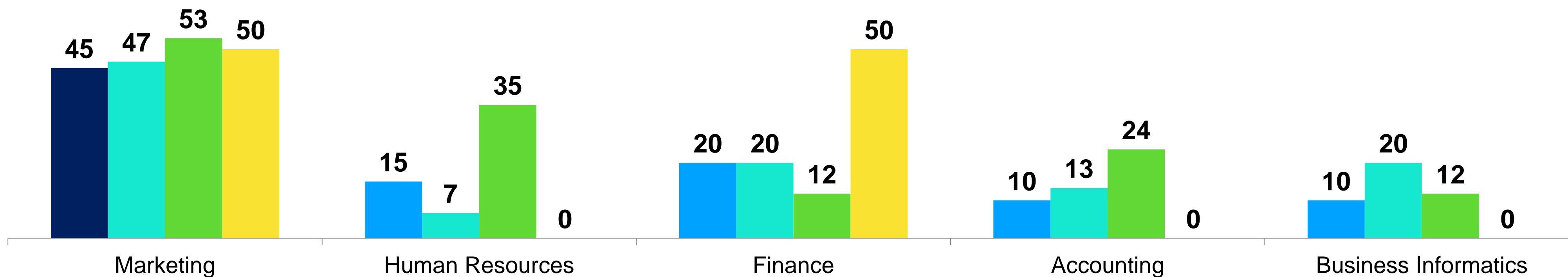


Considered Majors Across Different Educational Systems

Students Considering Business Management & Mass Communication Schools.

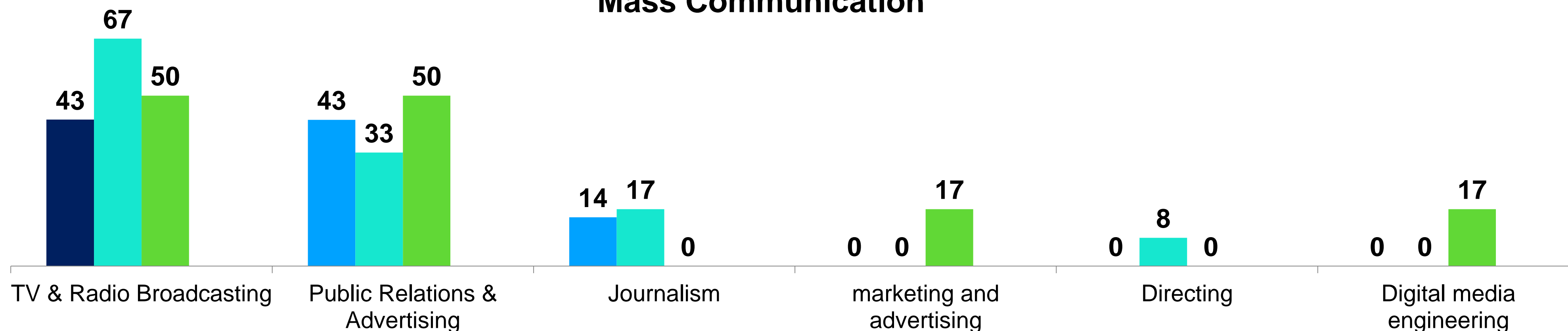
***Disclaimer:** Low Bases By Educational Systems Split; Scores To Be Seen Directionally.

Business Management



American Diploma N=20
Thanaweya Amma N=15
British IG= 17
Other N=2

Mass Communication



American Diploma N=7
Thanaweya Amma N=12
British IG= 6
Other N=0

American Diploma

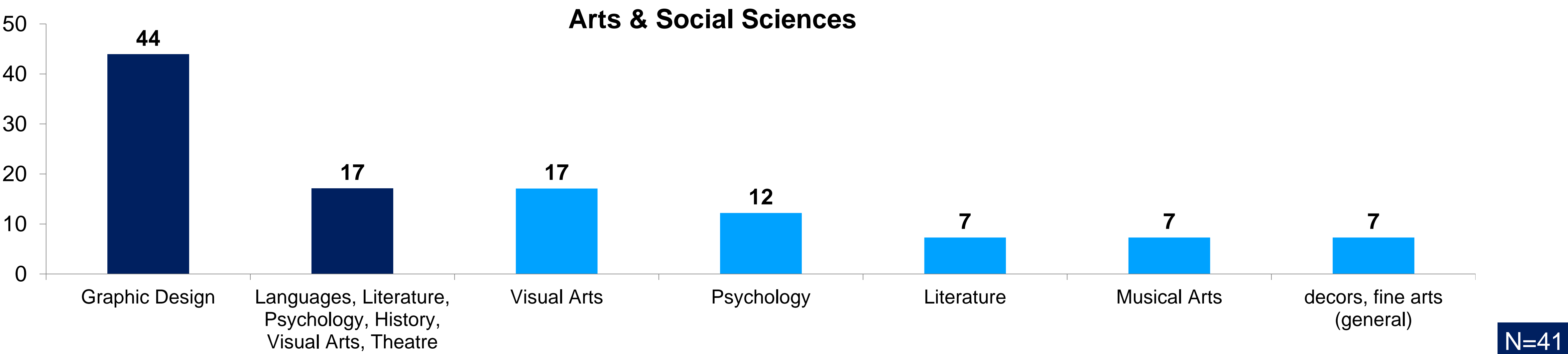
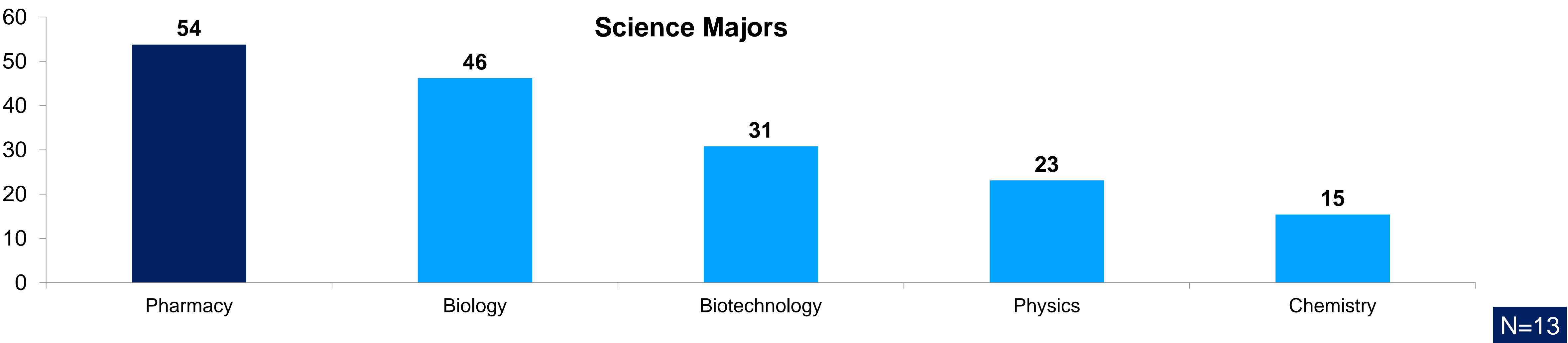
Thanaweya Amma

British IG

Other

Considered Majors

For Student's Considering Science Majors; **Pharmacy** Followed By **Biology & Biotechnology** Are The **Most** Appealing Majors. For Arts & Social Sciences; **Graphic Design** Is The **Most** Appealing Major.

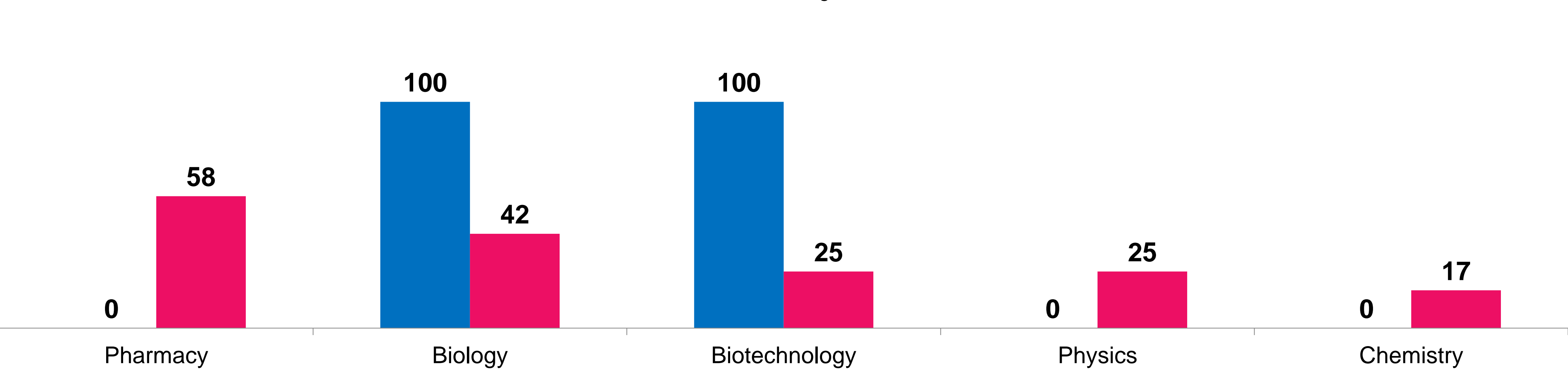


Considered Majors Across Genders

Students Considering Science Majors And Arts & Social Sciences Schools.

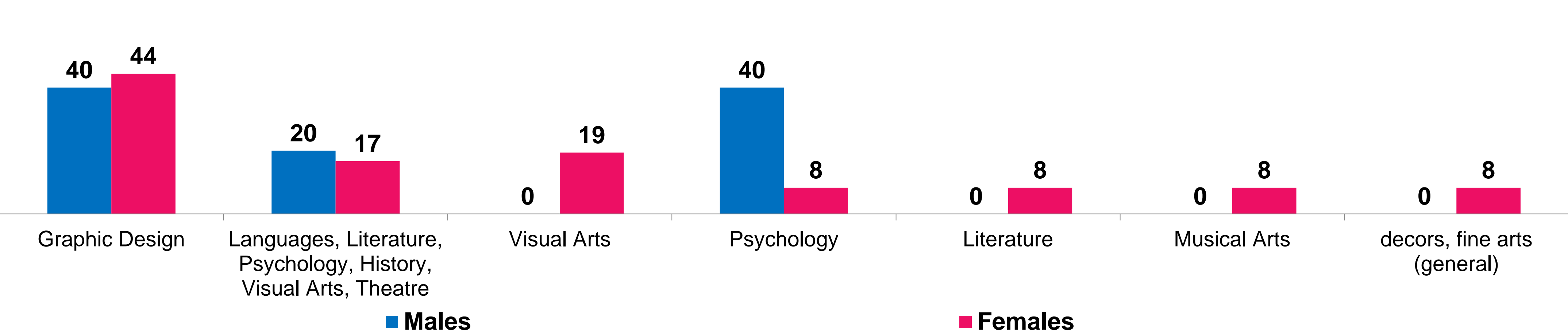
***Disclaimer:** Low Bases By Gender Split; Scores To Be Seen Directionally.

Science Majors



Males N=1
Females N=12

Arts & Social Sciences

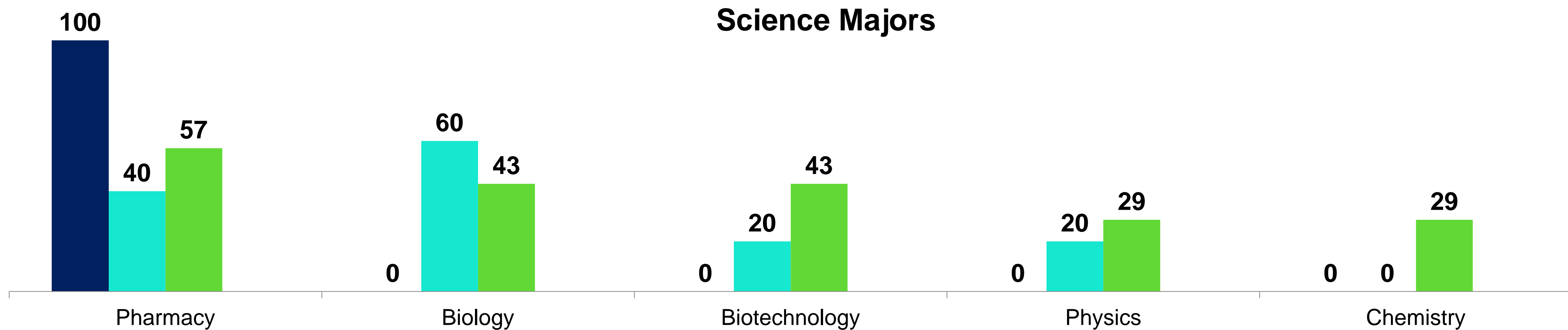


Males N=5
Females N=36

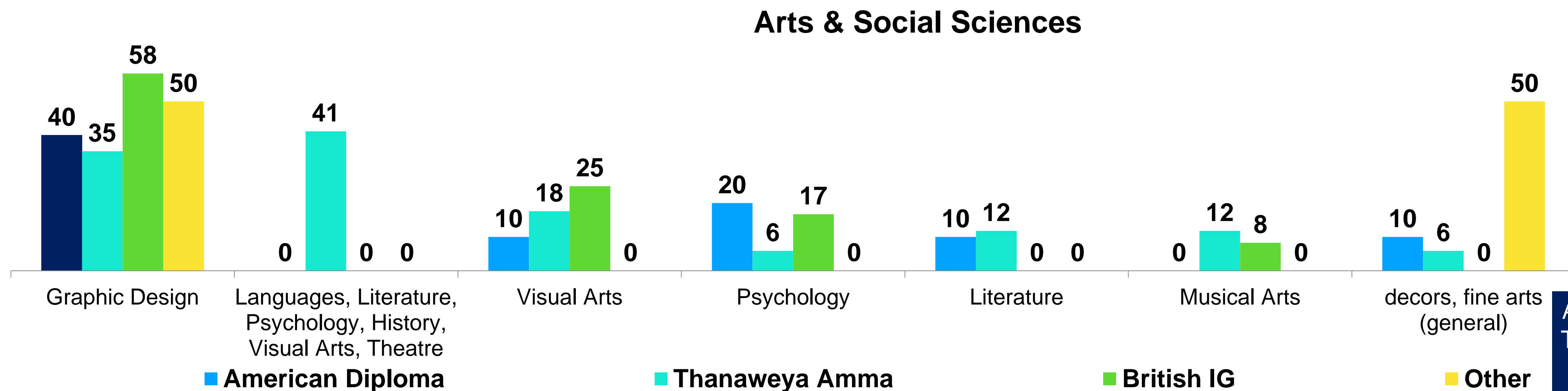
Considered Majors Across Different Educational Systems

Students Considering Science Majors And Arts & Social Sciences Schools.

***Disclaimer:** Low Bases By Educational Systems Split; Scores To Be Seen Directionally.



American Diploma N=1
Thanaweya Amma N=5
British IG= 7
Other N=0

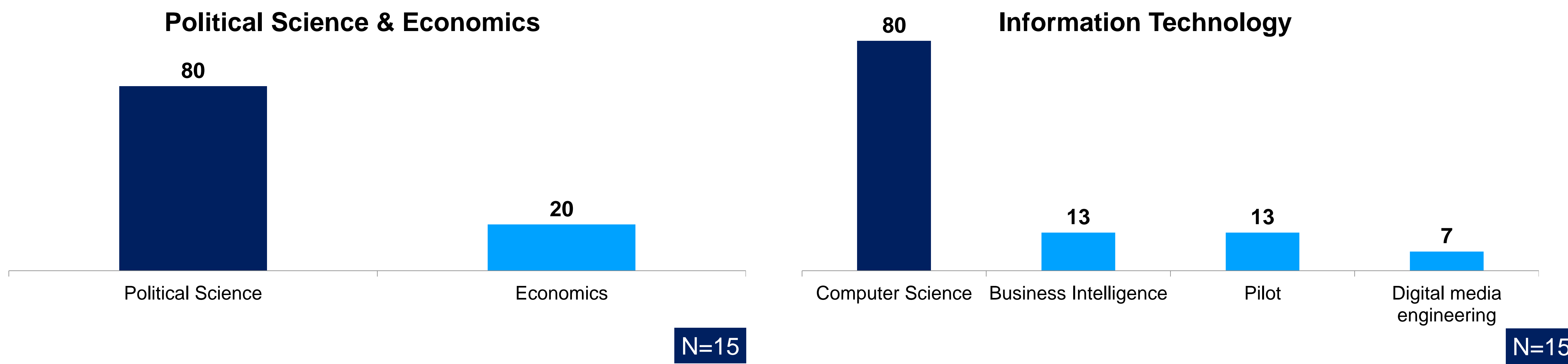
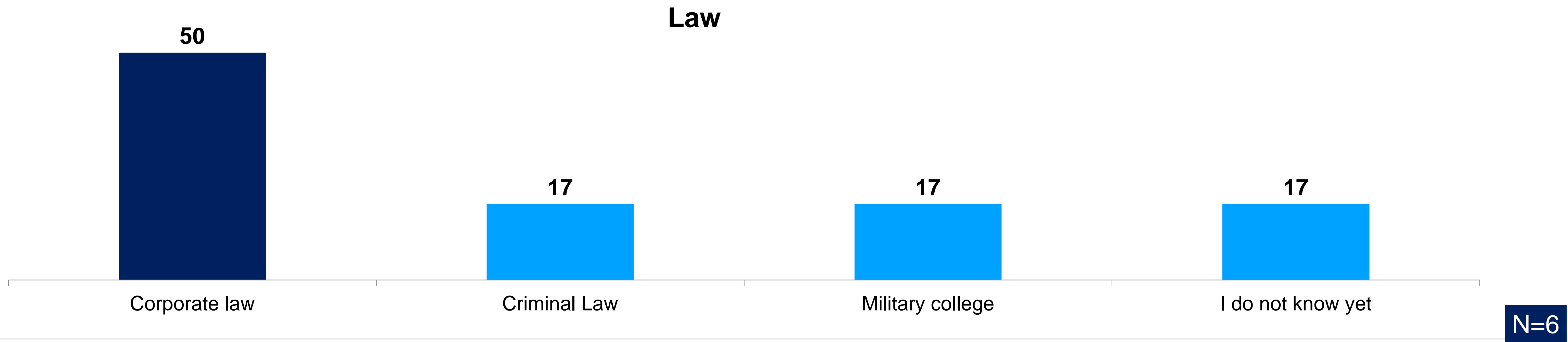


American Diploma N=10
Thanaweya Amma N=17
British IG= 12
Other N=2

Considered Majors

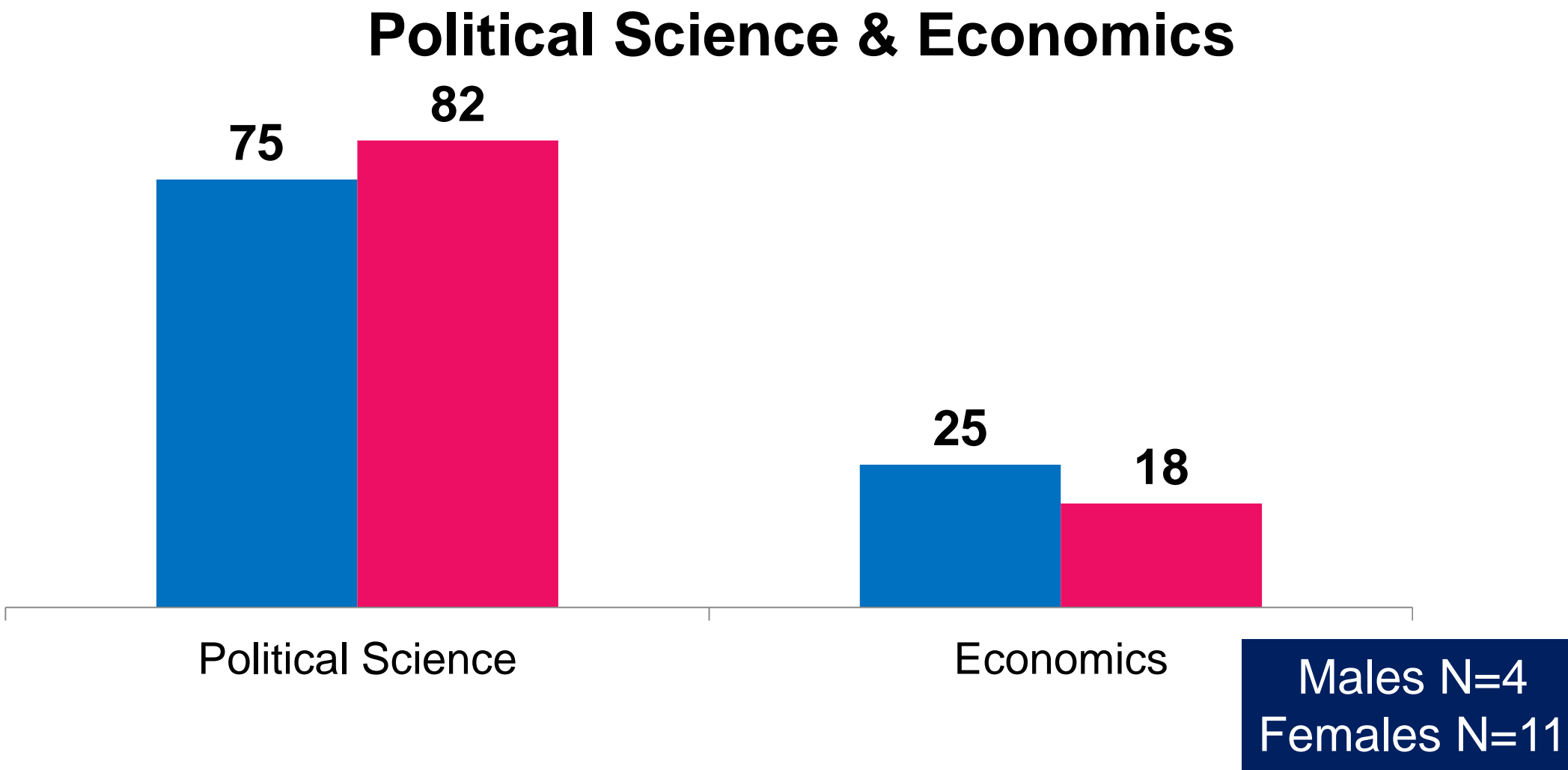
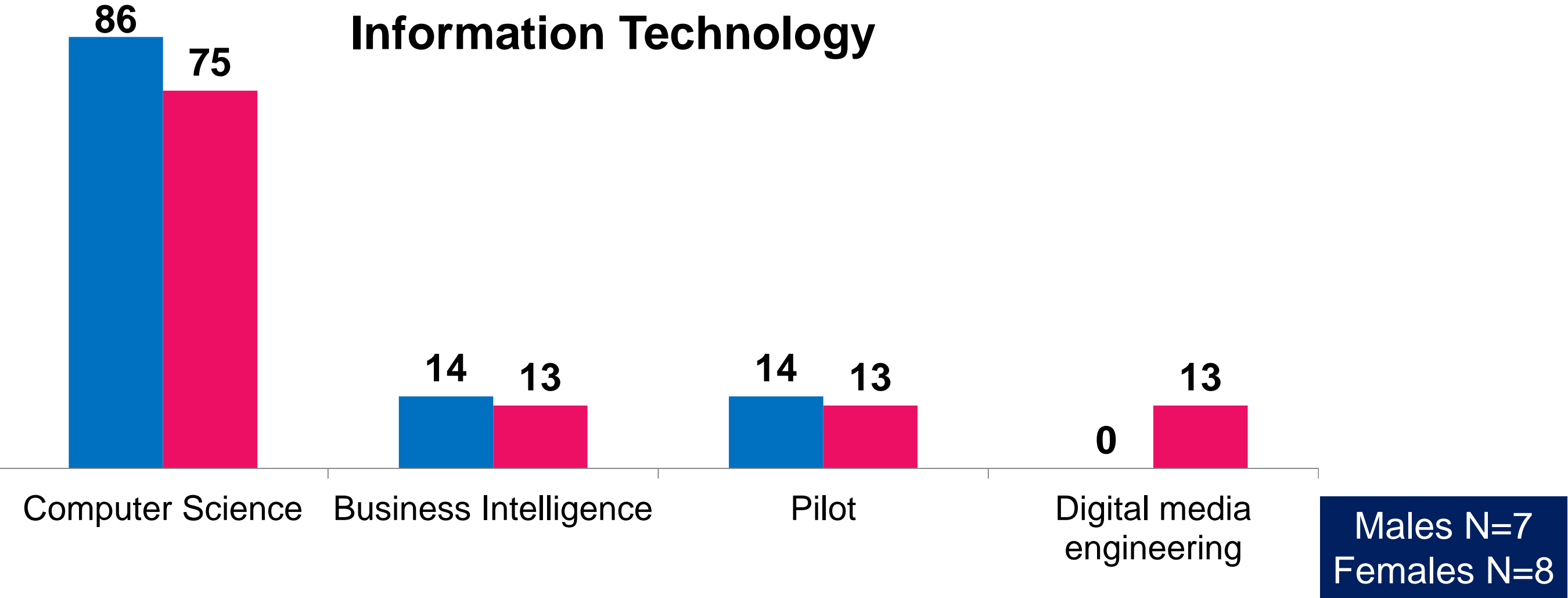
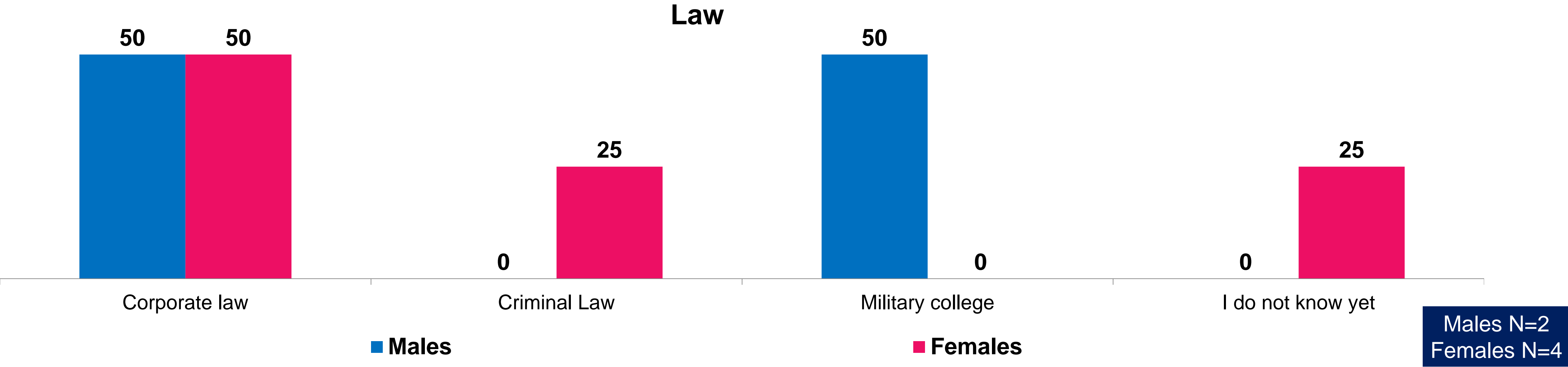
On A Total Level; Majors Preferred By Students Considering Law, Political Science & Economics, And Information Technology Schools.

***Disclaimer:** Low Bases By; Scores To Be Seen Directionally.



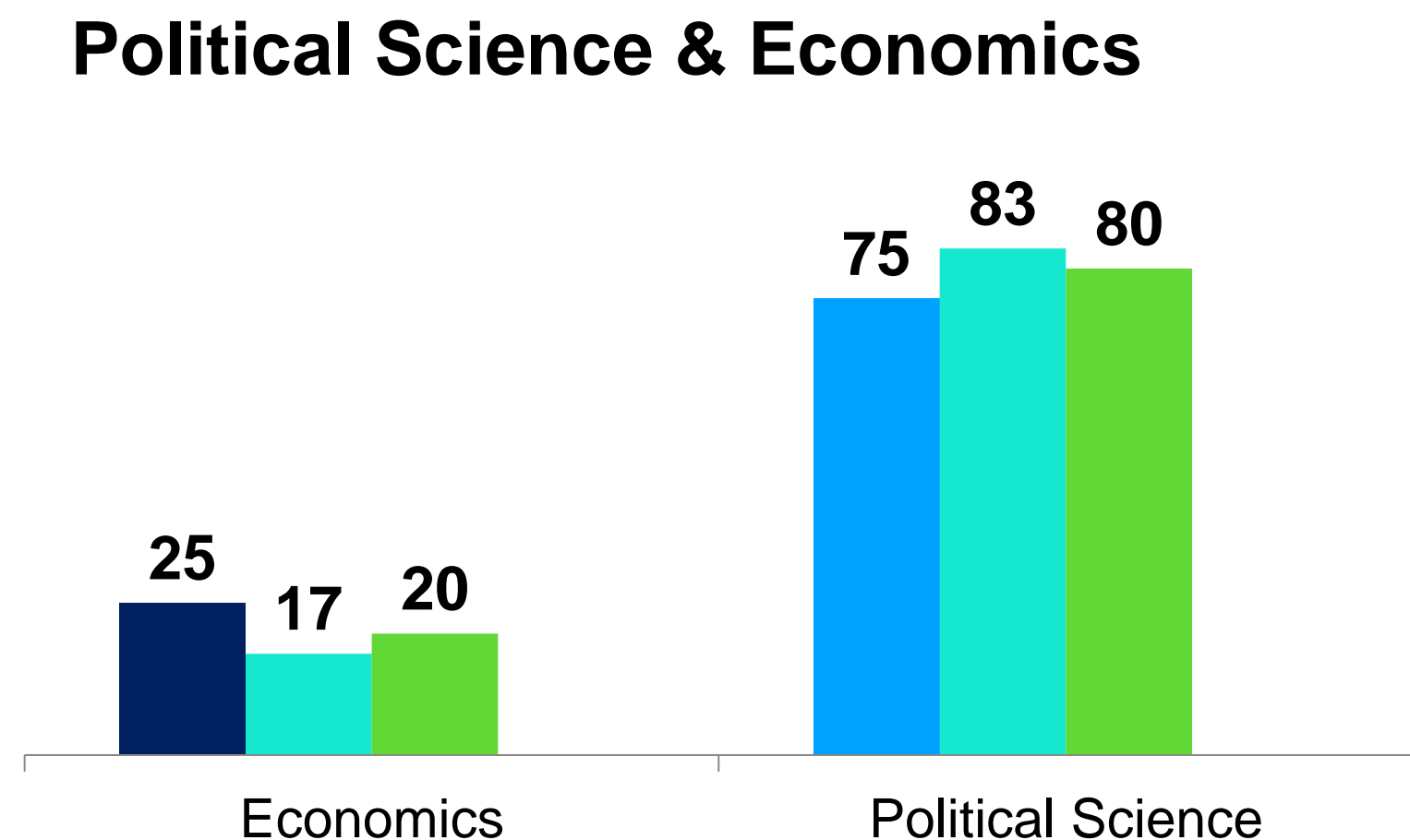
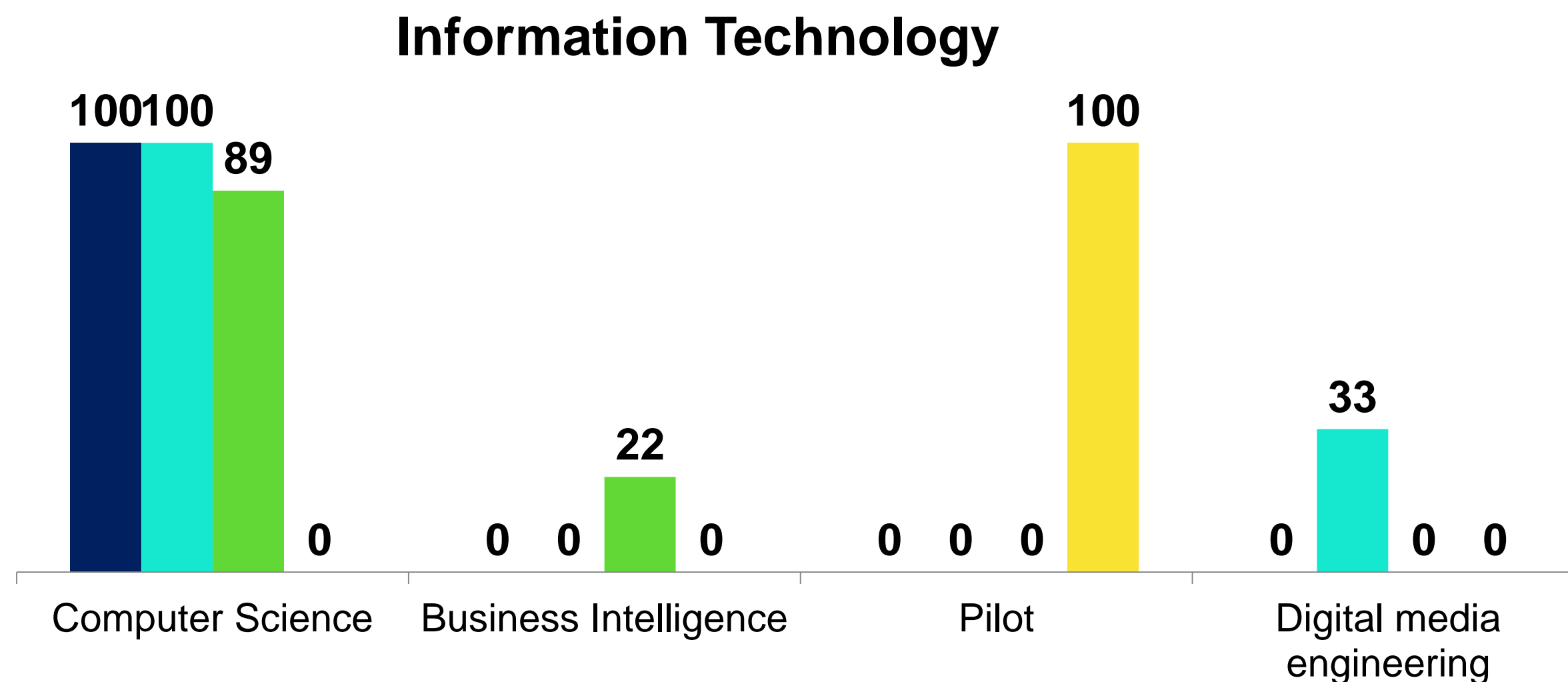
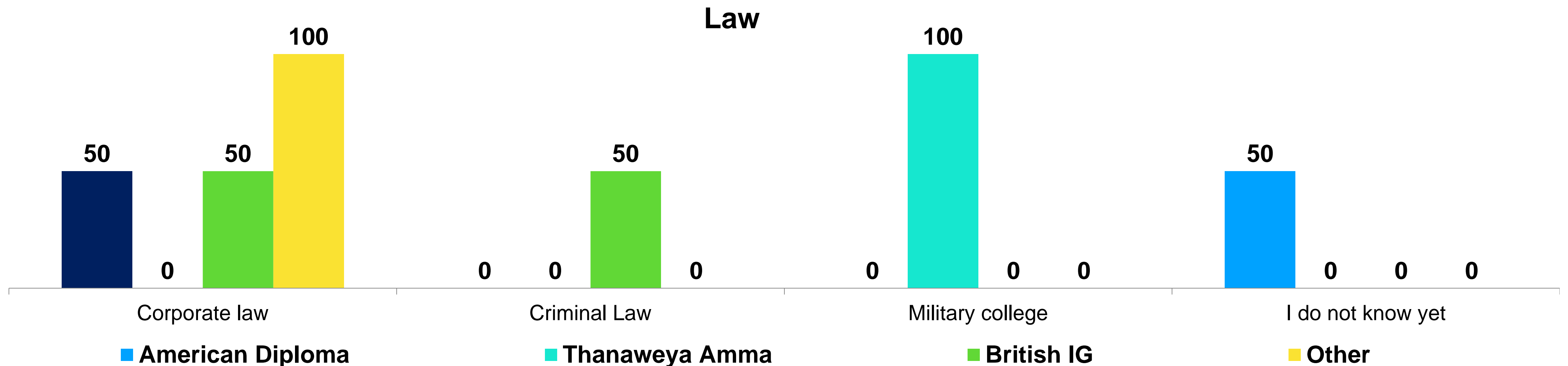
Considered Majors Across Genders

Students Considering Law, Political Science & Economics, And Information Technology Schools.
***Disclaimer:** Low Bases By Gender Split; Scores To Be Seen Directionally.



Considered Majors Across Different Educational Systems

By Students Considering Law, Political Science & Economics, And Information Technology Schools.
***Disclaimer:** Low Bases By Educational Systems Split; Scores To Be Seen Directionally.



American Diploma N=72
Thanaweya Amma N=110
British IG= 12
Other N=2

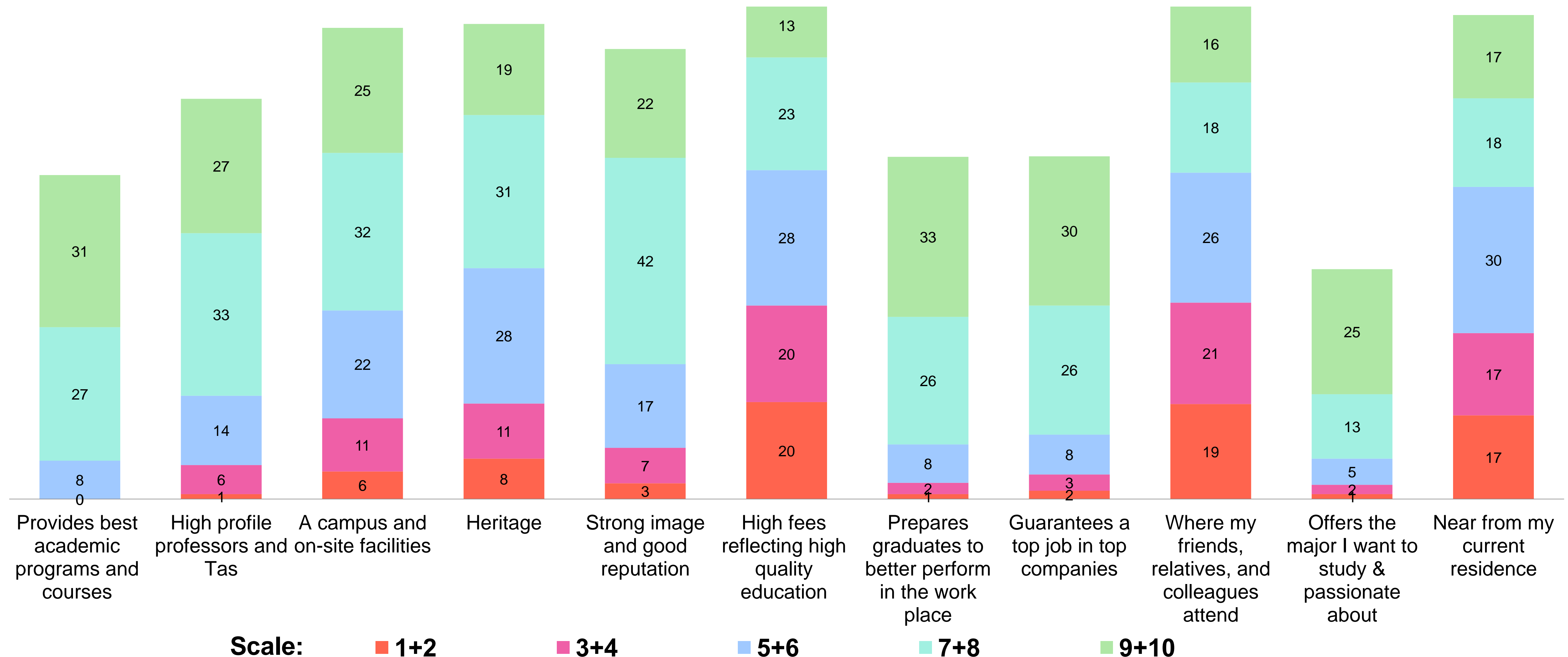
Section 4: Triggers & Barriers for Choosing Universities & Used Sources of Information

- What Are The Factors & Triggers That Impact Students' Decisions When Considering A Specific University?
- What Are The Factors & Barriers That That Impact Students' Decisions When Considering A Specific University?

Triggers Impacting Choosing A University

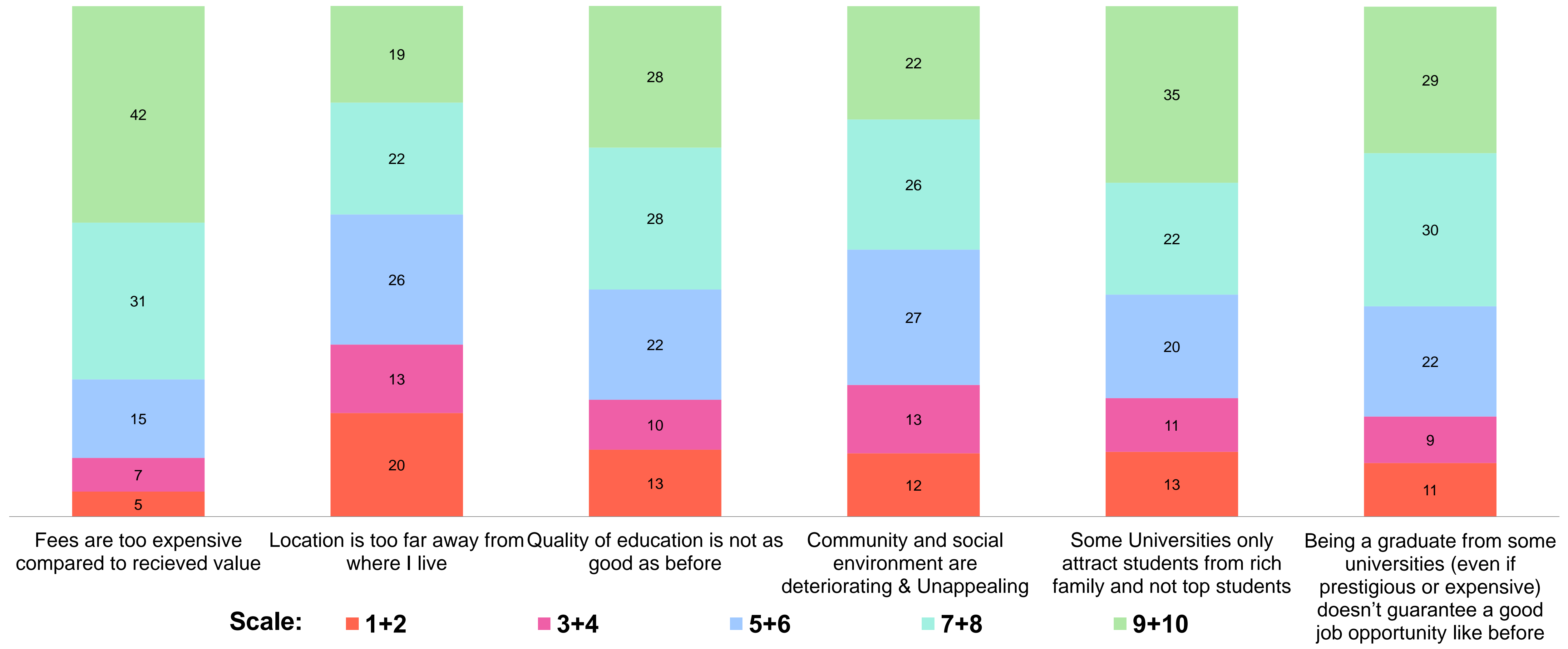
Passion About The Subject & Providing The Best Academic Programs And Courses Are The Most Important Factors When Choosing A University.

While, Linking Fees To High Quality Of Education & Aiming To Be With Friends And Colleagues Are Of Least Importance.



Barriers Impacting Choosing A University

High Fees Compared To Received Value Is The Most Demotivating Factor For Choosing Universities. While **University Remoteness** From Area Of Residence Is **Less** Considered As A Barrier To Choose A Specific University.



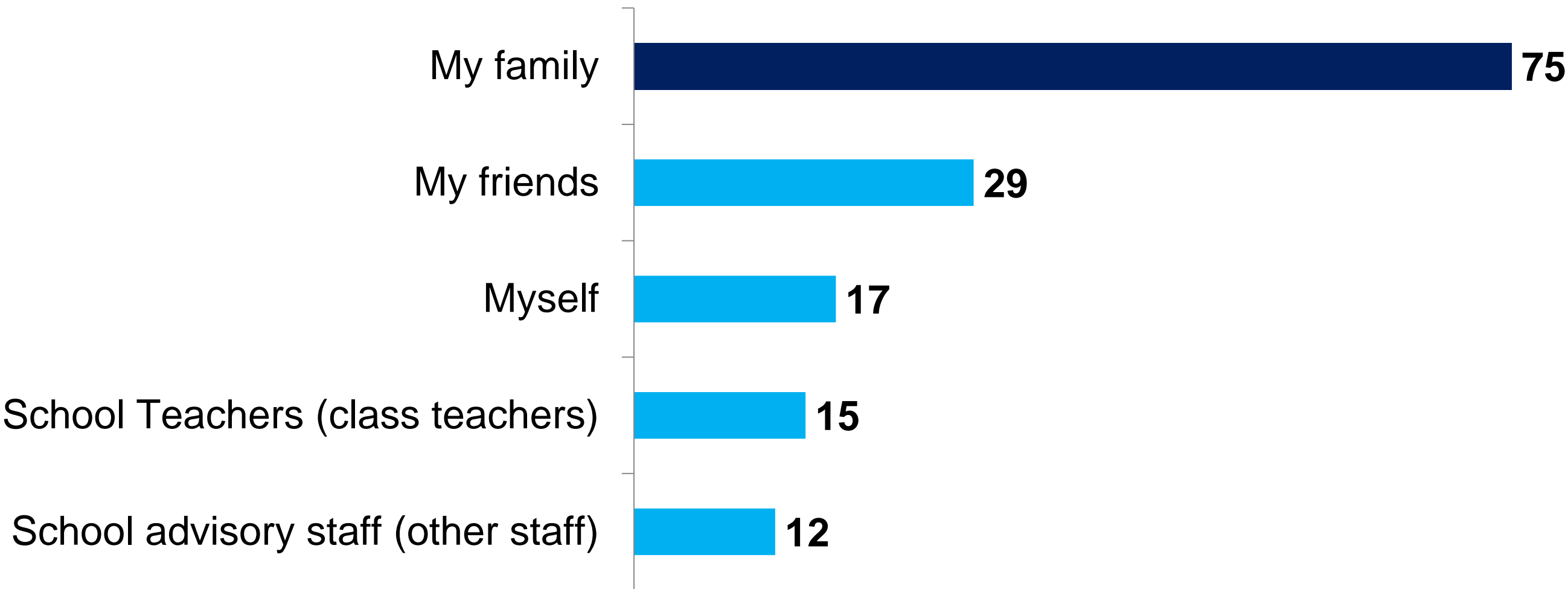
Section 5: Key Influencers & Communication Channels

- Who are the key influencers helping students in choosing a university?
- What are the key channels students rely to get info?

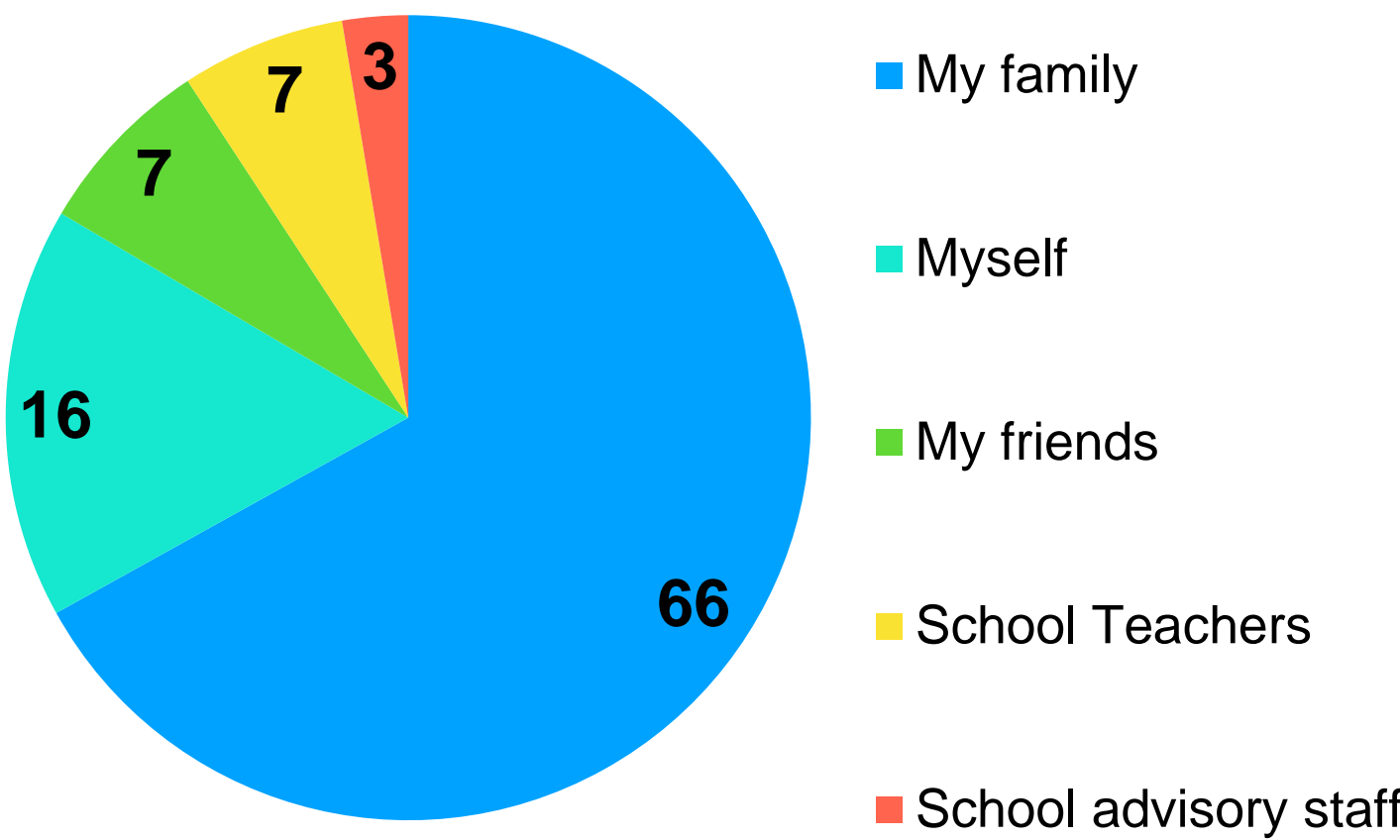
Key Influencers On Decision Making

Family & friends are **key** influencers in choosing universities. While **visiting universities' websites & word of mouth** are the **most** used channels to obtain information about A specific university.

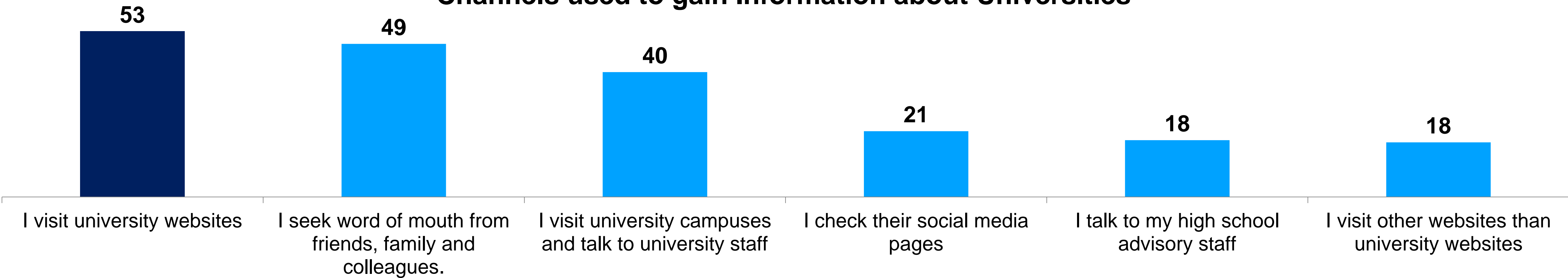
All Opinion Formers (MA)



Key Opinion Formers with Strongest Impact (SA)

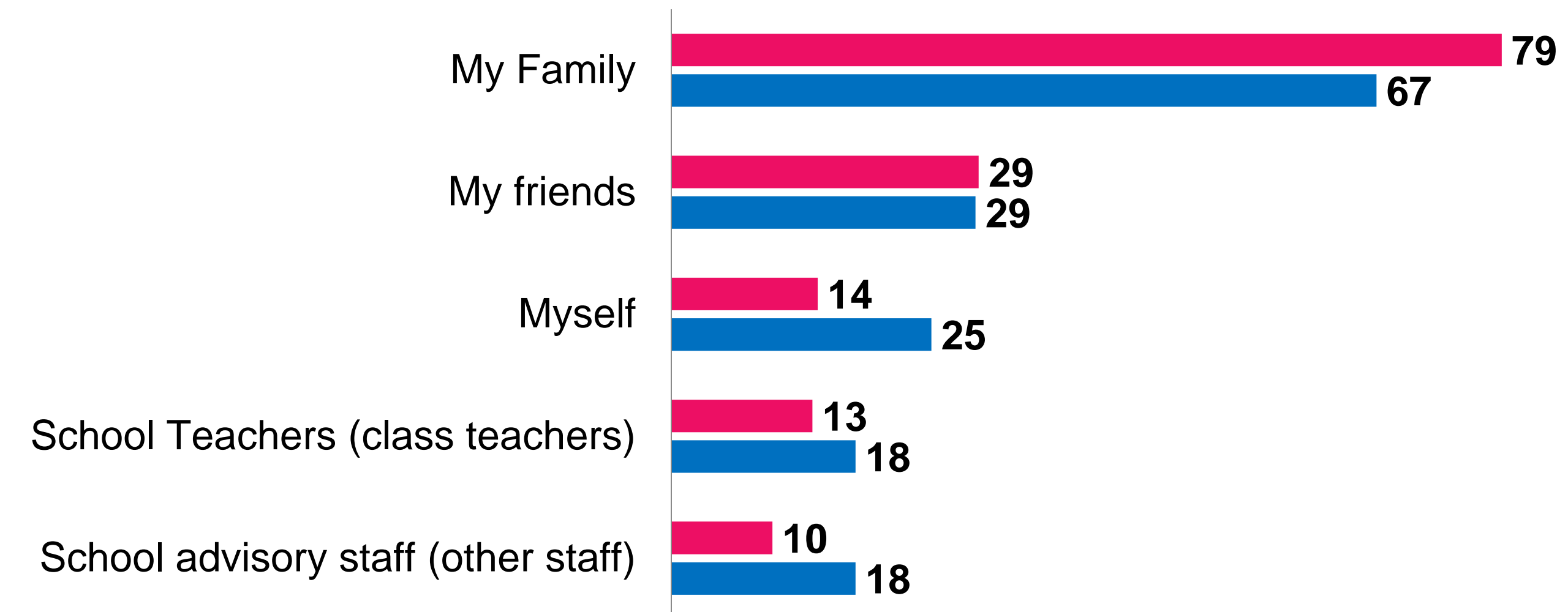


Channels used to gain Information about Universities

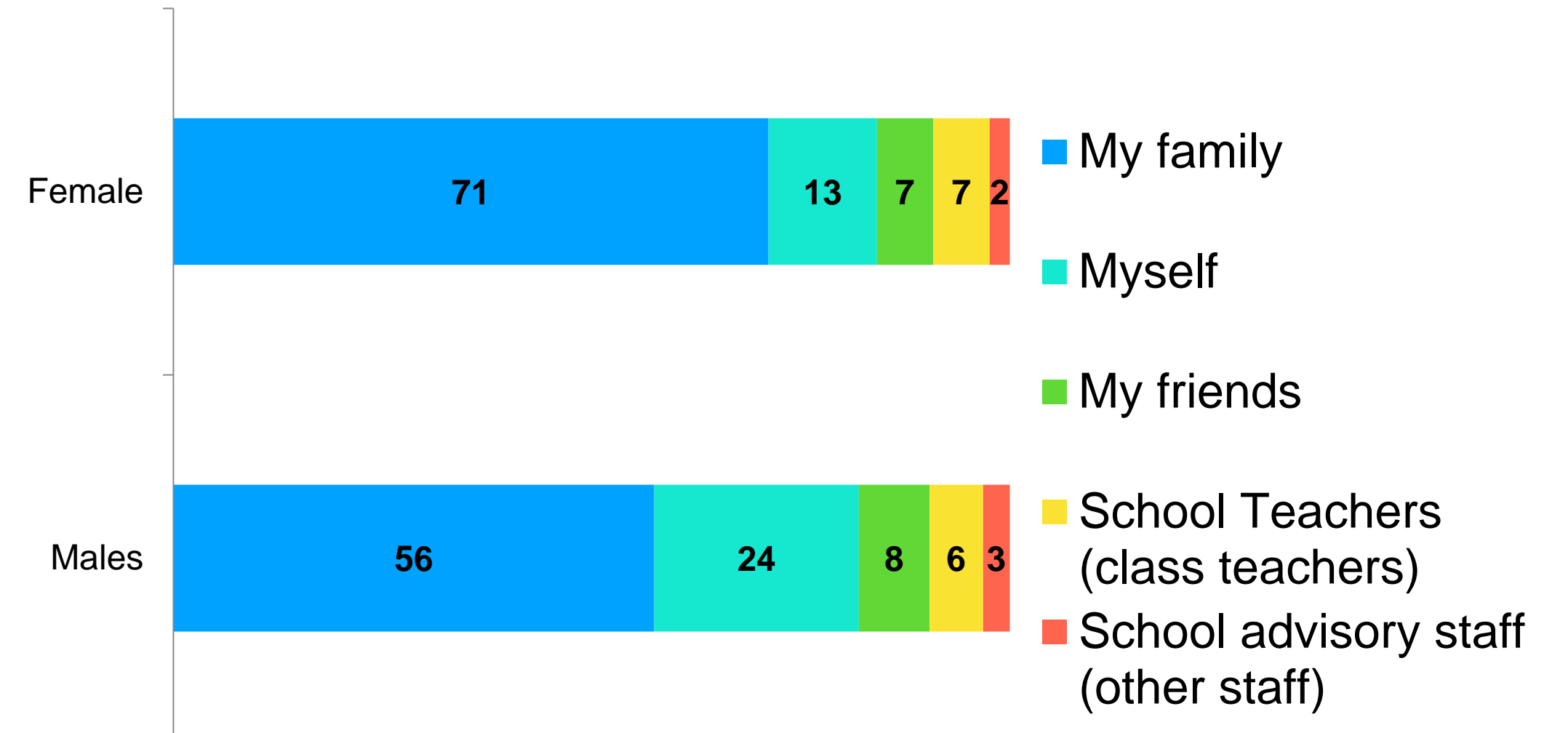


Key Influencers On Decision Making By Both Males & Females Students.

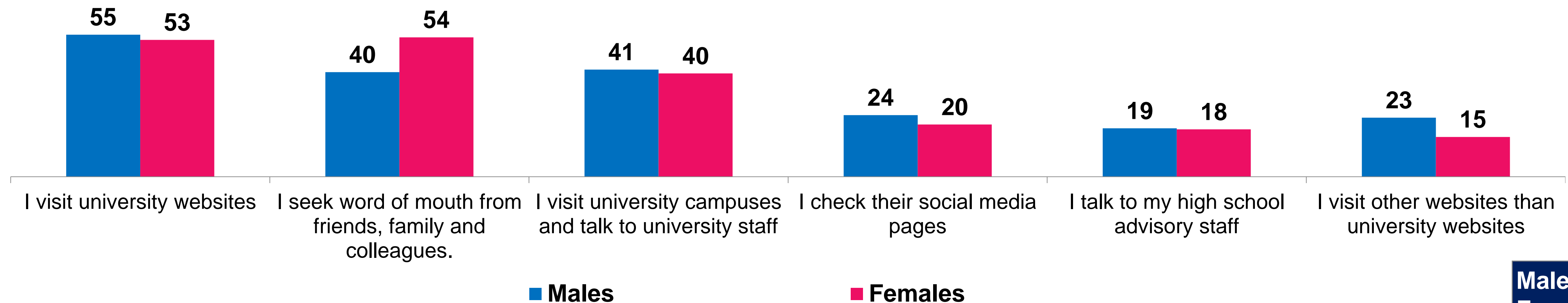
Key Opinion Formers



Key Opinion Formers with Strongest Impact



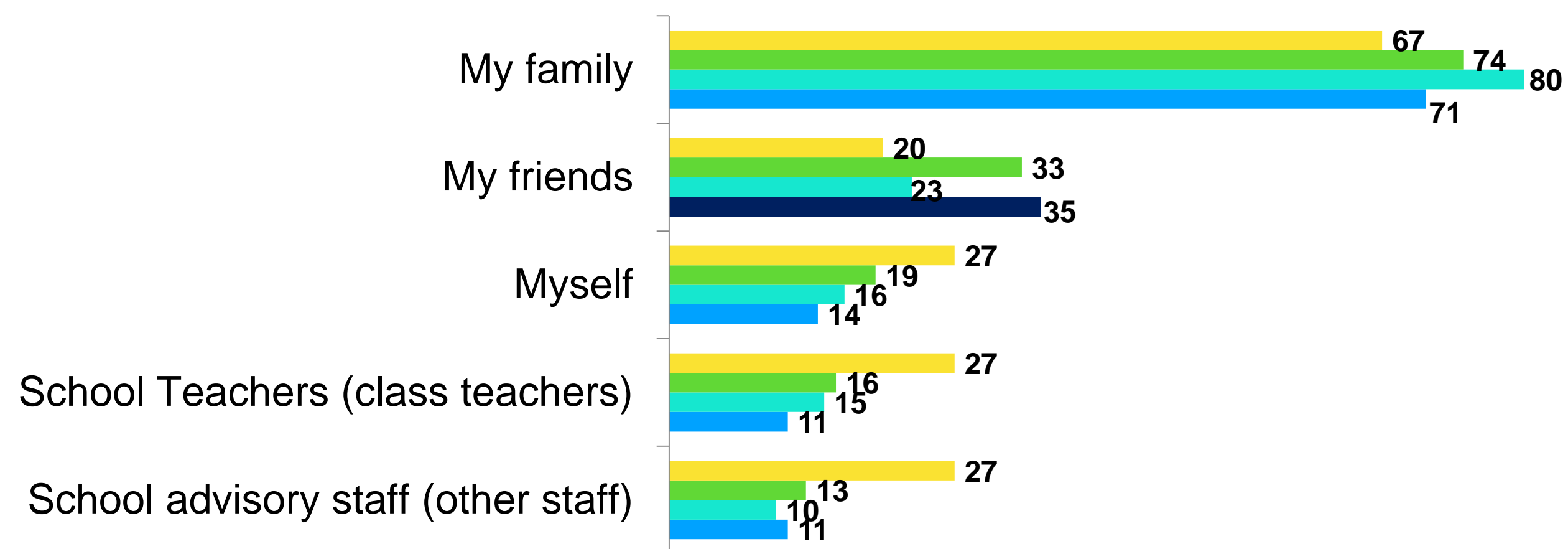
Channels used to gain Information about Universities



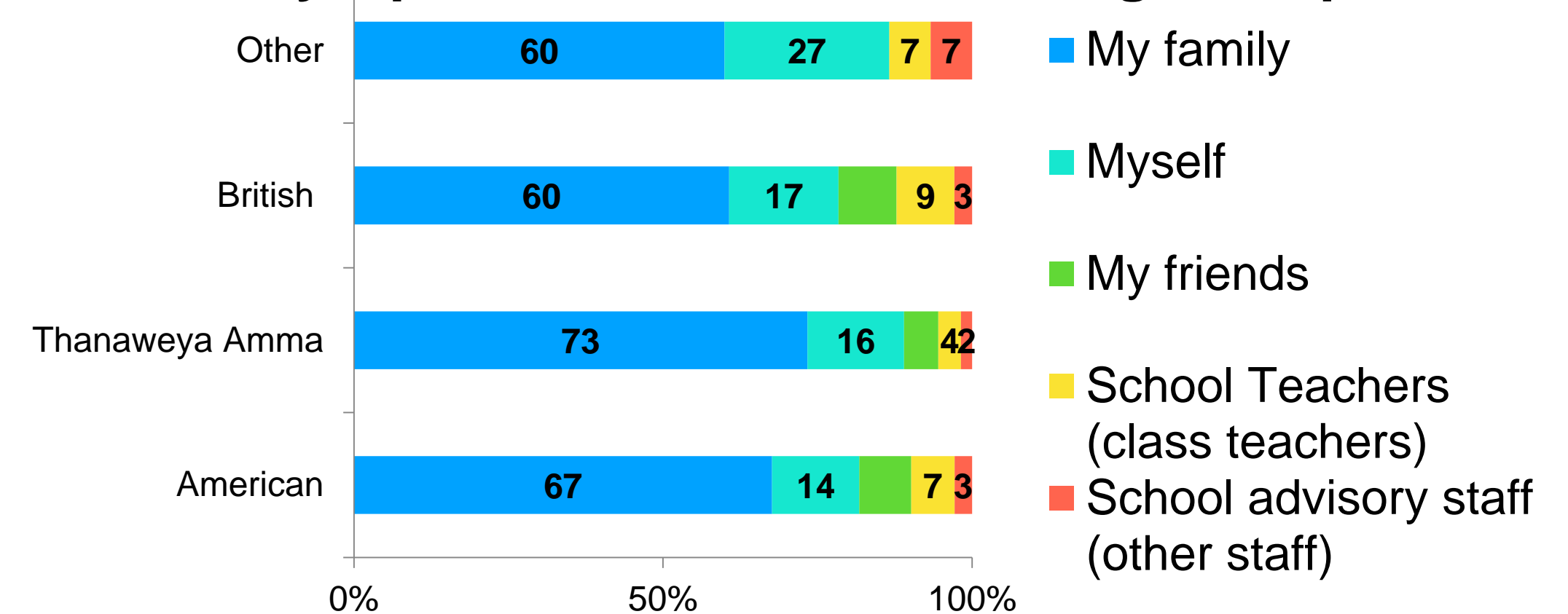
Males N=97
Females N=209

Key Influencers On Decision Making Across Different Educational Systems.

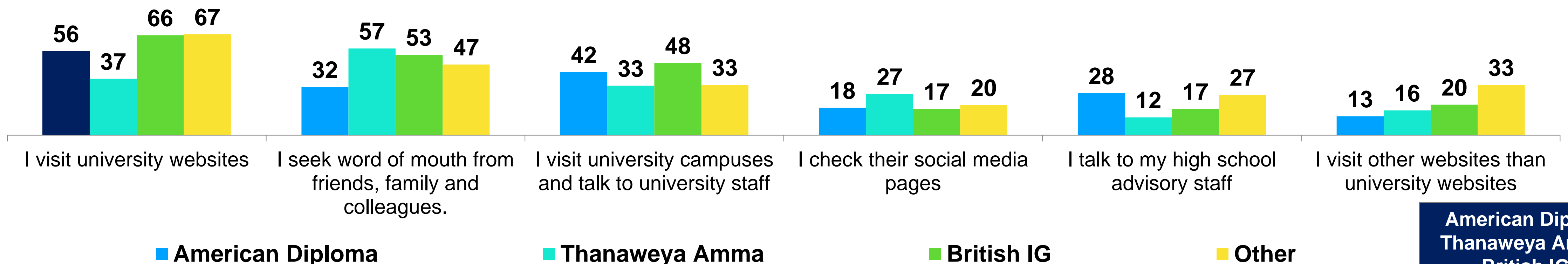
Key Opinion Formers



Key Opinion Formers with Strongest Impact



Channels used to gain Information about Universities



American Diploma N=72
Thanaweya Amma N=110
British IG N=109
Other N=15

Channels Used To Obtain Information About Universities Differ Across Different Aspects & Information Areas.

Channels ↓	Aspect →	Courses	Campus	Fees	Community	Activities
High school advisory staff		13%	7%	6%	7%	7%
Word of Mouth from friends, family and colleagues.		33%	35%	20%	63%	49%
University websites		53%	39%	60%	15%	33%
University campuses and university staff		41%	52%	44%	29%	31%
Websites other than university websites		11%	8%	10%	7%	5%
Social Media Pages		12%	21%	8%	22%	33%
Others		4%	4%	2%	5%	55

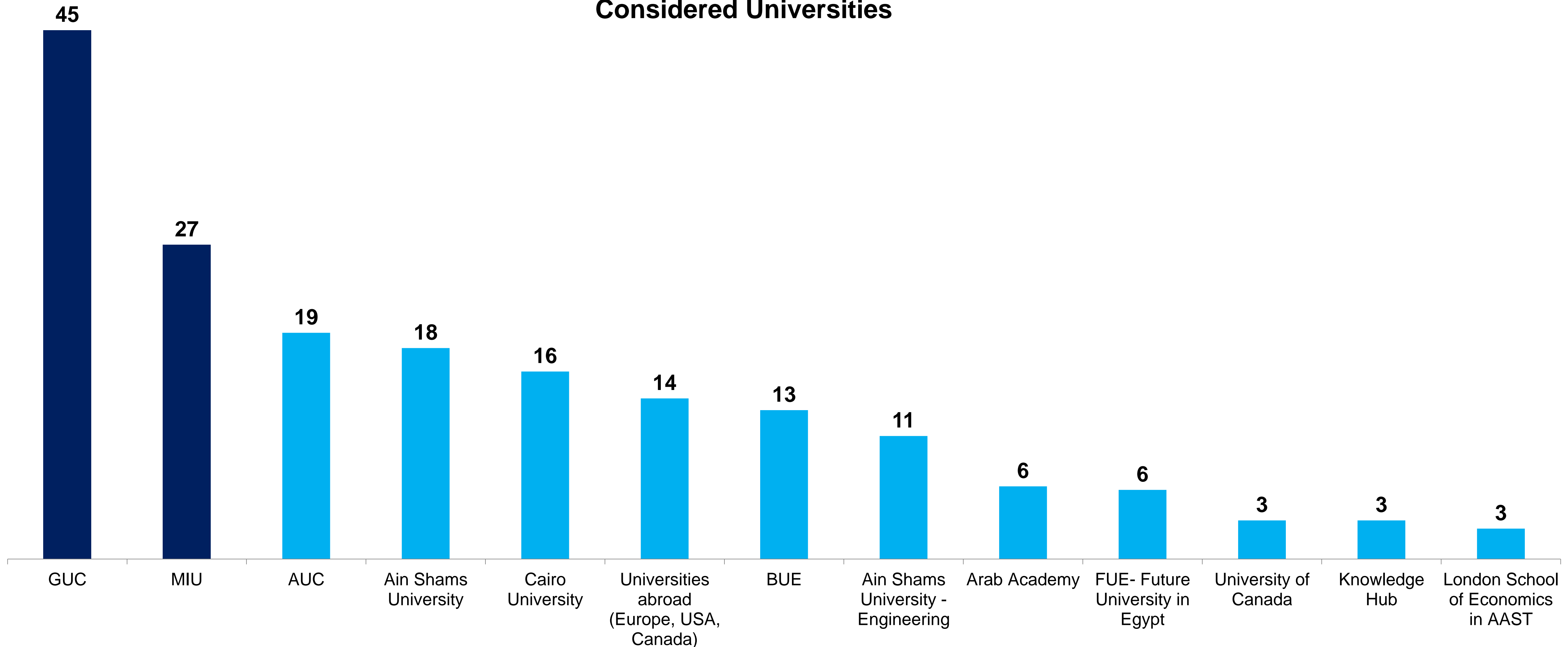
Section 6: Considered Universities & Students' Perception Towards Them

- What Are The Considered Universities By Students For Their Bachelor Degrees?
- How Students Perceive The Top 8 Considered Universities Based On Their Current Knowledge?

Considered Universities

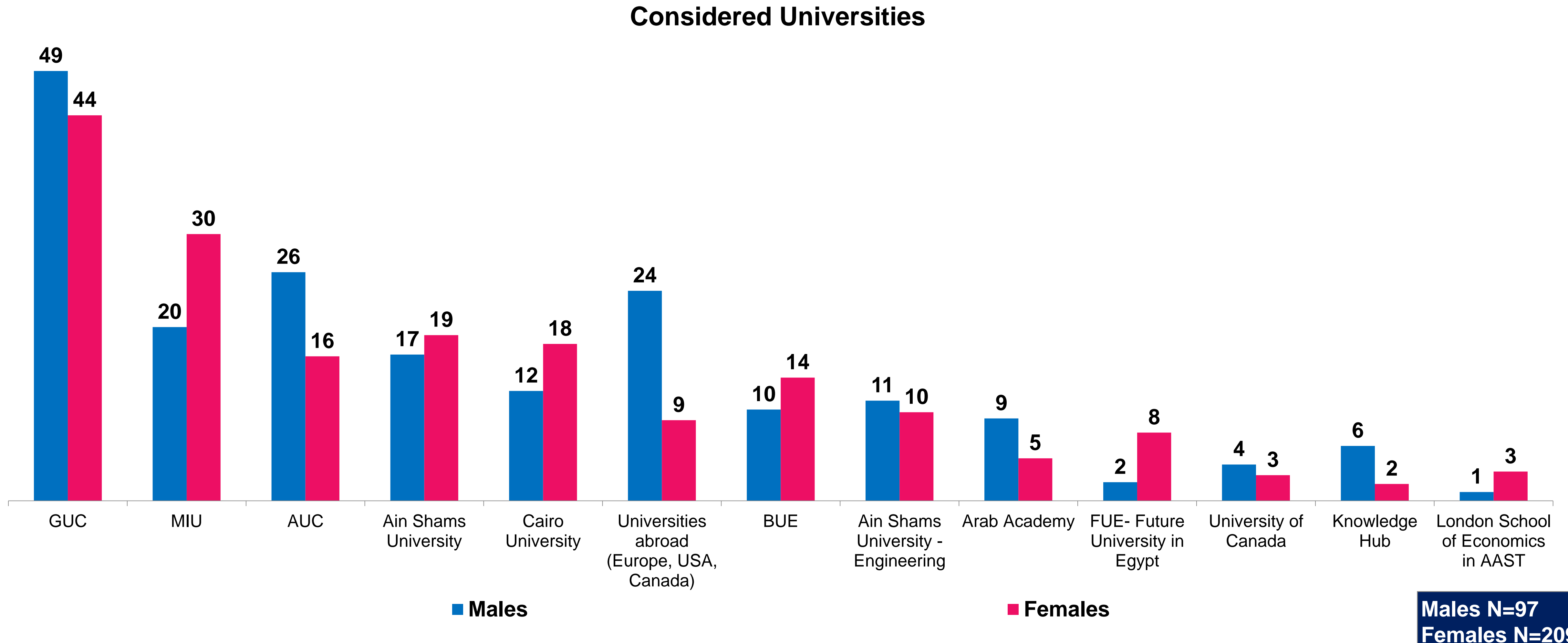
On A Total Level; **GUC** & **MIU** Are the **most** considered universities by students.

Considered Universities



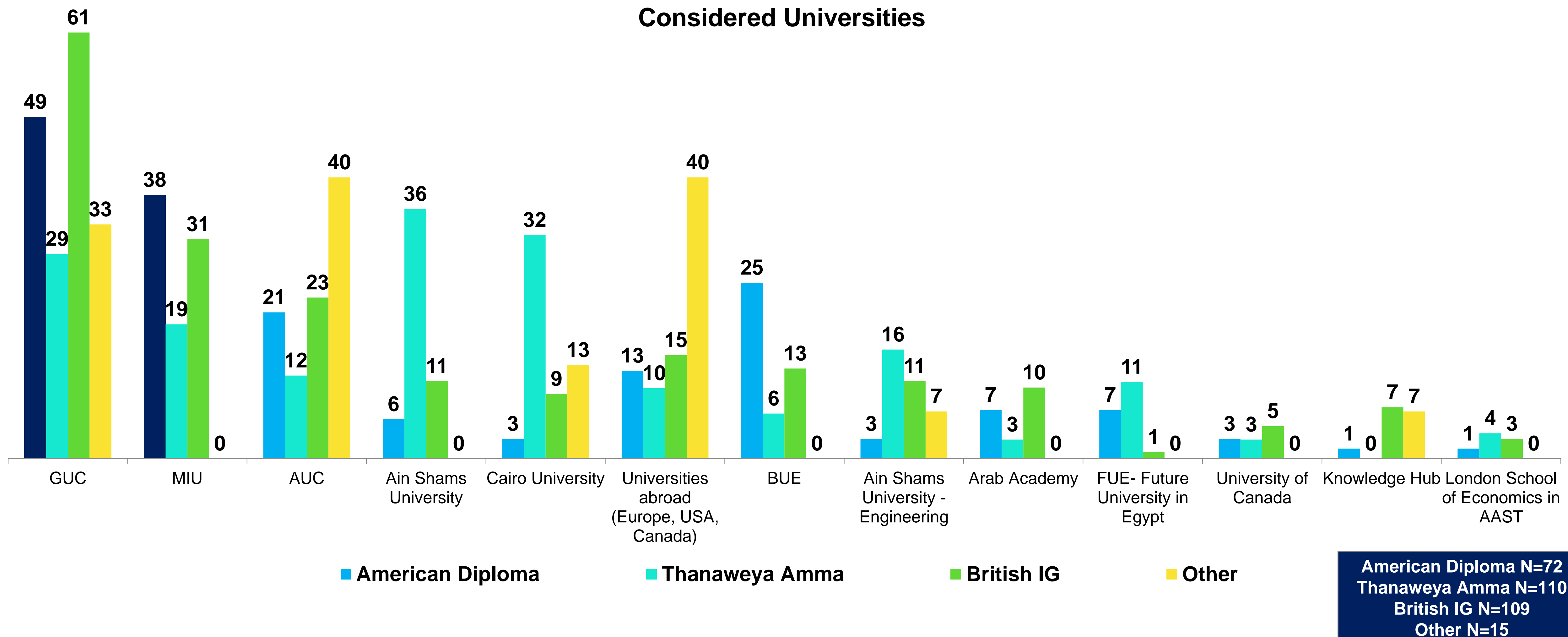
Considered Universities Across Males & Females.

GUC Is The **Most** Considered University Followed By **MIU**.
Considering **Universities Abroad** Is Significantly **Skewed** Towards **Males** Compared To Females.



Considered Universities Across Different Educational Systems.

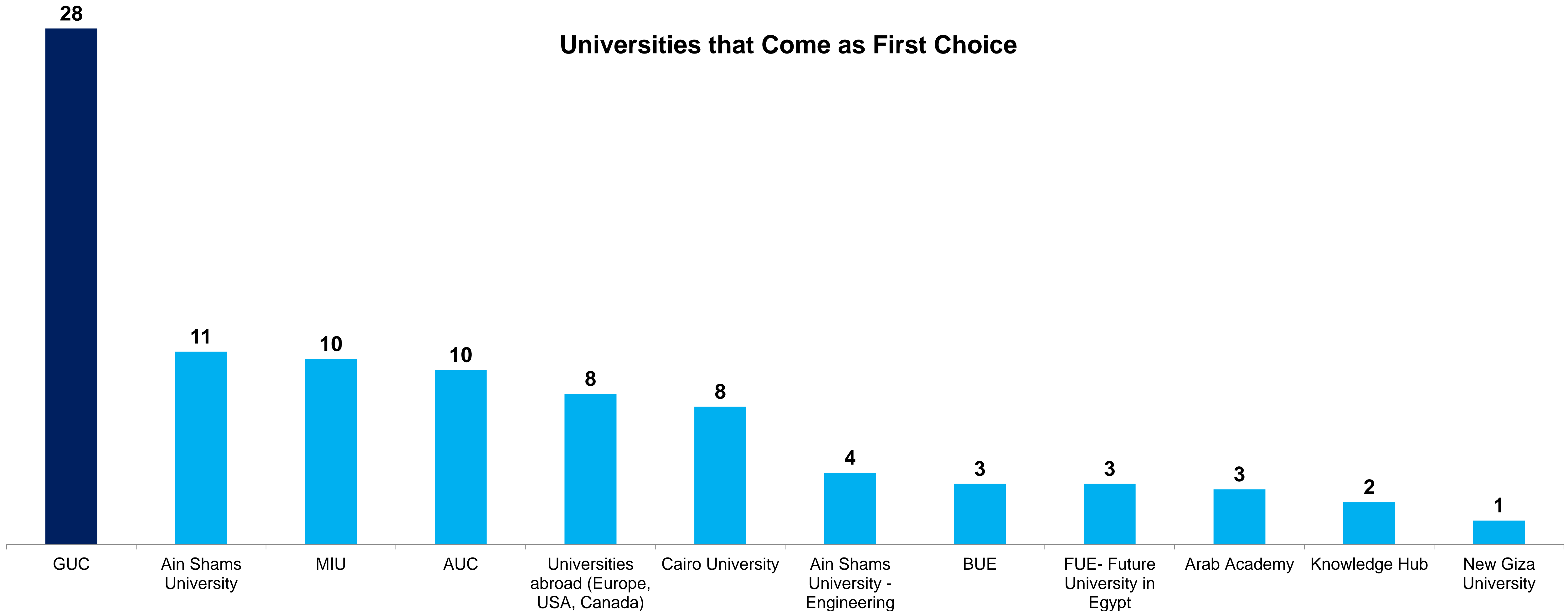
GUC Is The **Most** Considered University Followed By **MIU**. **Thanaweya Amma** Students Are **Skewed** Towards **Public Universities**, While **American Diploma & British IG** Students Are **Skewed** Towards **Private Universities**.



Top Considered Universities

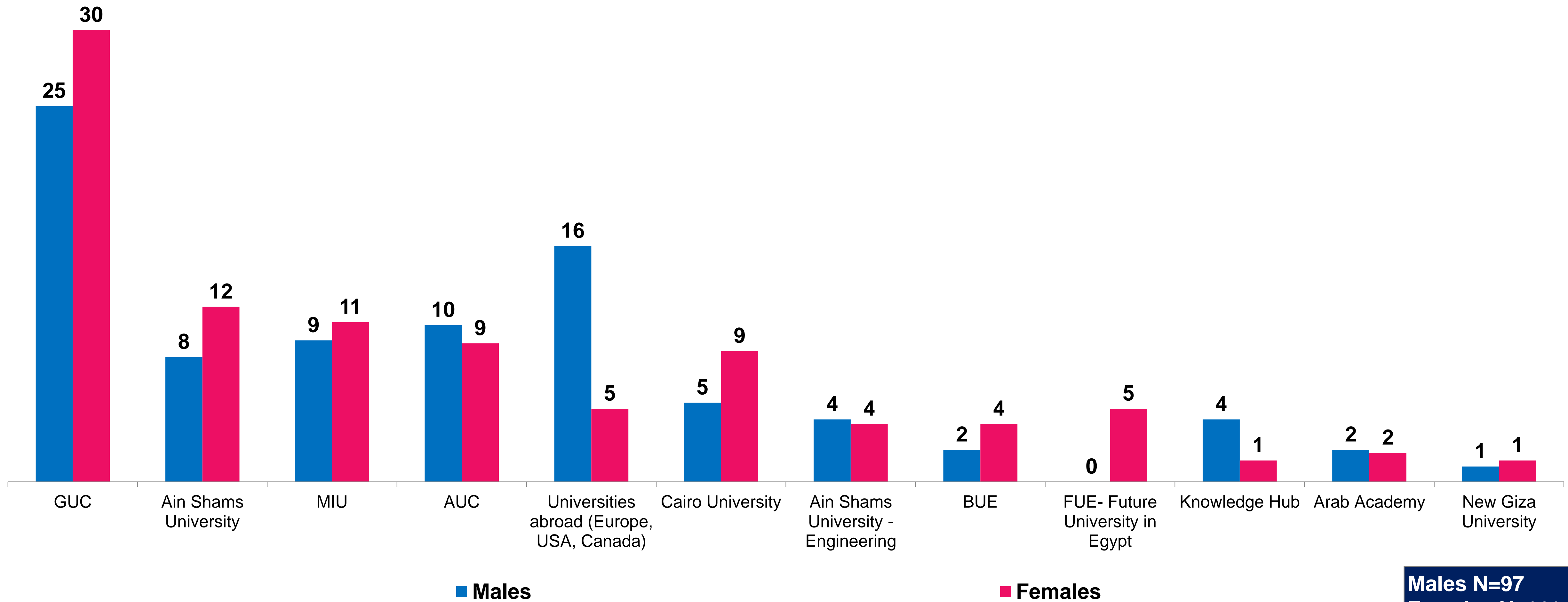
On A total level; **GUC** is significantly the **most** considered university by students.

Universities that Come as First Choice



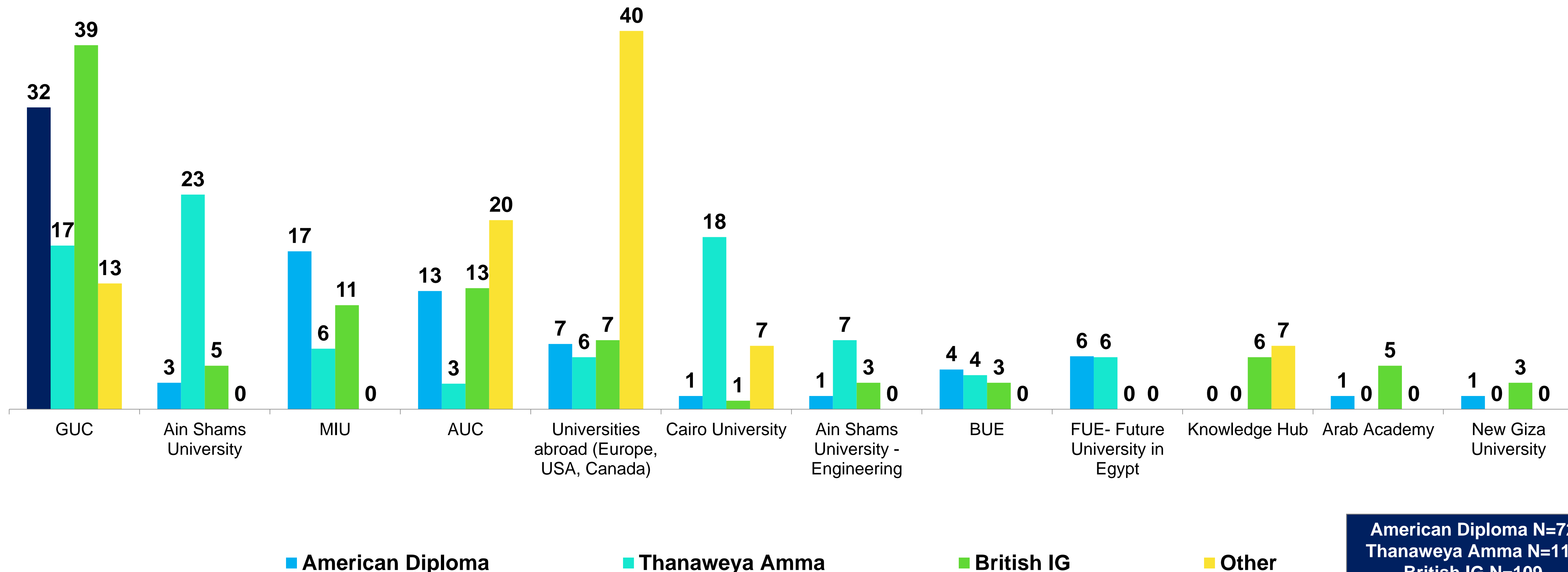
Top Considered Universities Across Males & Females.

Universities that Come as First Choice



Top Considered Universities Across Different Educational Systems.

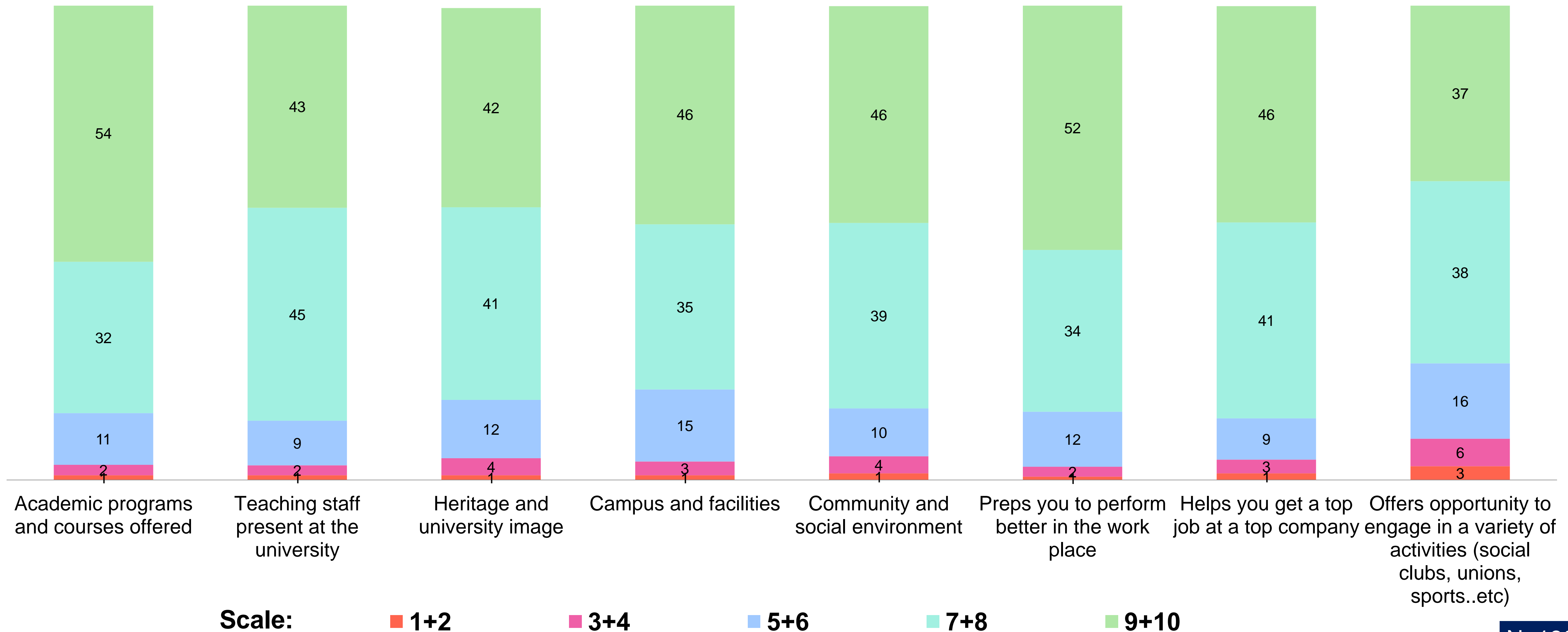
Universities that Come as First Choice



American Diploma N=72
Thanaweya Amma N=110
British IG N=109
Other N=15

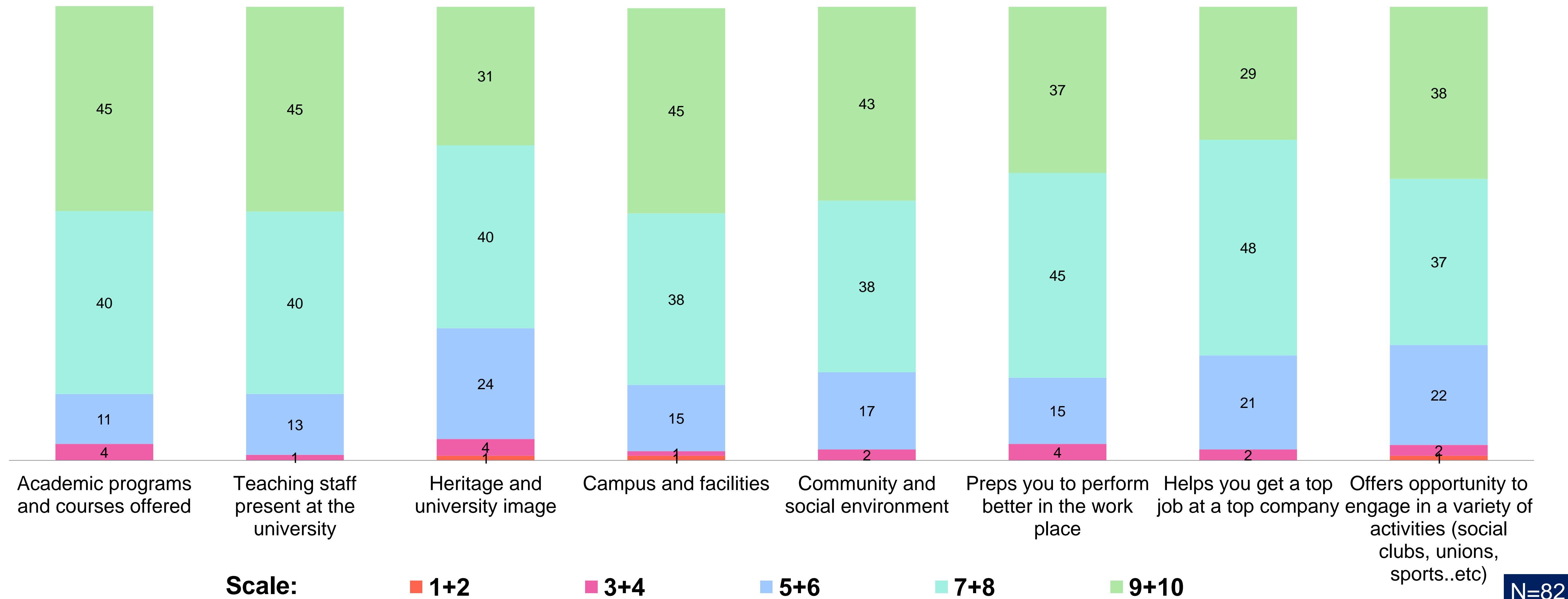
GUC is associated with high scores across different attributes, reflecting high image & perception among students.
Highest score is witnessed for **academic programs & courses offered**.

Evaluation & Perception of GUC Performance



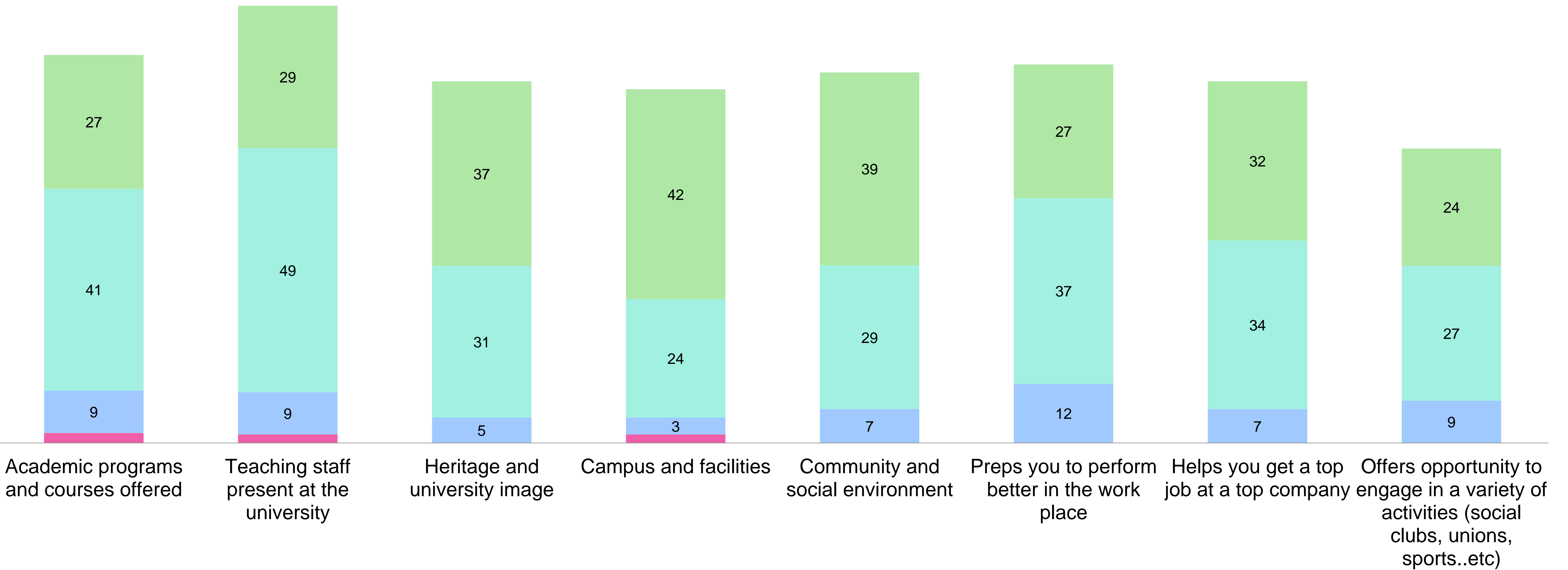
MIU also has high evaluation scores, with **highest** scores witnessed for **academic programs and courses offered, teaching staff, and campus & facilities.**

Evaluation & Perception of MIU Performance



For **AUC**, scores are high across all attributes, with **highest** scores noticed for **heritage & university image**, **campus & facilities**, and **offering opportunity to engage in different activities**.

Evaluation & Perception of AUC Performance

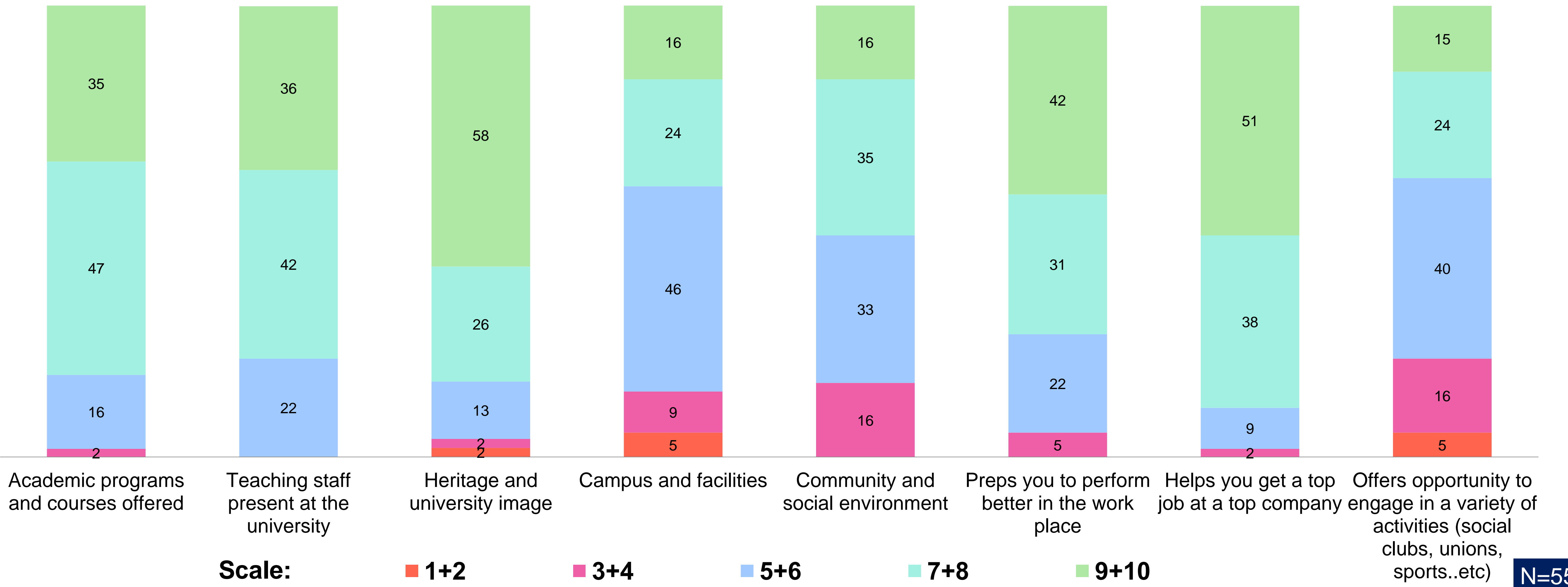


Scale:
■ 1+2
 ■ 3+4
 ■ 5+6
 ■ 7+8
 ■ 9+10



For **Ain Shams** university, **highest** scores go for **heritage & university image** and **helping in getting A job at top company**.
While, **least** scores are noticed for **offering opportunity to engage in activities** and **campus & facilities attributes**.

Evaluation & Perception of Ain Shams Performance

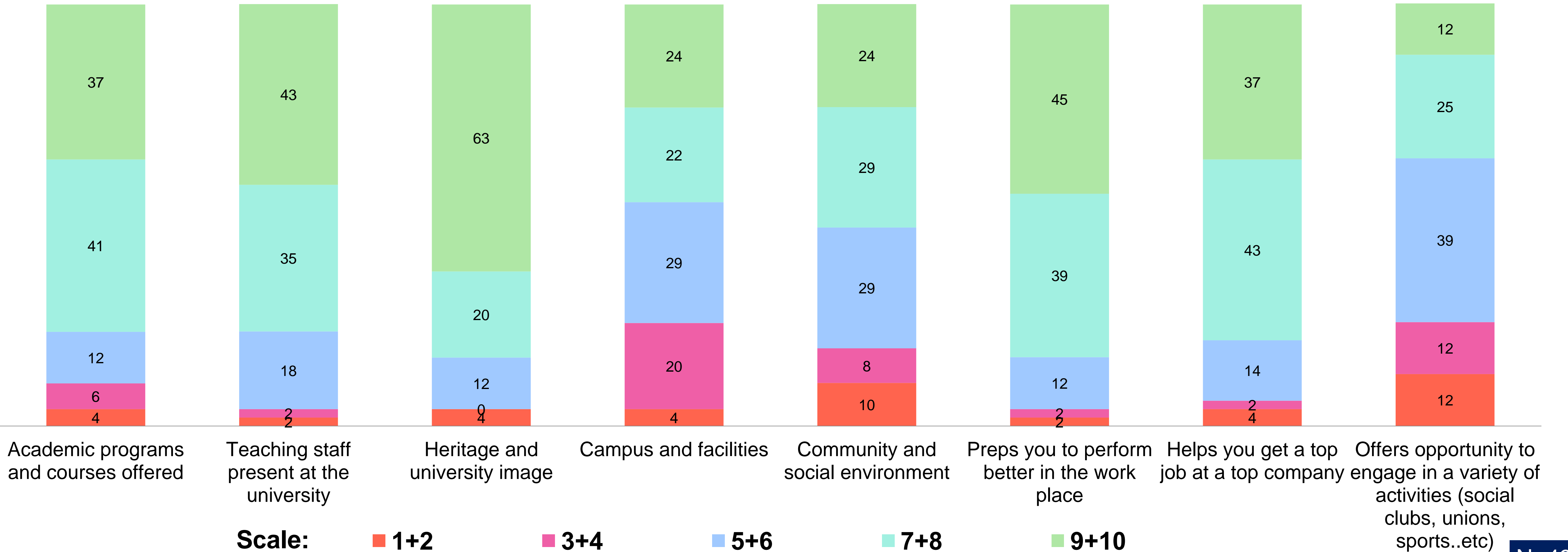




Cairo University

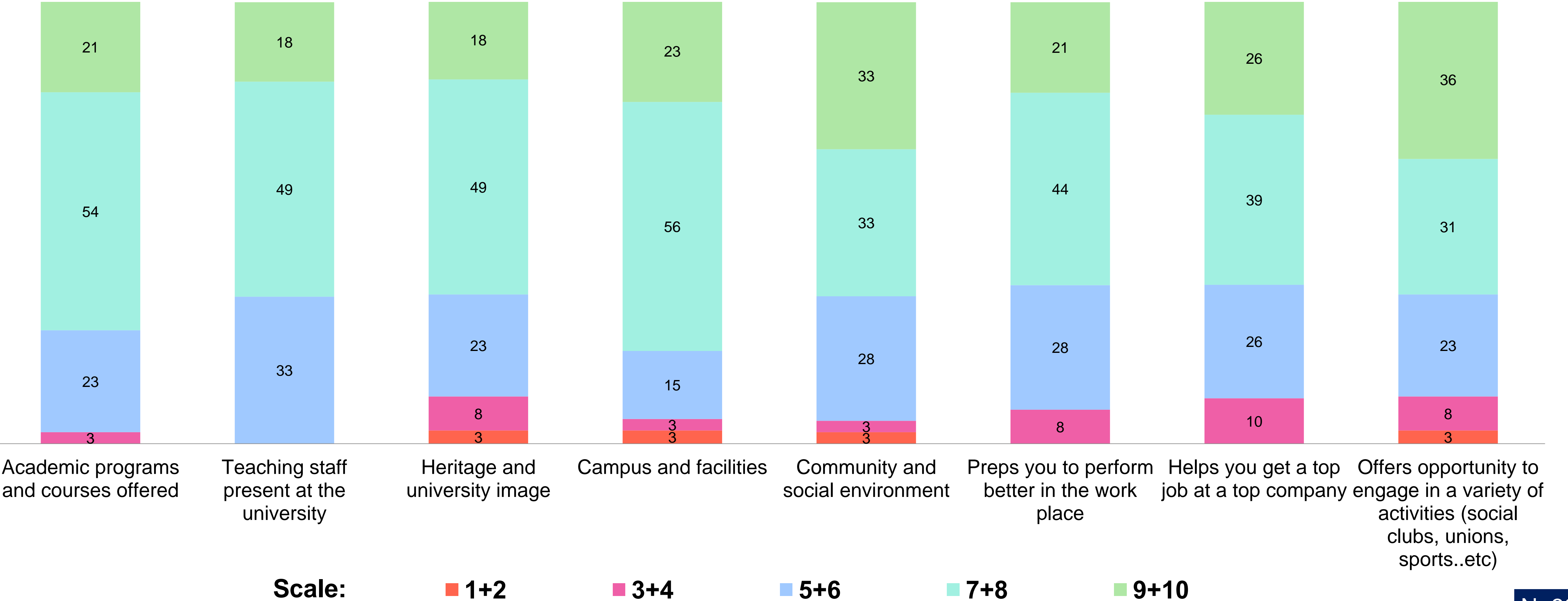
For **Cairo university**, highest scores are witnessed for **heritage & university image** and **preparing student to better performance in workplace**.
While, **least** scores –similar to Ain shams university- are noticed for **offering opportunity to engage in activities and campus & facilities attributes**.

Evaluation & Perception of Cairo University Performance



For BUE, highest scores are witnessed for academic programs & courses offered and campus & facilities.
While least performance score is noticed for heritage and university image.

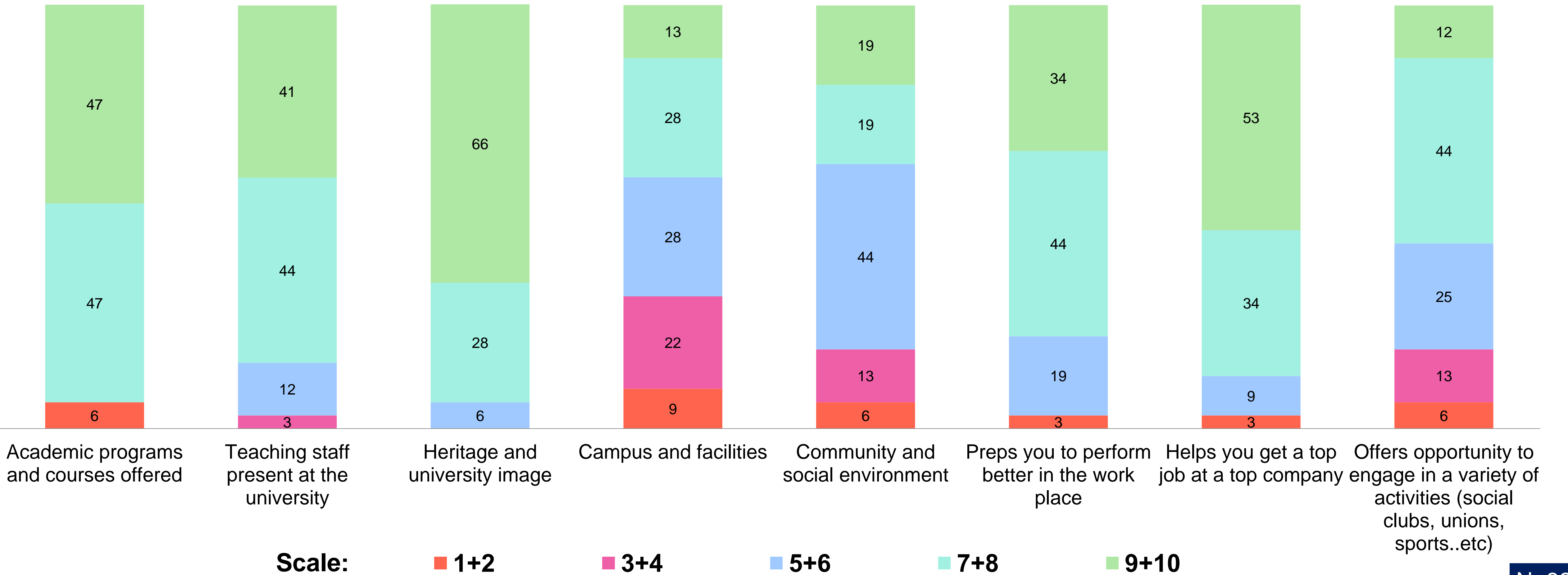
Evaluation & Perception of BUE Performance





For **Ain Shams Engineering**, highest scores are witnessed for **heritage & university image** and **helping in getting A top job at top company**.
While, **least** scores are for **campus & facilities** and **offering opportunity to engage in A variety of activities**.

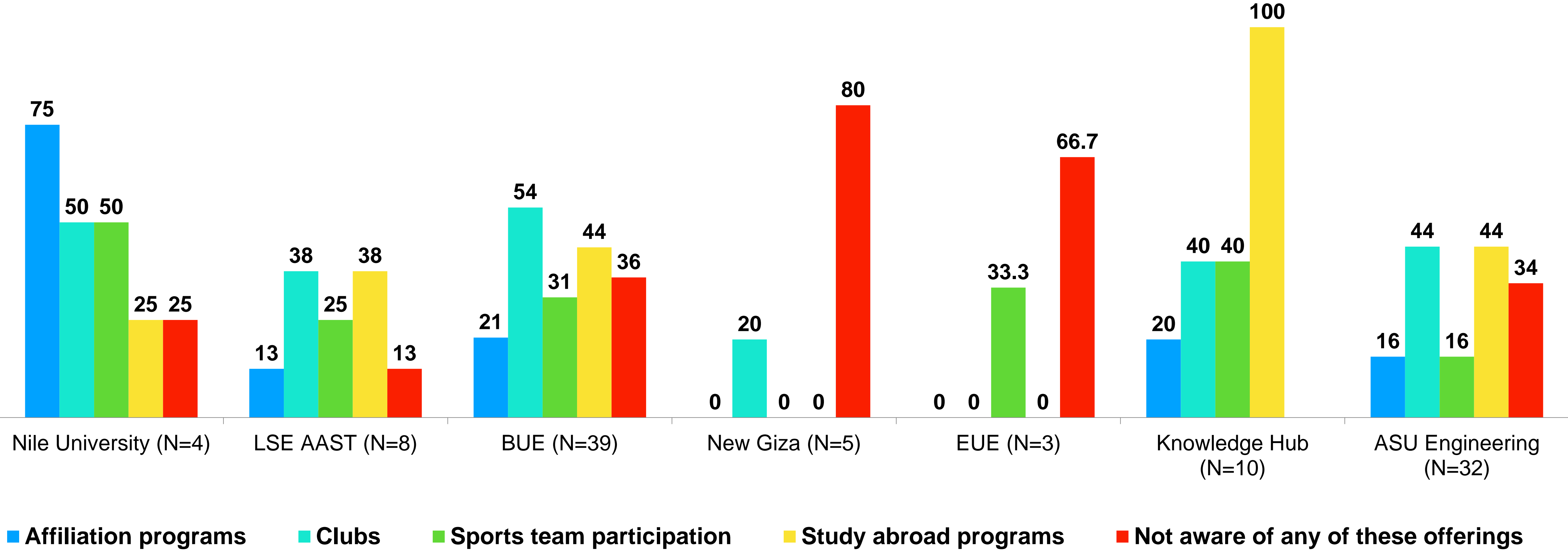
Evaluation & Perception of Ain Shams-Engineering Performance



Services offered to students

For **BUE** ;students' clubs is the **most** known **activity offered**, while for **ASU** engineering **students' clubs & study abroad** programs are the **most** known activities.
***Disclaimer:** for other universities; low bases, and scores to be seen directionally.

Offered Services Students are Aware of



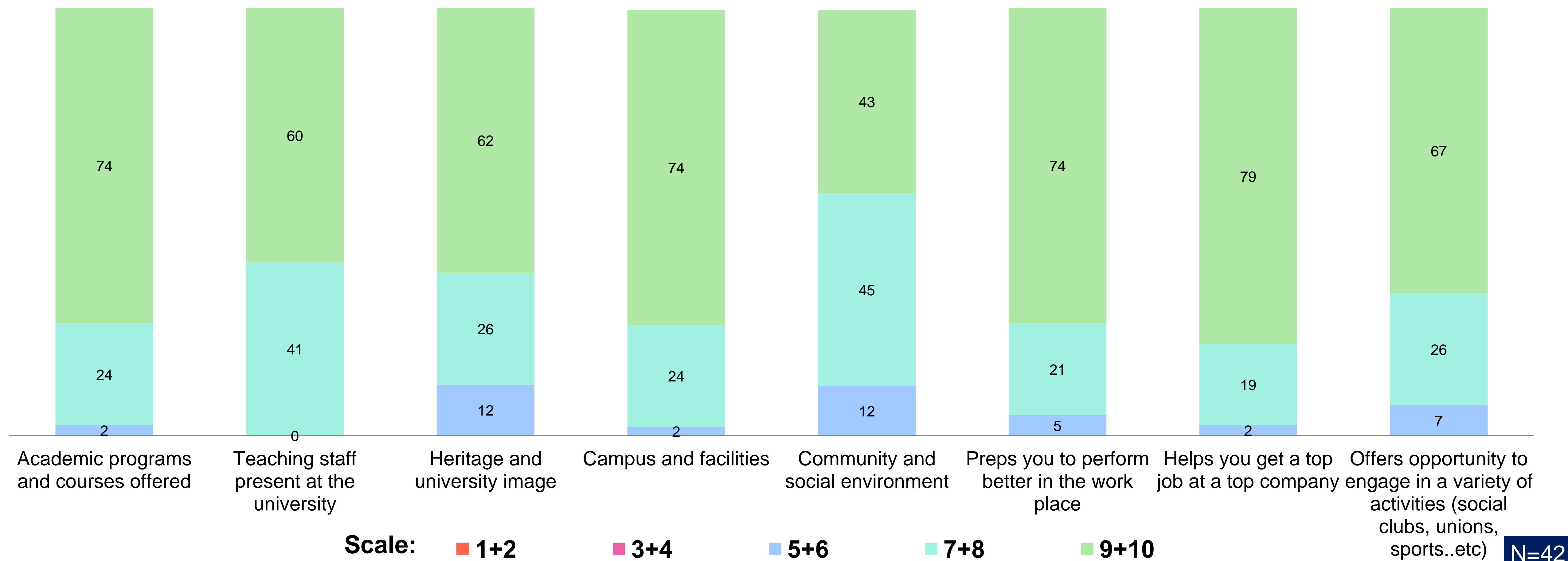
Section 7: Studying Abroad Reasons, Considered Universities & Main Channels Students Use To Reach & Apply For Abroad Universities

- **What Are The Main Reasons For Considering Studying Abroad?**
- **What Are The Preferred Channels And Methods Of Applying For Universities Abroad?**
- **What Are The Universities Students Are Currently Considering Abroad?**
- **What Are The Studying Abroad Agencies Students Are Aware Of?**



The halo effect of **abroad universities** is shaping students' perception; reflected in the significantly **high** scores across different attributes compared to Egyptian private & public universities.

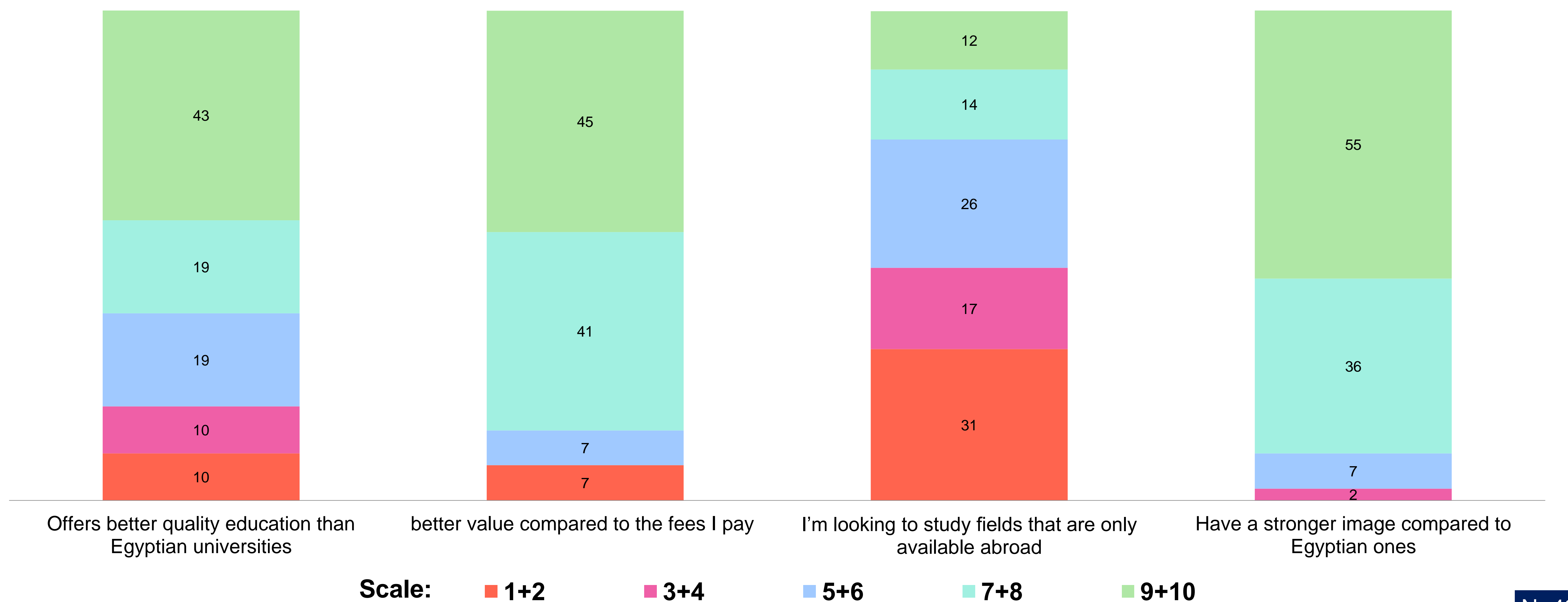
Evaluation & Perception of Universities Abroad



Reasons For Studying Abroad

Having A **stronger** image compared to **Egyptian universities** & **seeking better value compared to the fees paid** are the **main triggers** for considering studying aboard.

Reasons for Studying Abroad



Reasons For Studying Abroad

Motives For Considering Studying Abroad By Both Males & Females Students.

***Disclaimer:** Low Bases By Gender Split; Scores To Be Seen Directionally.

Motives for Considering Studying Abroad	Score	Total (N=42)	Males (N=23)	Females (N=19)
Any university abroad offers better quality education than Egyptian universities	T2B	43	44	42
	B2B	10	13	5
	Mean	7.2	7.1	7.4
Universities abroad offer better value compared to the fees I pay	T2B	45	44	47
	B2B	7	13	0
	Mean	8	7.5	8.6
I'm looking to study fields that are only available abroad	T2B	12	13	11
	B2B	31	30	32
	Mean	4.7	4.5	4.9
Universities abroad have a stronger image compared to Egyptian ones	T2B	43	52	32
	B2B	55	65	42
	Mean	8.6	8.8	8.3

Reasons For Studying Abroad

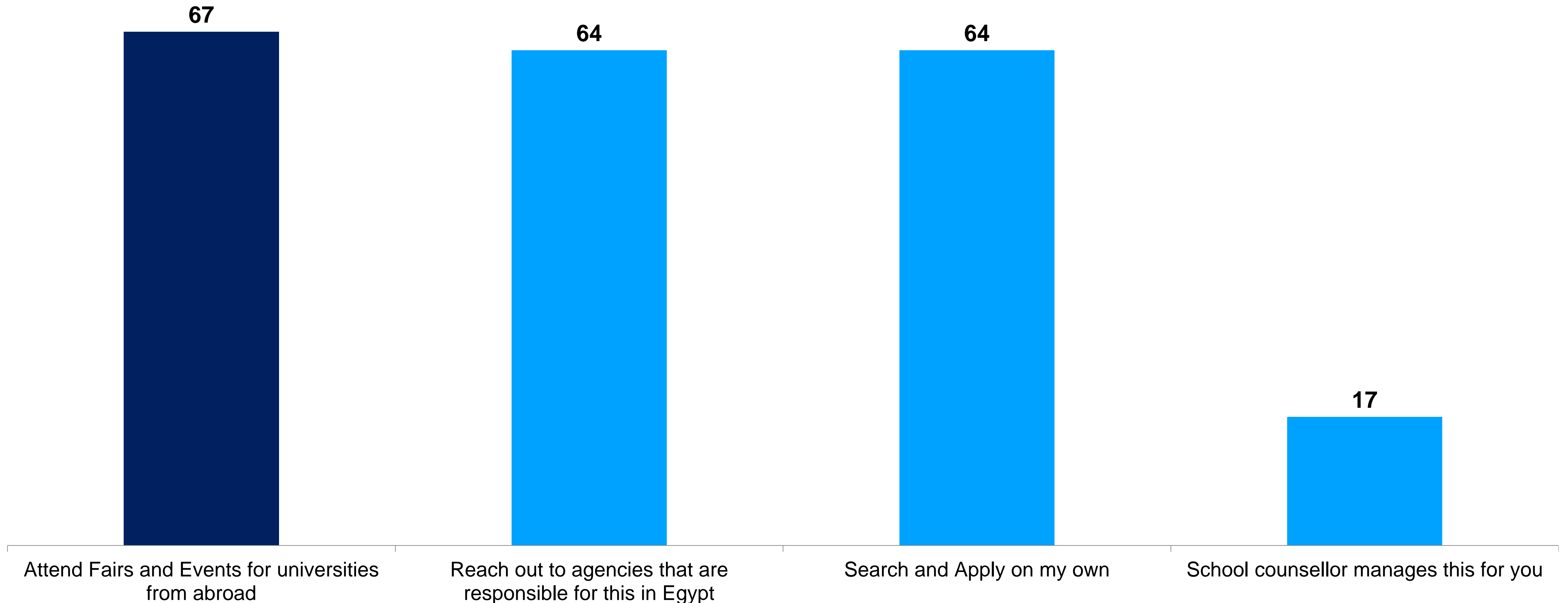
Motives For Considering Studying Abroad By Students Across Different Educational Systems.
***Disclaimer:** Low Bases By Educational Systems Split; Scores To Be Seen Directionally.

Criteria	Score	American Diploma (N=9)	Thanaweya Amma (N=11)	British IG (N=16)	Other (N=6)
Any university abroad offers better quality education than Egyptian universities	T2B	44	55	38	33
	B2B	0	0	19	17
	Mean	7.7	7.8	6.4	7.7
Universities abroad offer better value compared to the fees I pay	T2B	33	64	38	50
	B2B	0	9	6	17
	Mean	8.6	8.5	7.4	7.7
I'm looking to study fields that are only available abroad	T2B	11	18	13	0
	B2B	22	18	31	67
	Mean	5.9	5.3	4.6	2.2
Universities abroad have a stronger image compared to Egyptian ones	T2B	56	64	38	83
	B2B	/	/	/	/
	Mean	8.3	8.9	8.1	9.5

Channels And Methods Of Applying For Universities Abroad

Attending Fairs & Events For Universities From Abroad Is the **most** used channel, while **school counselors** are the **least** used one.

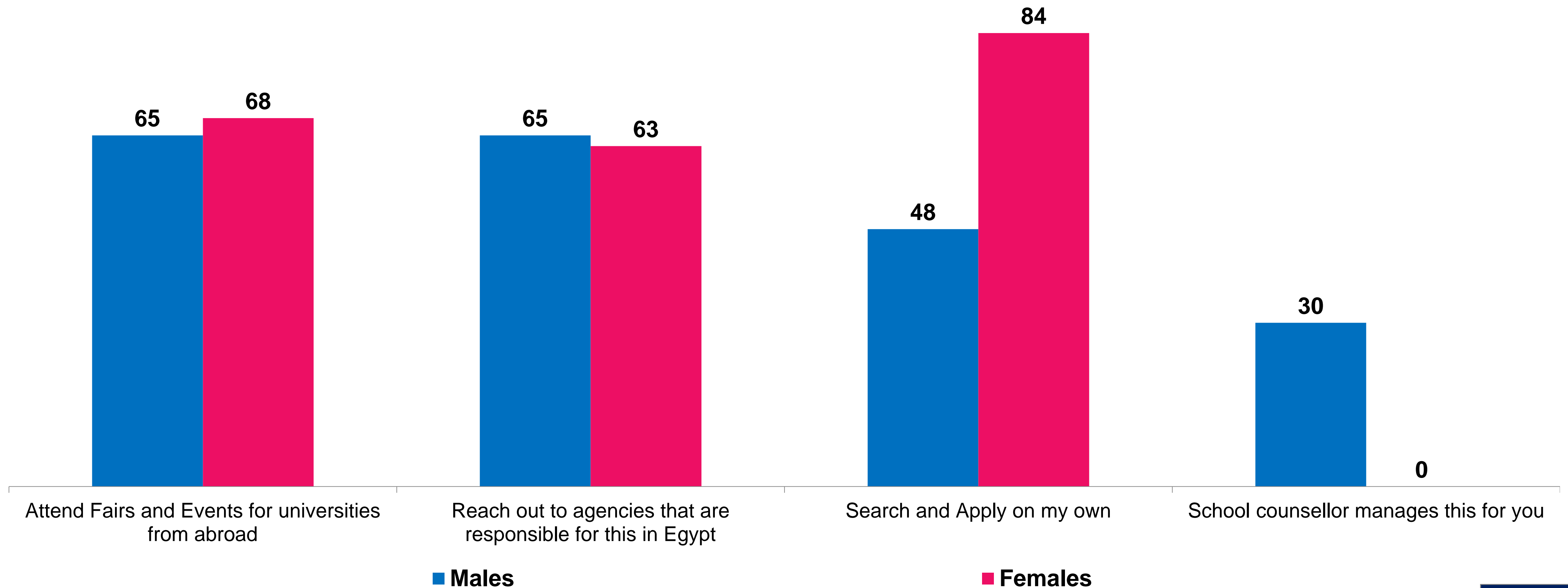
Channels & Methods of Applying for Universities Abroad



Channels And Methods Of Applying For Universities Abroad

Channels & methods of applying for universities abroad used by both males & females students.
***Disclaimer:** low bases by gender split; scores to be seen directionally.

Channels & Methods of Applying for Universities Abroad

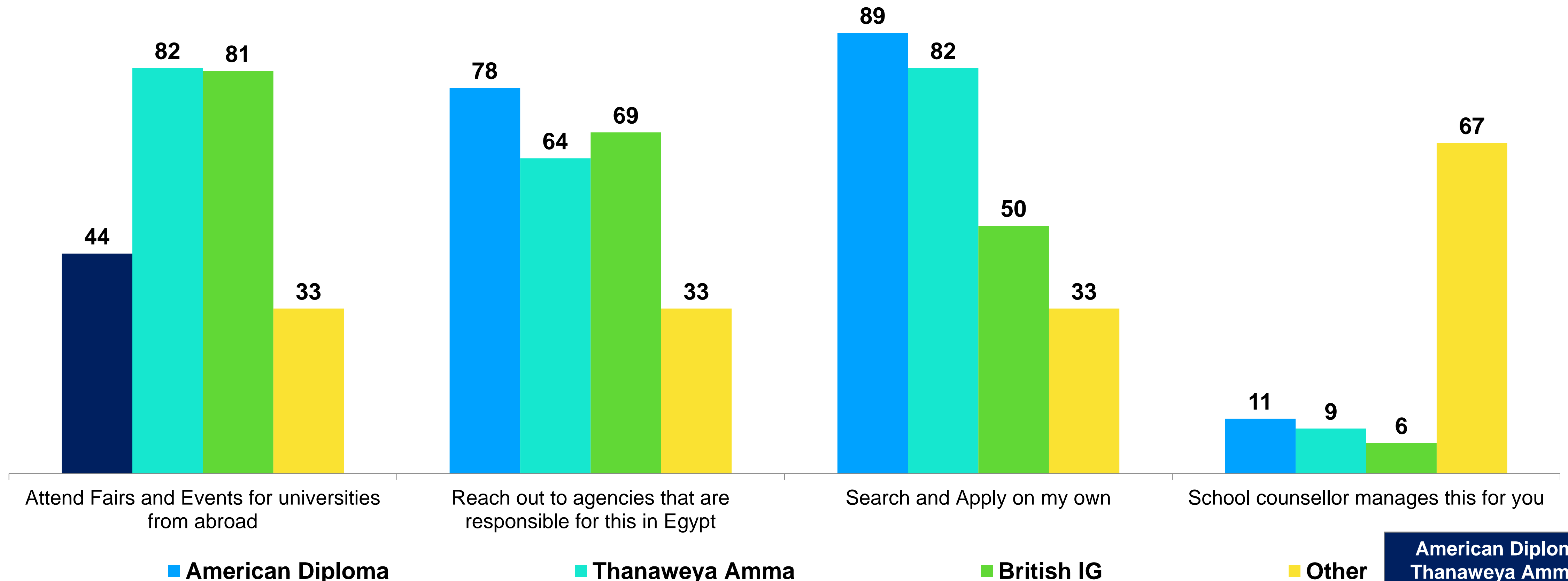


Males N=23
Females N=19

Channels And Methods Of Applying For Universities Abroad

Channels & Methods Of Applying For Universities Abroad
Used By Students Across Different Educational Systems.
***Disclaimer:** Low Bases By Educational System Split;
Scores To Be Seen Directionally.

Channels & Methods of Applying for Universities Abroad

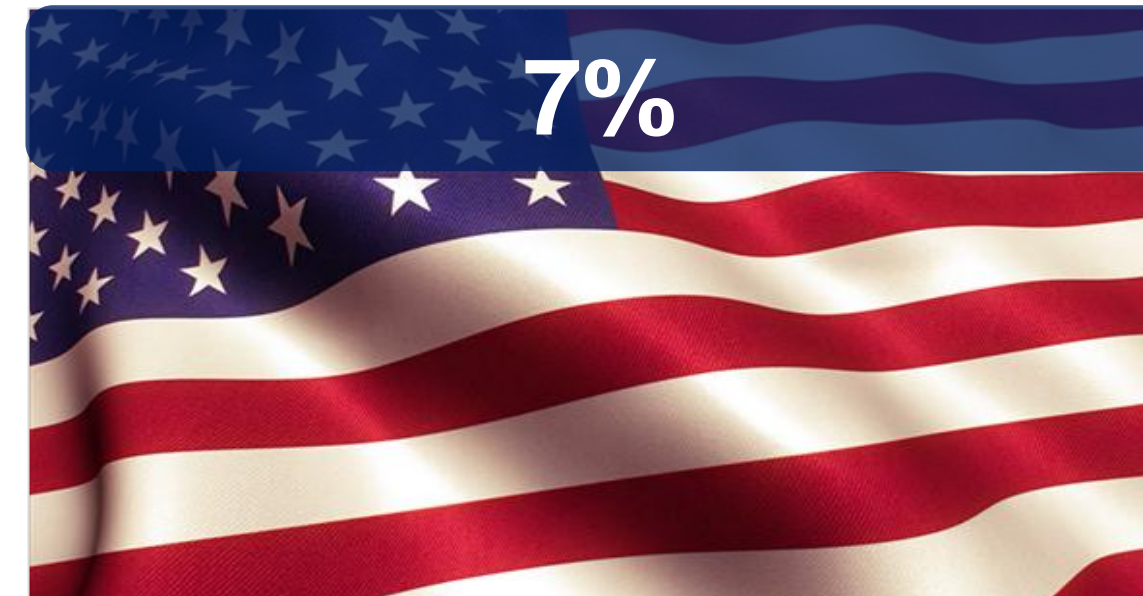


American Diploma N=9
Thanaweya Amma N=11
British IG N=16
Other N=6

Considered Abroad Universities Or Countries

For The Considered Abroad Universities; **University Of Toronto** Is The **Most** Considered University, While **10%** Of Students Are **Indecisive**.

Also, Some Students Are Considering **A Country** (USA Or UK), However, **No Specific** University Is Considered.



Didn't decide yet



Known Study Abroad Agency

Global Study UK Is Significantly The **Most** Known Study Abroad Agency, Followed By **IDP**.
While, **1 Out Of 5** Students Considering Studying Aboard Are **Unaware Or Familiar With Any Of The Studying Abroad Agencies**.

62%



41%



33%



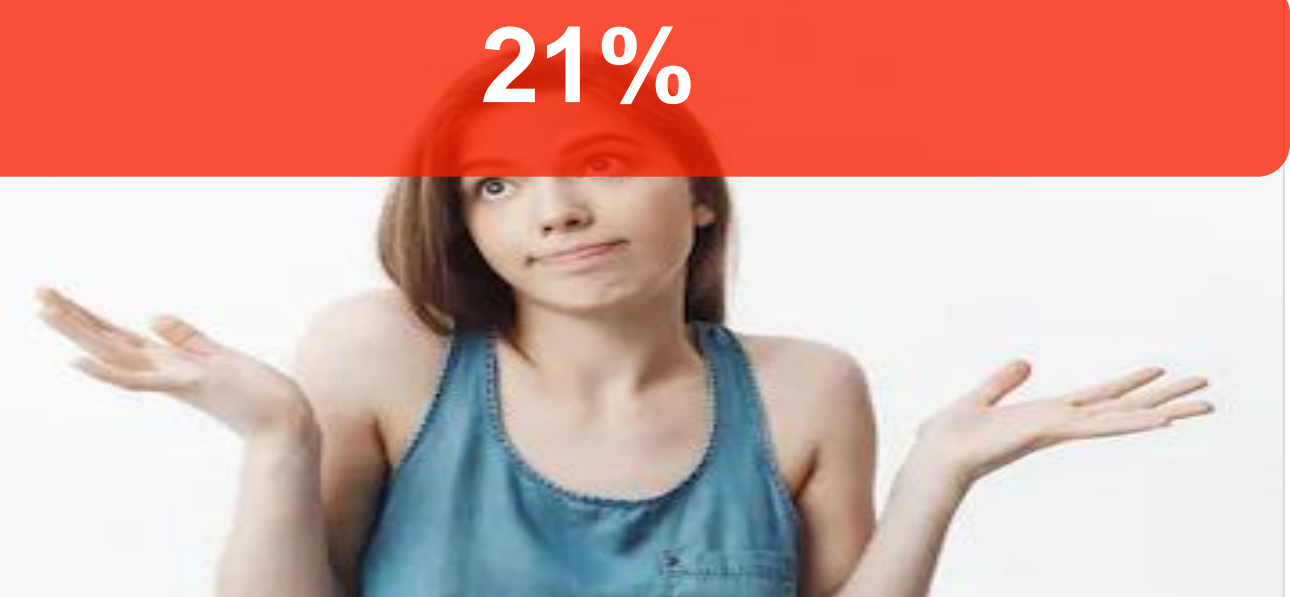
26%



10%



21%



Don't know any

Finally: Growth Summary and Key Take Outs & Insights

Growth Summary (1/8)

Considered Schools:

- **On Total Level; Engineering & Business Management** Are The **Most** Considered Schools By Students. While **Science Majors & Law** Are The **Least** Considered Schools.
- For **Females; Arts Majors And Social Sciences , Communication And Media, & Medical Schools** Are **Mostly** Considered Compared To Males.
- While For **Males; Engineering** Is The **Most** Considered School.

Reasons For Considering Specific Schools:

- **Passion About The Subject & Future Job Opportunities** Are The **Main** Factors Motivating Students To Consider Specific Schools.

Growth Summary (2/8)

The Most Considered Majors:

School	Majors
Engineering	Architecture & Mechatronics
Medical School	Dentistry & General Medicine
Business Management	Marketing & Human Resources
Mass Communication	TV & Broadcasting & PR and Advertising
Science Majors	Pharmacy, Biology, & Bio-Technology
Arts & Social Sciences	Graphic Design

Growth Summary (3/8)

Motivating Factors (Triggers) To Choose A Specific University:

- Passion About The Subject & Providing The Best Academic Programs And Courses Are The Most Important Factors When Choosing A University.
- While, Linking Fees To High Quality Of Education & Aiming To Be With Friends And Colleagues Are Of Least Importance.

Demotivating Factors (Barriers) For Choosing A Specific University:

- High Fees Compared To Received Value Is The Most Demotivating Factor For Choosing Universities.
- While University Remoteness From Area Of Residence Is Less Considered As A Barrier To Choose A Specific University.

Growth Summary (4/8)

Key Influencers & Channels Students Rely on to Get Information About Universities:

- Family & Friends Are Key Influencers In Choosing Universities.
- While Visiting Universities' Websites & Word Of Mouth Are The Most Used Channels

Most Considered Universities by Students:

- On A Total Level; GUC & MIU Are The Most Considered Universities By Students.
- Thanaweya Amma Students Are Skewed Towards Public Universities, While American Diploma & British IG Students Are Skewed Towards Private Universities.

Growth Summary (5/8)

Evaluation of Universities:

- **GUC** Is Associated With High Scores Across Different Attributes, Reflecting High Image & Perception Among Students. Highest Score Is Witnessed For Academic Programs & Courses Offered.
- **MIU** Also Has High Evaluation Scores, With Highest Scores Witnessed For Academic Programs And Courses Offered, Teaching Staff, And Campus & Facilities.
- For **AUC**, Scores Are High Across All Attributes, With Highest Scores Noticed For Heritage & University Image, Campus & Facilities, And Offering Opportunity To Engage In Different Activities.
- For **Ain Shams University**, Highest Scores Go For Heritage & University Image And Helping In Getting A Job At Top Company.
While, Least Scores Are Noticed For Offering Opportunity To Engage In Activities And Campus & Facilities Attributes.

Growth Summary (6/8)

Evaluation of Universities:

- For **Cairo University**, Highest Scores Witnessed For Heritage & University Image And Preparing Student To Better Performance In Workplace. While, Least Scores –Similar To Ain Shams University- Are Noticed For Offering Opportunity To Engage In Activities And Campus & Facilities Attributes.
- For **BUE**, Highest Scores Are Witnessed For Academic Programs & Courses Offered And Campus & Facilities. While Least Performance Score Is Noticed For Heritage And University Image.
- For **Ain Shams Engineering**, Highest Scores Are Witnessed For Heritage & University Image And Helping In A Getting A Top Job At Top Company. While, Least Scores Are For Campus & Facilities And Offering Opportunity To Engage In A Variety Of Activities.

Growth Summary (7/8)

Reasons for Considering Studying Abroad:

- Having A Stronger Image Compared To Egyptian Universities & Seeking Better Value Compared To The Fees Students Pay Are The Main Triggers For Considering Studying Aboard.

Universities Abroad Students Are Considering:

- University Of Toronto Is The Most Considered University, While 10% Of Students Considering Abroad Universities Are Indecisive.
- Also, Some Students Are Considering A Country (USA Or UK), However, No Specific University Is Considered.

Growth Summary (8/8)

Methods of Applying for Universities Abroad:

- Attending Fairs & Events For Universities From Abroad Is The Most Used Channel, While School Counselors Are The Least Used One.

Capturing Awareness of Studying Abroad Agencies:

- Global Study UK Is Significantly The Most Known Study Abroad Agency, Followed By IDP.
- While, 1 Out Of 5 Students Considering Studying Aboard Are Unaware Or Familiar With Any Of The Studying Abroad Agencies.

Key Take Outs & Insights

- On overall level, high sense of maturity & rationality and putting future and career goals in consideration are shaping high school students' mindsets.
- Passion & high quality of education are not compromised; in which students are willing to join universities remote from their area of residence and/or even not to be with friends or colleagues, but to have high quality education and follow their passion.
- Students perceive fees paid for universities (especially private ones) are unfair compared to the quality of education they will receive. Accordingly, some students are considering studying abroad in which they perceive fees are appropriate compared to the received value.

Key Take Outs & Insights

- For students evaluating universities; students don't doubt the quality of education they will receive in public universities and how public universities will help them to better perform in the workplace, however, they have concerns about the community & social environment and campus & facilities.
- For students considering studying abroad, they don't have exact clear vision (which university to join and/or how to apply for abroad universities), despite, they are driven by the halo effect and the impression that they will receive better quality education & better future job opportunities.

Appendix

Schools Of Our Interviewed Students (N=306).

School Name	Percentage
Future language school	15
CMIS	8
Nefertari National school	8
St Fatima	6
Ramsses College	6
Modern English School	4
EAIS	3
ELS	3
Own Heliopolis American School	3
Nozha Language School	3
Albashaer International School	2
El Rowad Collage	2
EBIS	2
Farouk islamic language school	2
Roots school	2
MHIS	2
NAIS	2
Narmer Language School	2
Cairo International School	2

School Name	Percentage
Manor House Language School	1
Al saida Aisha language school	1
Thebes language school	1
Sacre coeur Helio	1
Qaitaby	1
Nermin Ismail School	1
St Joseph School	1
Green Heights International School	1
college de la mere de dieu	1
Hotep International School	1
Integerated Thebes Language school	1
Cambridge	1
Dar El Tarbya	1
Dar Jana	1
CBS - Thebes	1
Al Hayah	1
Salaheldin International school	1
BSE	1

Reasons For Consideration Of The Top 5 Considered Schools.

Reasons for Consideration	Schools	Engineering (N=88)	Business (N=54)	Medical (N=49)	Arts Majors (N=41)	Communication & Media (N=25)
I'm passionate to know more about the subject		61	56	76	81	68
It will help me with having more opportunities in the job market		26	39	14	15	20
This what I really need to study so I can carry on my Family's business		14	9	8	/	/
My family and friends think this will be best study for me		15	6	12	5	8
I am sure this study will help me make more money in the future		16	17	12	/	/
People who study this stand out in their communities		15	7	22	10	16
it's the most suitable field for me/My		3	2	/	/	12

***Disclaimer: All the above scores are in Percentages (%)**

Reasons For Considering Specific Schools By Both Males & Females Students.

Reasons for Consideration	Engineering (N=88)		Business (N=54)		Medical (N=49)		Arts Majors (N=41)		Communication & Media (N=25)	
	Males (N=46)	Females (N=42)	Males (N=22)	Females (N=32)	Males (N=9)	Females (N=40)	Males (N=5)	Females (N=36)	Males (N=1)	Females (N=24)
I'm passionate to know more about the subject	61	62	59	53	67	78	100	78	100	67
It will help me with having more opportunities in the job market	26	26	27	47	11	15	0	17	0	21
This what I really need to study so I can carry on my Family's business	13	14	14	6	11	8	/	/	/	/
My family and friends think this will be best study for me	20	10	9	3	22	10	0	6	0	8
I am sure this study will help me make more money in the future	20	12	23	13	22	10	/	/	/	/
People who study this stand out in their communities	17	12	5	9	11	25	0	11	0	17
it's the most suitable field for me/My	4	2	0	3	/	/	/	/	0	13

***Disclaimer: All the above scores are in Percentages (%)**

Reasons For Considering Specific Schools By Students Across Different Educational Systems.

Reasons for Consideration	Engineering (N=88)				Business (N=54)				Medical (N=49)				Arts Majors (N=41)				Communication & Media (N=25)			
	Ameri can N=15	Th. Amma N=31	British IG N=35	Other N=7	Ameri can N=15	Th. Amma N=31	British IG N=35	Other N=7	Ameri can N=15	Th. Amma N=31	British IG N=35	Other N=7	Ameri can N=15	Th. Amma N=31	British IG N=35	Other N=7	Ameri can N=15	Th. Amma N=31	British IG N=35	Other N=7
I'm passionate to know more about the subject	60	42	80	57	65	33	65	50	67	70	88	100	80	82	83	50	71	67	67	0
It will help me with having more opportunities in the job market	20	32	20	43	30	53	35	50	25	15	6	0	10	24	8	0	14	25	17	0
This what I really need to study so I can carry on my Family's business	13	16	11	14	5	13	6	50	8	15	0	0	/	/	/	/	/	/	/	/
My family and friends think this will be best study for me	7	16	17	14	10	7	0	0	0	25	6	0	10	6	0	0	0	0	33	0
I am sure this study will help me make more money in the future	7	16	17	29	20	13	18	0	0	15	19	0	/	/	/	/	/	/	/	/
People who study this stand out in their communities	13	23	6	29	5	13	6	0	25	30	6	100	10	6	8	50	14	8	33	0
it's the most suitable field for me/My	0	7	3	0	0	0	6	0					/	/	/	/	14	8	17	0

***Disclaimer: All the above scores are in Percentages (%)**

Criteria For Choosing A Specific University By Both Males & Females Students.

Criteria	Score	Total	Males	Females
Provides best academic programs and courses	T2B	64	55	69
	B2B	0	0	1
	Mean	8.8	8.5	8.9
High profile professors and TAs	T2B	46	45	46
	B2B	1	0	1
	Mean	7.9	7.8	8
A campus and on-site facilities	T2B	30	30	30
	B2B	6	5	6
	Mean	7	7.2	6.8
Heritage	T2B	22	20	23
	B2B	8	9	8
	Mean	6.4	6.2	6.6
Strong image and good reputation	T2B	31	26	33
	B2B	3	1	4
	Mean	7.3	7.3	7.3
High fees reflecting high quality education	T2B	11	9	11
	B2B	20	13	23
	Mean	5.2	5.4	5

Criteria	Score	Total	Males	Females
Prepares graduates to better perform in the work place	T2B	63	55	67
	B2B	1	1	1
	Mean	8.6	8.3	8.7
Guarantees a top job in top companies	T2B	61	61	61
	B2B	2	0	2
	Mean	8.5	8.6	8.5
Where my friends, relatives, and colleagues attend	T2B	15	11	17
	B2B	19	20	19
	Mean	5.3	5.3	5.2
Offers the major I want to study & passionate about	T2B	79	76	80
	B2B	1	0	1
	Mean	9.1	9.1	9.2
Near from my current residence	T2B	19	10	23
	B2B	17	19	16
	Mean	5.6	5	5.8

Criteria For Choosing A Specific University By Students Across Different Educational Systems.

Criteria	Score	American	Thanawey a Amma	British	Other
Provides best academic programs and courses	T2B	61	64	65	80
	B2B	0	0	1	0
	Mean	8.7	8.8	8.8	8.7
High profile professors and TAs	T2B	39	50	46	53
	B2B	0	2	1	0
	Mean	8	7.9	7.8	8.3
A campus and on-site facilities	T2B	28	29	31	33
	B2B	10	5	4	7
	Mean	6.6	6.9	7	7.1
Heritage	T2B	29	24	17	20
	B2B	21	6	4	0
	Mean	6.1	6.6	6.4	6.7
Strong image and good reputation	T2B	42	30	24	33
	B2B	7	1	4	0
	Mean	7.6	7.3	7.1	7.5
High fees reflecting high quality education	T2B	8	14	9	7
	B2B	18	23	20	0
	Mean	5.1	5.2	5.1	5.9

Criteria	Score	American	Thanawey a Amma	British	Other
Prepares graduates to better perform in the work place	T2B	56	66	66	53
	B2B	3	1	0	0
	Mean	8.3	8.7	8.7	8.3
Guarantees a top job in top companies	T2B	65	62	58	53
	B2B	1	3	1	0
	Mean	8.6	8.5	8.5	8.5
Where my friends, relatives, and colleagues attend	T2B	15	17	16	0
	B2B	21	18	19	20
	Mean	4.9	5.3	5.5	4.8
Offers the major I want to study & passionate about	T2B	75	85	75	87
	B2B	3	1	0	0
	Mean	8.8	9.4	9.1	9.2
Near from my current residence	T2B	18	17	23	0
	B2B	24	16	13	27
	Mean	5.1	5.8	5.9	4.3

Demotivating Factors Hindering Both Males & Females Students To Consider A Specific University.

Barriers	Score	Total N=306	Males N=97	Females N=209
Fees for some universities are too expensive compared to the value students receive	T2B	43	37	45
	B2B	5	7	4
	Mean	7.6	7.2	7.7
Campus/Location is too far away from where I live	T2B	19	19	19
	B2B	20	20	21
	Mean	5.6	5.4	5.6
Quality of education is not as good as it used to be	T2B	28	28	28
	B2B	13	16	12
	Mean	6.4	6.2	6.5
The community and social environment are deteriorating & Unappealing	T2B	22	20	23
	B2B	12	17	11
	Mean	6.1	5.8	6.3
Some Universities only attract students from rich family and not top students	T2B	35	30	37
	B2B	13	13	12
	Mean	6.7	6.2	6.9
Being a graduate from some universities (even if prestigious or expensive) doesn't guarantee a good job opportunity like before	T2B	29	20	33
	B2B	11	16	8
	Mean	6.7	6.1	7

Demotivating Factors Hindering Students Across Different Educational Systems To Consider A Specific University.

Barriers	Score	American N=72	Thanaweya Amma N=110	British N=109	Other N=15
Fees for some universities are too expensive compared to the value students receive	T2B	43	46	43	13
	B2B	7	5	5	0
	Mean	7.2	7.8	7.7	6.7
Campus/Location is too far away from where I live	T2B	24	20	17	7
	B2B	26	19	17	27
	Mean	5.4	5.7	5.6	4.9
Quality of education is not as good as it used to be	T2B	31	31	21	40
	B2B	14	11	16	7
	Mean	6.5	6.8	6	6.7
The community and social environment are deteriorating & Unappealing	T2B	29	18	22	20
	B2B	13	9	17	0
	Mean	6.2	6.3	5.9	6.4
Some Universities only attract students from rich family and not top students	T2B	35	38	34	13
	B2B	10	10	17	20
	Mean	6.8	7.1	6.3	5.5
Being a graduate from some universities (even if prestigious or expensive) doesn't guarantee a good job opportunity like before	T2B	29	34	24	27
	B2B	13	9	12	0
	Mean	6.7	7	6.3	6.3

Summary Table of Top Considered Universities' Evaluation (Mean Scores)

	Academic programs and courses offered	Teaching staff present at the university	Heritage and university image	Campus and facilities	Community and social environment	Preps you to perform better in the work place	Helps you get a top job at a top company	Offers opportunity to engage in a variety of activities
GUC	8.4	8.2	7.9	8	8	8.2	8.1	7.6
MIU	8.1	8.1	7.5	8.1	8	7.9	7.7	7.7
AUC	8.3	8.2	8.8	8.8	8.7	8.4	8.7	8.8
Ain Shams	7.9	7.9	8.4	6.2	6.6	7.9	8.4	6
Cairo University	7.6	7.7	8.4	6.3	6.5	8	7.8	5.9
Universities Abroad	9.1	9	8.6	9	8.3	9.1	9.1	8.8
BUE	7.4	7.1	6.7	7.4	7.3	7	7	7.3
Ain Shams - Engineering	8	8	8.9	5.9	6.2	7.7	8.2	6.2

***Channels Used To Obtain Information About Universities’
Different Aspects & Information Areas By Both Males &
Females Students.***

Males N=97
Females N=209

<div>Channels</div> <div>↓</div>	<div>Aspect</div> <div>→</div>	Courses			Campus			Fees			Community			Activities		
		Total	Males	Females	Total	Males	Females	Total	Males	Females	Total	Males	Females	Total	Males	Females
High school advisory staff		13	12	13	7	9	6	6	10	3	7	9	6	7	10	5
Word of Mouth from friends, family and colleagues.		33	28	35	35	32	36	20	19	21	63	61	64	49	50	48
University websites		53	58	51	39	39	39	60	61	59	15	14	15	33	32	34
University campuses and university staff		41	45	39	52	56	50	44	47	43	29	36	25	31	32	30
Websites other than university websites		11	12	11	8	12	5	10	10	9	7	9	6	5	10	3
Social Media Pages		12	13	12	21	24	20	8	8	7	22	28	19	33	35	32
Others		4	5	4	4	3	4	2	3	2	5	4	5	55	4	5

Channels Used To Obtain Information About Universities' Different Aspects & Information Areas By Students Across Different Educational Systems.

American Diploma N=72
 Thanaweya Amma N=110
 British IG N=109
 Other N=15

Channels ↓	Aspect →	Courses				Campus				Fees				Community				Activities			
		Ameri can	Thana weya	British	Other	Ameri can	Thana weya	British	Other	Ameri can	Thana weya	British	Other	Ameri can	Thana weya	British	Other	Ameri can	Thana weya	British	Other
High school advisory staff		22	9	11	13	14	2	7	7	4	3	7	20	13	3	7	13	7	2	11	7
Word of Mouth from friends, family and colleagues.		31	34	36	20	29	36	39	27	17	23	20	13	58	55	73	67	36	46	60	47
University websites		43	49	65	47	33	34	50	27	54	62	62	60	17	16	15	0	33	34	32	40
University campuses and university staff		40	36	46	40	56	40	61	60	49	29	59	33	26	24	34	40	29	31	32	27
Websites other than university websites		10	13	9	20	3	7	9	20	11	9	7	20	10	6	3	33	6	3	6	13
Social Media Pages		8	13	15	13	21	26	18	13	7	15	1	7	15	26	20	27	31	36	31	27
Others		1	6	4	13	3	5	2	13	3	2	1	13	3	6	4	13	7	4	3	20

The Top 3 Preferred Universities For The 9 Majors Considered By Students.

Engineering (N=88)		
Highest Associations	University	Score (%)
1 st Rank	GUC	56
2 nd Rank	Ain Shams - Engineering	26
3 rd Rank	AUC	22

Medical School (N=49)		
Highest Associations	University	Score (%)
1st Rank	MIU	43
2nd Rank	Ain Shams University	35
3rd Rank	GUC	27

Business Management (N=54)		
Highest Associations	University	Score (%)
1st Rank	GUC	54
2nd Rank	MIU	32
3rd Rank	AUC	24

Communication & Media (N=25)		
Highest Associations	University	Score (%)
1st Rank	MIU	52
2nd Rank	GUC	24
3rd Rank	BUE	24

Law (N=6)		
Highest Associations	University	Score (%)
1st Rank	Universities abroad	67
2nd Rank	AUC	50
3rd Rank	GUC	50

Political Science & Economics (N=15)		
Highest Associations	University	Score (%)
1st Rank	AUC	40
2nd Rank	Cairo University	27
3rd Rank	GUC	27

Science Majors (N=13)		
Highest Associations	University	Score (%)
1st Rank	GUC	54
2nd Rank	MIU	46
3rd Rank	Cairo & Ain Shams Universities	23

Arts Majors (N=41)		
Highest Associations	University	Score (%)
1st Rank	GUC	49
2nd Rank	MIU	20
3rd Rank	Ain Shams University & AUC	17

Information Technology (N=15)		
Highest Associations	University	Score (%)
1st Rank	GUC	47
2nd Rank	Ain Shams University	33
3rd Rank	MIU	27

Thank You