



STUDY “UNIVERSITY EXPERIENCE 2026”

**Study of experience at private and public universities
from the perspective of students and graduates.**

Survey conducted by Kantar Profiles on behalf of IU International University of Applied Sciences.

iu
GROUP

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PRIVATE UNIVERSITIES EXPAND ACCESS TO EDUCATION AND PREPARE STUDENTS FOR THE LABOUR MARKET IN A PRACTICE-ORIENTED WAY.

ONE IN EIGHT STUDENTS IN GERMANY STUDIES AT A PRIVATE UNIVERSITY. THIS TYPE OF EDUCATION SCORES PARTICULARLY WELL IN TERMS OF PRACTICAL RELEVANCE, AI COMPETENCE, AND ACCESS TO EDUCATION.

This is also demonstrated by the representative study “University Experience Study 2026”: Over 4,000 students and graduates from public and private universities were surveyed. 81 per cent of students and graduates from private universities (excl. IU) appreciate **the close integration of teaching and practice** – at IU International University (IU), this figure is nearly 9 out of 10. Additionally, 96 per cent of IU graduates state that their studies strengthened their Future Skills – at other universities, 83 per cent say the same.

And for many students and graduates, **their university enabled them to pursue studies that would not have been available to them elsewhere**. At IU, this figure stands at 85 per cent.

These and other study results are of crucial importance. According to the World Economic Forum (WEF), education and training should increasingly impart competencies that are in demand in a changing world of work and are directly applicable – including the safe and responsible use of Artificial Intelligence.

Thus, especially in a tight labour market, **labour market-oriented education, practice-oriented future competencies and flexible education modele** determine individual opportunities.

This study makes measurable the contribution private universities make to students and the labour market in Germany.



STUDY “UNIVERSITY EXPERIENCE 2026”

KEY FINDINGS AT A GLANCE.

01

HIGH SATISFACTION WITH
PRACTICAL RELEVANCE.

86 per cent of IU students and alumni appreciate the close integration of teaching and practice – more than at other private universities (81 per cent) and public universities (78 per cent).

02

QUALITY OF STUDIES
ACHIEVES TOP SCORES.

91 per cent of IU students and alumni are satisfied with the quality of courses, learning materials and instructors respectively.

03

INTO WORK
FASTER.

IU graduates find a job in an average of 2.63 months – approximately one month faster than the benchmark (3.69 months).

04

FASTER AND MORE
EFFICIENT THROUGH AI.

85 per cent of IU students and graduates state that they work faster and more efficiently using AI.

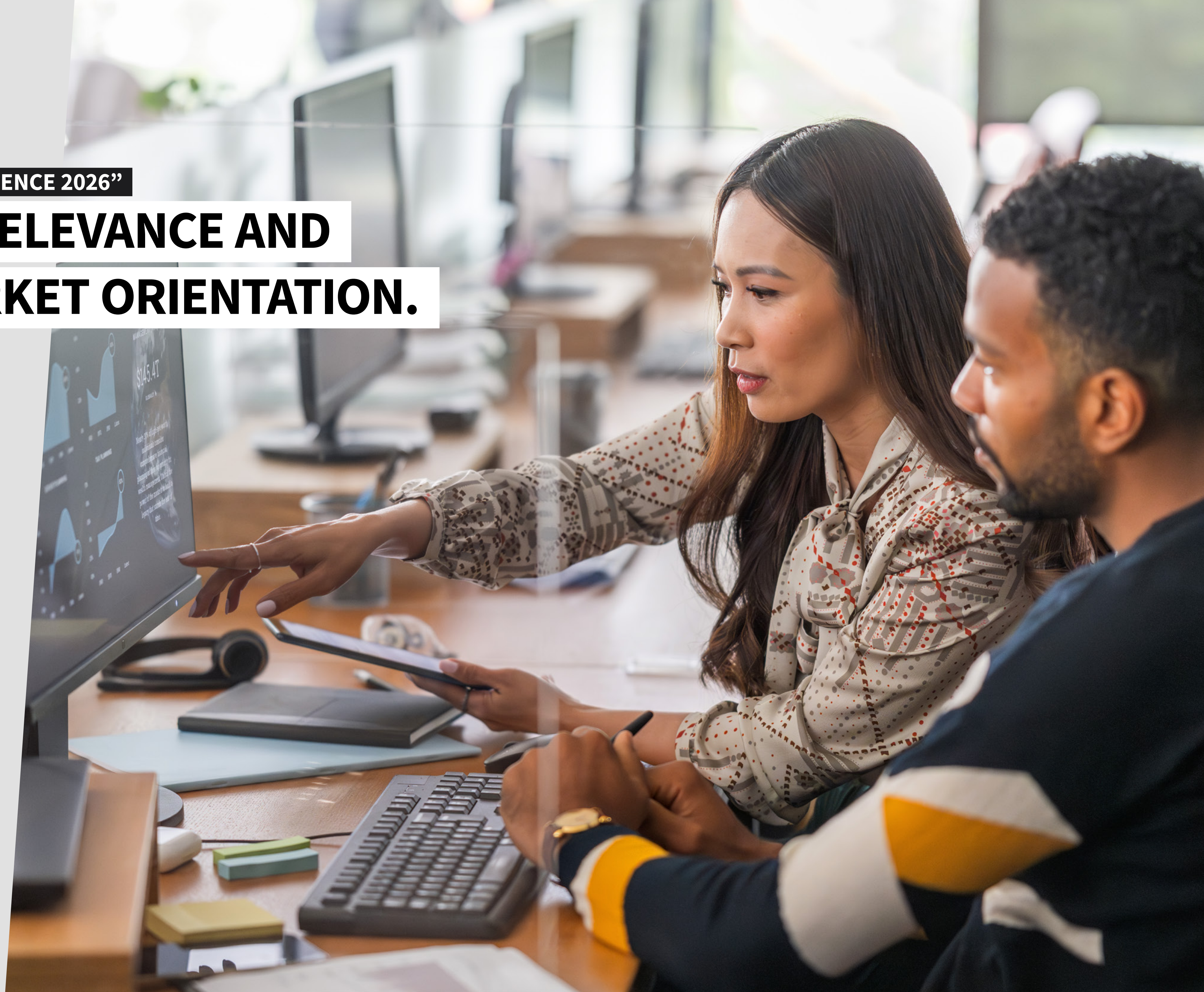
05

GREATER ACCESS
TO EDUCATION.

85 per cent of IU students and graduates state that their university enabled them to pursue studies that would not have been available to them elsewhere (benchmark: 77 per cent).

STUDY “UNIVERSITY EXPERIENCE 2026”

PRACTICAL RELEVANCE AND LABOUR MARKET ORIENTATION.



STUDY “UNIVERSITY EXPERIENCE 2026”

THEORY MEETS PRACTICE: WHERE DOES INTEGRATION WORK BEST?

The study shows: **private universities perform above average in integrating teaching and practice.**

IU International University of Applied Sciences (IU) achieves the highest score at 86 per cent. 81 per cent of respondents from other private universities rate the practical relevance of their studies positively. For public universities, the figure is 78 per cent.

86%

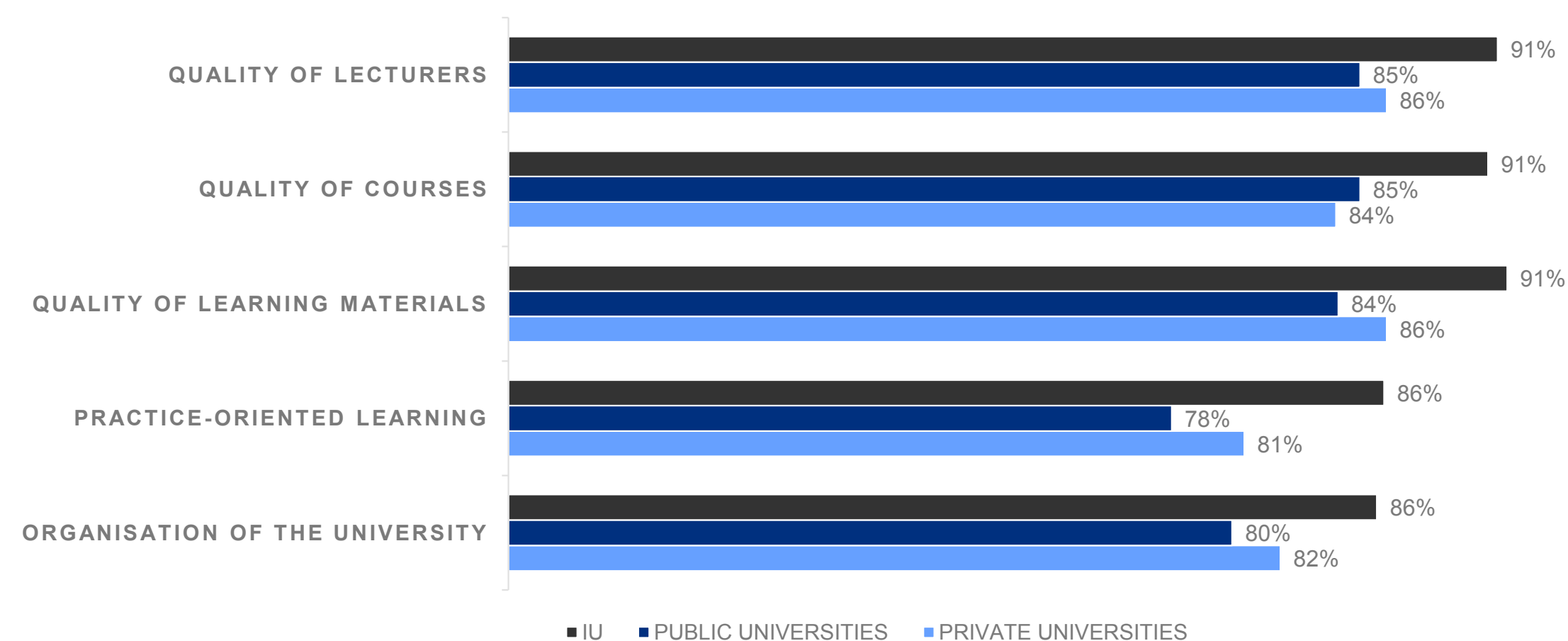
of IU students and graduates are satisfied with practice-oriented learning.

IU ACHIEVES CONSISTENTLY HIGH SATISFACTION SCORES IN TEACHING, MATERIALS, PRACTICAL RELEVANCE AND ORGANISATION – COMPARED WITH PUBLIC AND OTHER PRIVATE UNIVERSITIES.

SATISFACTION WITH DIFFERENT ASPECTS OF THE STUDY PROGRAMME – IU VS. PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

EVALUATION OF THE UNIVERSITY: HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE UNIVERSITY WHERE YOU STUDY OR FROM WHICH YOU HAVE GRADUATED?

BASE: N = 4,004 | 1 = VERY DISSATISFIED TO 6 = VERY SATISFIED | ALL FIGURES 4–6 (TOP 3)



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UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

STUDY “UNIVERSITY EXPERIENCE 2026”

HIGH SATISFACTION WITH QUALITY AND CAREER SUPPORT.

The quality of teaching achieves high satisfaction scores at both private and public universities – with top scores for IU:

Among students and graduates of IU the **satisfaction rate for course content is 94 per cent** (benchmark: 86 per cent).

The quality of learning materials, instructors, and courses is also rated particularly positively by **91 per cent of IU respondents**.

Additionally, **82 per cent of IU students and graduates** are satisfied with their university's career support (benchmark: 77 per cent).

94%

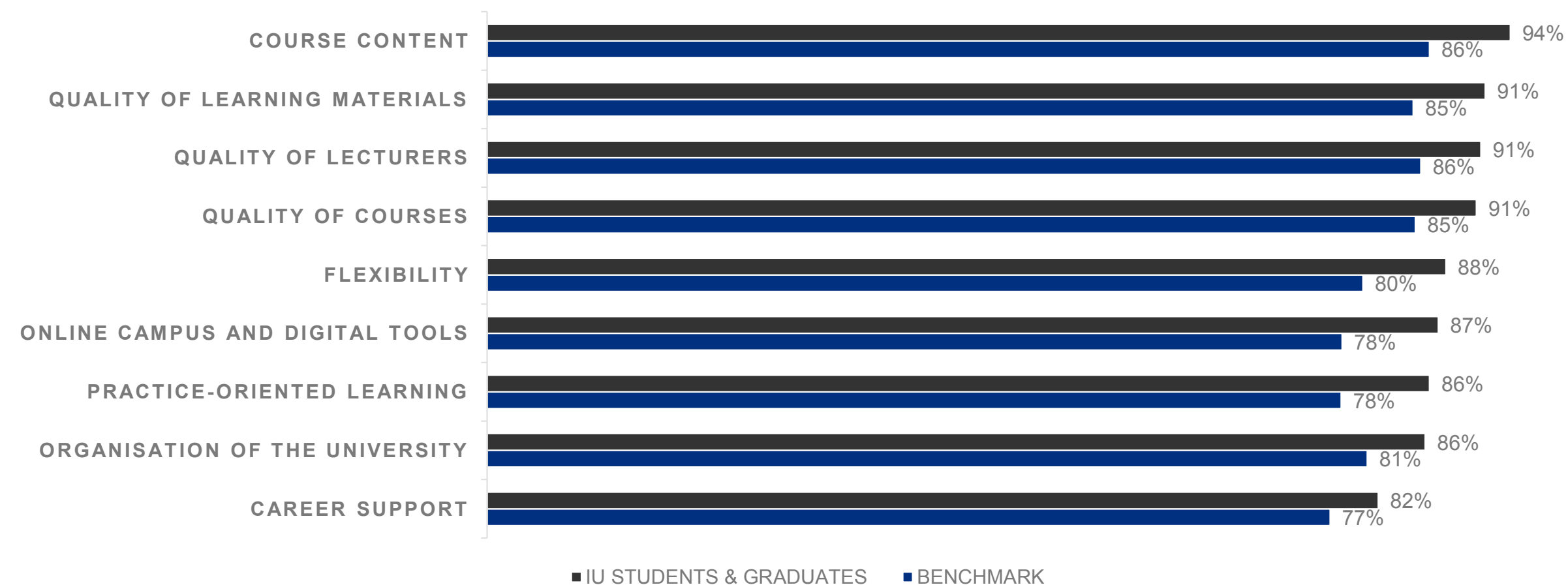
of IU respondents
are satisfied with
the course content.

IU ACHIEVES ABOVE-AVERAGE SATISFACTION SCORES – PARTICULARLY FOR COURSE CONTENT (94%) AS WELL AS THE QUALITY OF COURSES, LECTURERS AND LEARNING MATERIALS (91% EACH).

SATISFACTION COMPARED WITH DIFFERENT ASPECTS OF THE STUDY PROGRAMME – IU VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE UNIVERSITY WHERE YOU STUDY, HAVE GRADUATED FROM OR WILL GRADUATE FROM?

BASE: N = 4,004 | 1 = VERY DISSATISFIED TO 6 = VERY SATISFIED | FIGURES SHOW RATINGS FROM 4 TO 6 (TOP 3)



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UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

STUDY “UNIVERSITY EXPERIENCE 2026”

PARTICULARLY HIGH QUALITY
SATISFACTION AMONG ALUMNI.

Among IU alumni, there is particularly high satisfaction with quality. IU achieves top scores here as well:

97 per cent of IU alumni rate the **quality of courses** positively (benchmark: 86 per cent).

At 96 per cent, **satisfaction among IU alumni with the quality of learning materials** is also particularly high compared to alumni of other private and public universities (benchmark: 85 per cent).

97 %

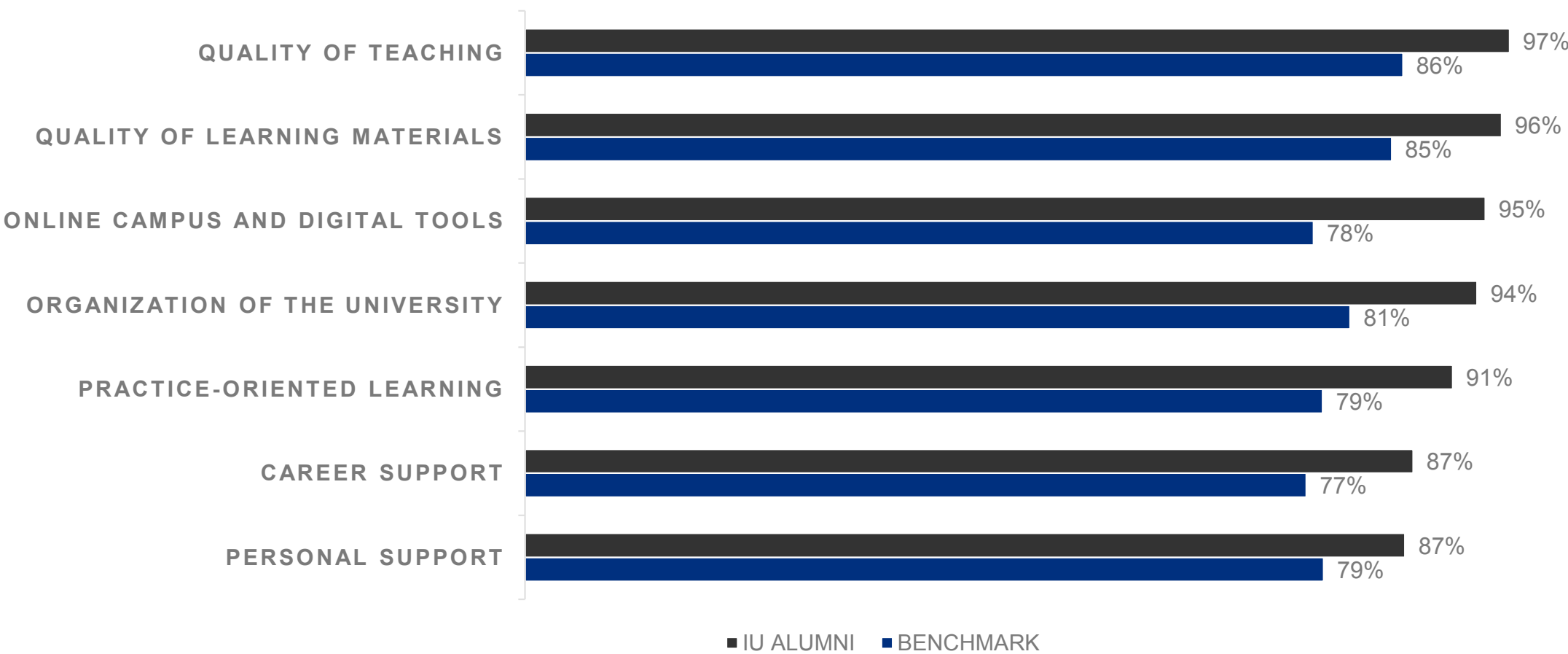
of IU alumni are
satisfied with the
quality of courses.

IU ALUMNI RATE THEIR STUDIES CONSISTENTLY BETTER THAN GRADUATES FROM OTHER UNIVERSITIES – ESPECIALLY IN TERMS OF TEACHING QUALITY, QUALITY OF LEARNING MATERIALS, AND DIGITAL RESOURCES.

SATISFACTION WITH VARIOUS ASPECTS OF THE STUDY PROGRAM – IU ALUMNI VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE UNIVERSITY WHERE YOU COMPLETED YOUR STUDIES?

BASE: N = 1,597 | 1 = VERY DISSATISFIED TO 6 = VERY SATISFIED | VALUES SHOWN: 4–6 (TOP 3)



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UNIVERSITY EXPERIENCE STUDY 2026
ALUMNI ONLY

STUDY “UNIVERSITY EXPERIENCE 2026”

FROM STUDIES TO EMPLOYMENT: HOW LONG DOES IT TAKE?

The time needed to find a job after successful graduation varies. While **IU alumni achieve career entry** after an average of **2.63 months**, graduates from other private and public universities need approximately one month more, with at an average of 3.69 months, to find employment in the labour market.

IU ALUMNI REQUIRE

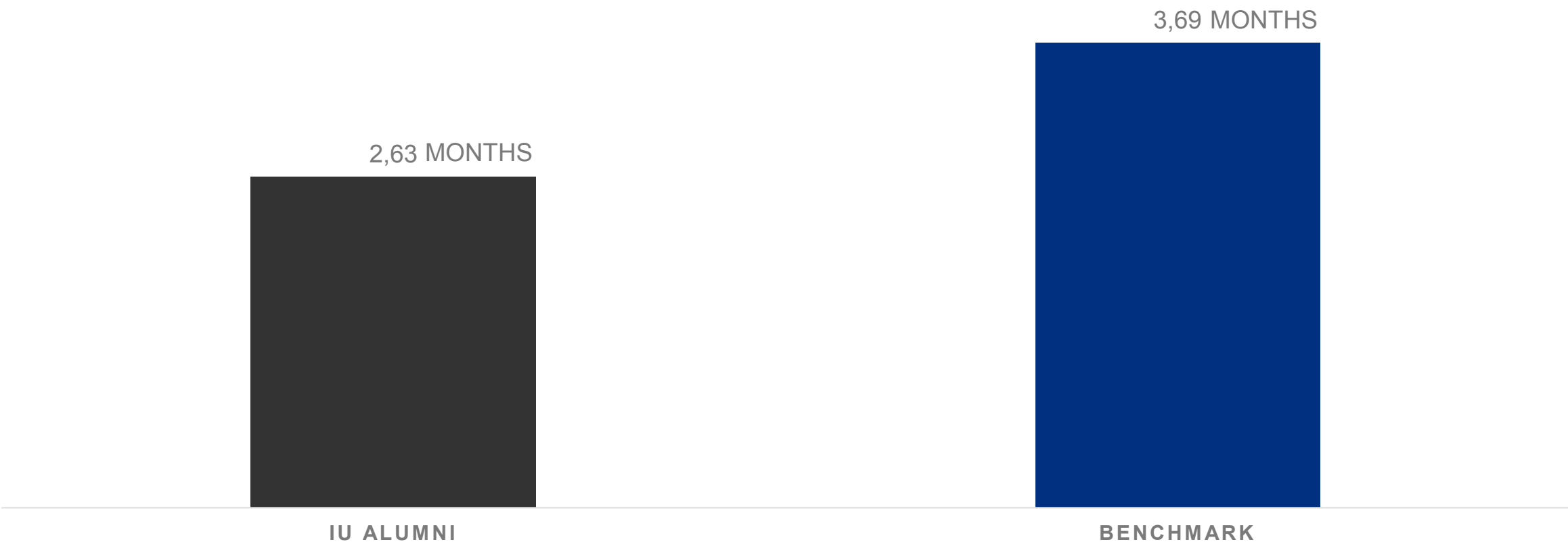
Ø **2.63**
months

FOR CAREER ENTRY.

IU ALUMNI ENTER THE WORKFORCE MORE THAN ONE MONTH FASTER ON AVERAGE – AFTER AN AVERAGE OF 2.6 MONTHS.

TIME TO ENTER THE PROFESSION – IU ALUMNI VS. BENCHMARK

AVERAGE MONTHS UNTIL STARTING A CAREER AFTER STUDIES: HOW LONG DID IT TAKE YOU AFTER COMPLETING YOUR STUDIES TO FIND A RELEVANT POSITION?
BASE: N = 477 | ONLY STUDENTS & ALUMNI WHO STARTED WORKING AFTER GRADUATION
AVERAGE VALUE (CALCULATED USING MIDPOINTS OF RESPONSE CATEGORIES)



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UNIVERSITY EXPERIENCE STUDY 2026
ALUMNI ONLY

STUDY “UNIVERSITY EXPERIENCE 2026”

STUDYING BRINGS A SALARY INCREASE.

The value of a degree is evident not only in how quickly alumni find a job, but also in terms of salary:

IU graduates report an **average salary increase of 12 per cent** since their studies – 3 percentage points more than alumni of other private and public universities (benchmark: ø 9 per cent).

Ø 12 %

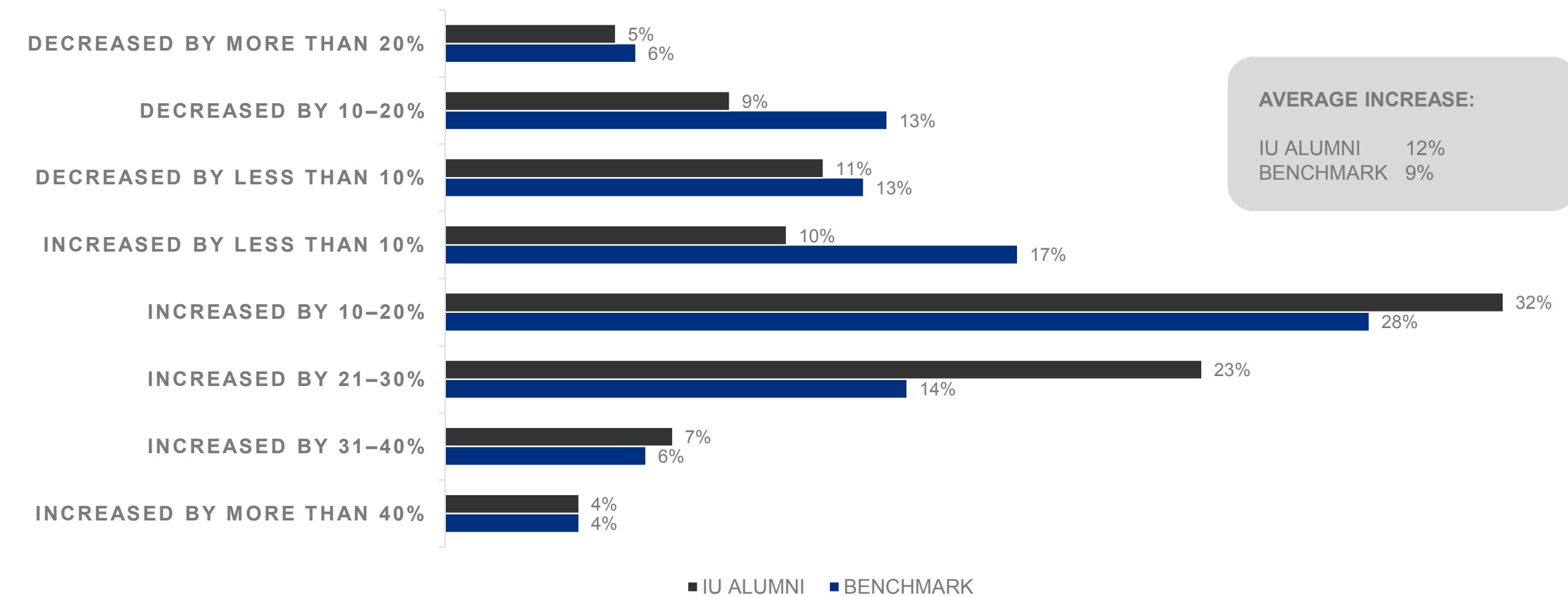
salary increase
for IU alumni

IU ALUMNI REPORT AN AVERAGE INCOME INCREASE OF 12 PERCENT.

INCOME DEVELOPMENT – IU ALUMNI VS. BENCHMARK

INCOME DEVELOPMENT: HOW HAS YOUR GROSS INCOME CHANGED?

BASE: N = 1,158 | ALUMNI WHOSE GROSS INCOME HAS CHANGED
AVERAGE INCREASE (CALCULATED USING MIDPOINTS OF RESPONSE CATEGORIES)



AVERAGE INCREASE:

IU ALUMNI 12%
BENCHMARK 9%

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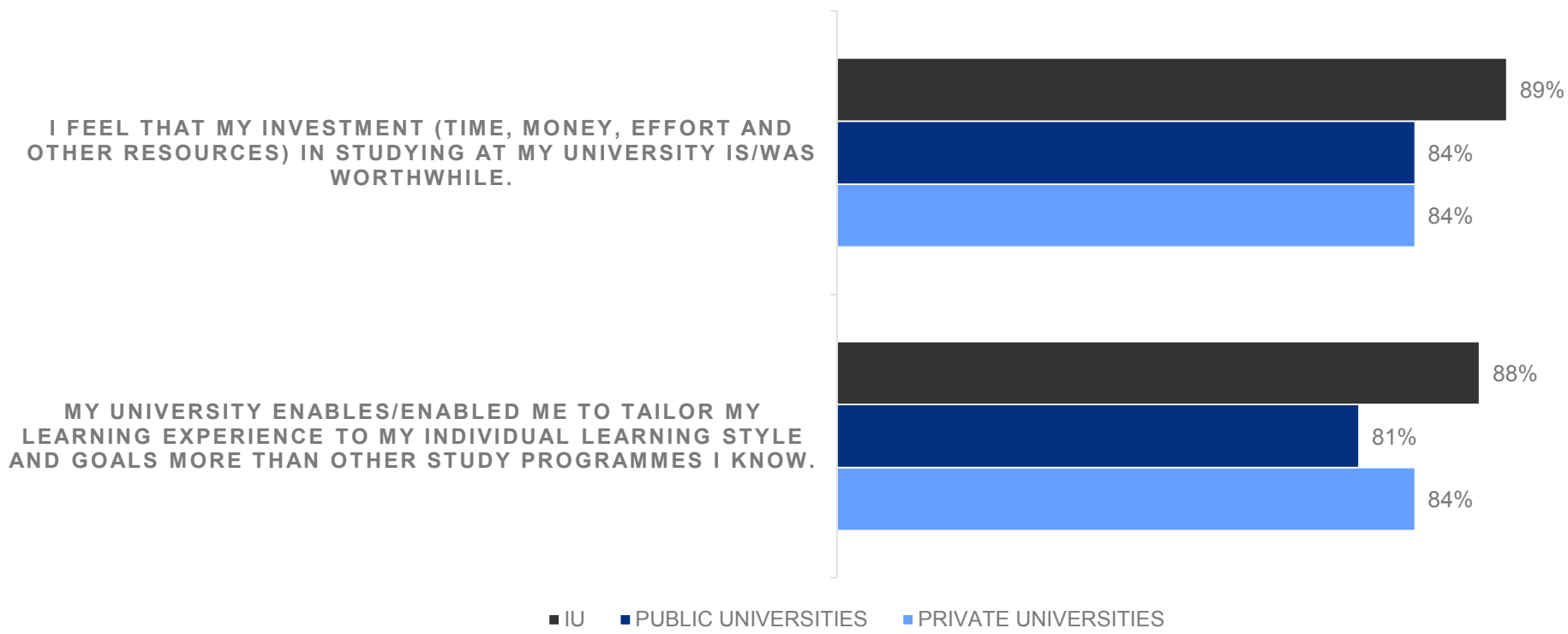
UNIVERSITY EXPERIENCE STUDY 2026
ALUMNI ONLY

IU STUDENTS AND GRADUATES RATE THE RETURN ON THEIR INVESTMENT AND INDIVIDUAL LEARNING SUPPORT HIGHER THAN STUDENTS AND GRADUATES AT PUBLIC AND OTHER PRIVATE UNIVERSITIES.

EVALUATION OF THE UNIVERSITY BY DIFFERENT ASPECTS – IU VS. PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

BASE: N = 4,004 | 1 = DO NOT AGREE AT ALL TO 6 = FULLY AGREE | ALL FIGURES 4–6 (TOP 3)

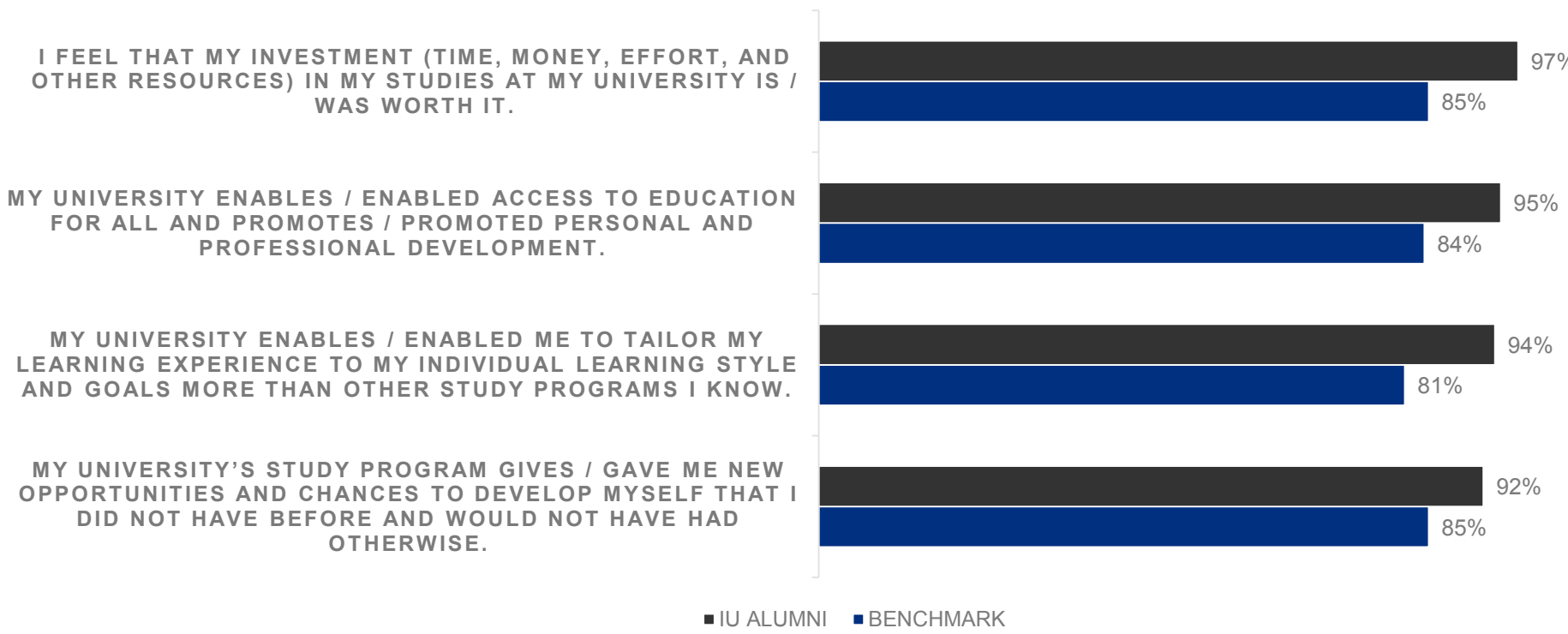


IU ALUMNI PERCEIVE THEIR STUDIES AS PARTICULARLY WORTHWHILE, SUPPORTIVE, AND INDIVIDUALLY ADAPTABLE – SIGNIFICANTLY MORE SO THAN GRADUATES FROM OTHER UNIVERSITIES.

EVALUATION OF THE UNIVERSITY ACROSS VARIOUS ASPECTS – IU ALUMNI VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

BASE: N = 1,597 | 1 = STRONGLY DISAGREE TO 6 = STRONGLY AGREE | VALUES SHOWN: 4–6 (TOP 3)



STUDY “UNIVERSITY EXPERIENCE 2026”

INVESTING IN STUDIES IS WORTHWHILE.

A degree course is an investment – in terms of time, money and effort. **However, the study shows that, according to the vast majority of students and graduates, it is well worth it.**

89 per cent of all IU respondents agree. At public and other private universities, this value is 84 per cent each.

Looking at alumni specifically, 97 per cent of IU graduates state that the investment in their studies was worthwhile – 12 per cent points more than at public and other private universities (benchmark: 85 per cent).

97 %

of IU graduates consider their investment in their studies worthwhile.

STUDY “UNIVERSITY EXPERIENCE 2026”

AI COMPETENCIES AND FUTURE SKILLS.



STUDY “UNIVERSITY EXPERIENCE 2026”

FASTER AND MORE EFFICIENT WITH AI.

The **ability to use Artificial Intelligence** productively is becoming an increasingly important competency in the modern working world.

The study shows: at IU International University of Applied Sciences (IU), 85 per cent of students and graduates report **efficiency gains through AI** – the highest score in the comparison. At other private universities, it is 78 per cent, and at public universities, 75 per cent.

While 8 out of 10 IU respondents say that **AI has been integrated into assignments, projects, and assessment formats**, the figure for private universities (excl. IU) is 73 per cent and for public universities 68 per cent.

IU respondents also agree in 83 per cent of cases that they **learned meaningful AI usage**, giving IU the highest score. At other private universities, it is seven out of ten; at public universities, two-thirds.

85 %

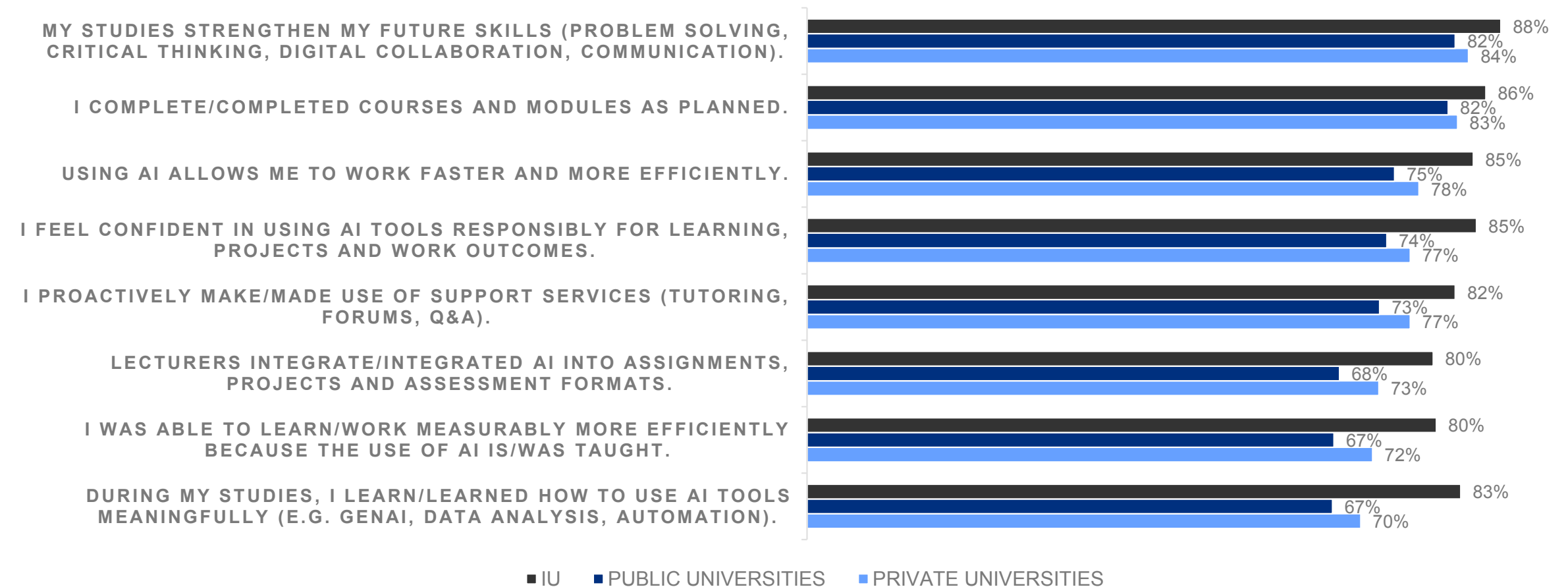
of IU students and graduates work faster and more efficiently using AI.

IU OUTPERFORMS PUBLIC AND OTHER PRIVATE UNIVERSITIES – ESPECIALLY IN FUTURE SKILLS AND THE USE OF AI.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – IU VS. PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT THE (LAST) UNIVERSITY YOU ATTENDED?

BASE: N = 4,004 | 1 = DO NOT AGREE AT ALL TO 6 = FULLY AGREE | ALL FIGURES 4–6 (TOP 3)



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UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

STUDY “UNIVERSITY EXPERIENCE 2026”

FUTURE COMPETENCIES FOR TOMORROW’S LABOUR MARKET.

With the increasing use of generative AI in the working world, one thing has become clear: Especially repetitive and standardized tasks can increasingly be automated (WEF 2025). Thus, skills such as critical thinking, problem-solving, communication and digital collaboration are among the relevant Future Skills.

96 per cent of IU graduates agree that **their university strengthened their Future Skills** – a top score with a 13 percentage point lead over public and other private universities (benchmark: 83 per cent).

Additionally, more than nine out of ten IU alumni report feeling confident in using AI tools responsibly for learning, projects, and work results. Graduates from public and other private universities agree in 73 per cent of cases.

For

96%

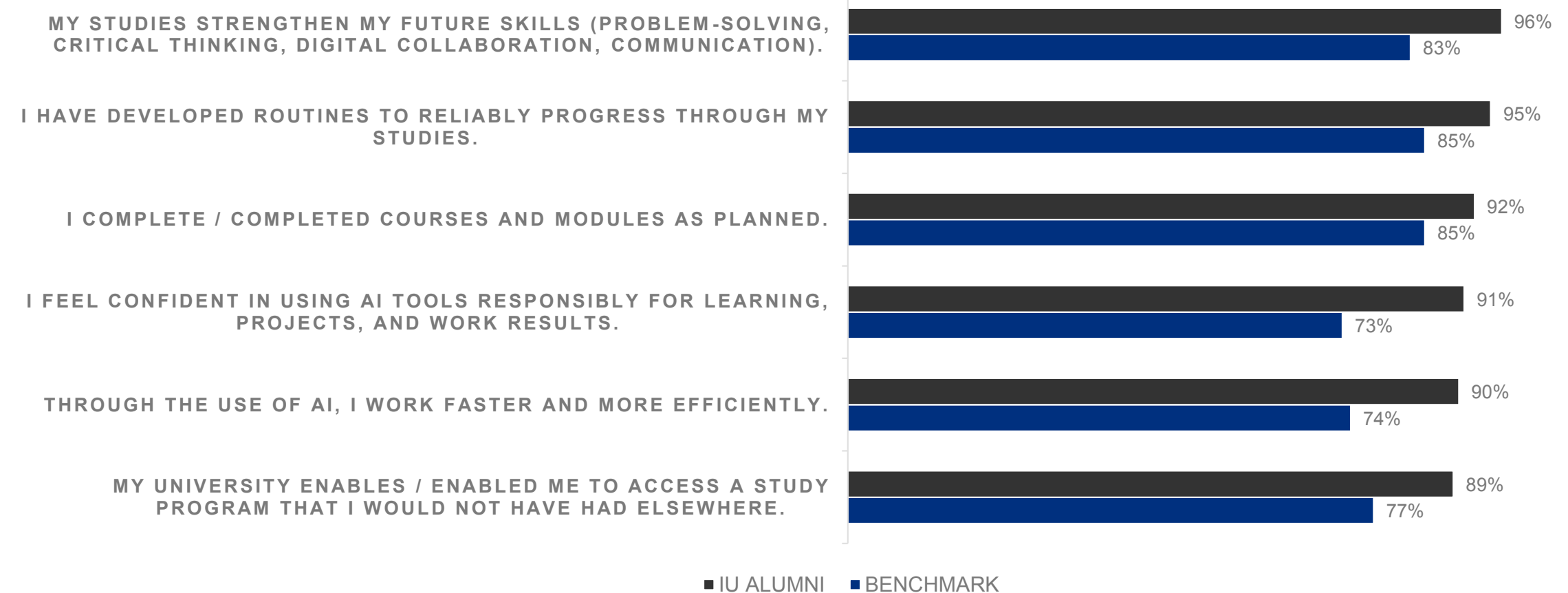
of IU graduates, the university strengthened their Future Skills.

IU ALUMNI SAY THEIR STUDIES PARTICULARLY STRENGTHEN FUTURE SKILLS AND STUDY COMPETENCIES.

AGREEMENT WITH VARIOUS STATEMENTS AMONG STUDENTS – IU ALUMNI VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (LAST) UNIVERSITY?

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UNIVERSITY EXPERIENCE STUDY 2026
ALUMNI ONLY

STUDY “UNIVERSITY EXPERIENCE 2026”

ACCESS TO EDUCATION AND FLEXIBILITY.



STUDY “UNIVERSITY EXPERIENCE 2026”

PRIVATE UNIVERSITIES
ENABLE NEW
EDUCATIONAL PATHWAYS.

The survey shows: private universities open **educational pathways for many students that would otherwise have remained closed** to them – making a measurable contribution to educational equity in the German higher education system.

82 per cent of all surveyed students and graduates from private universities confirm that their university opened an educational pathway that would not have been possible elsewhere. At public universities, the corresponding is 76 per cent.

With 85 per cent, IU achieves a higher score compared to public and other private universities (benchmark: 77 per cent).

82 %

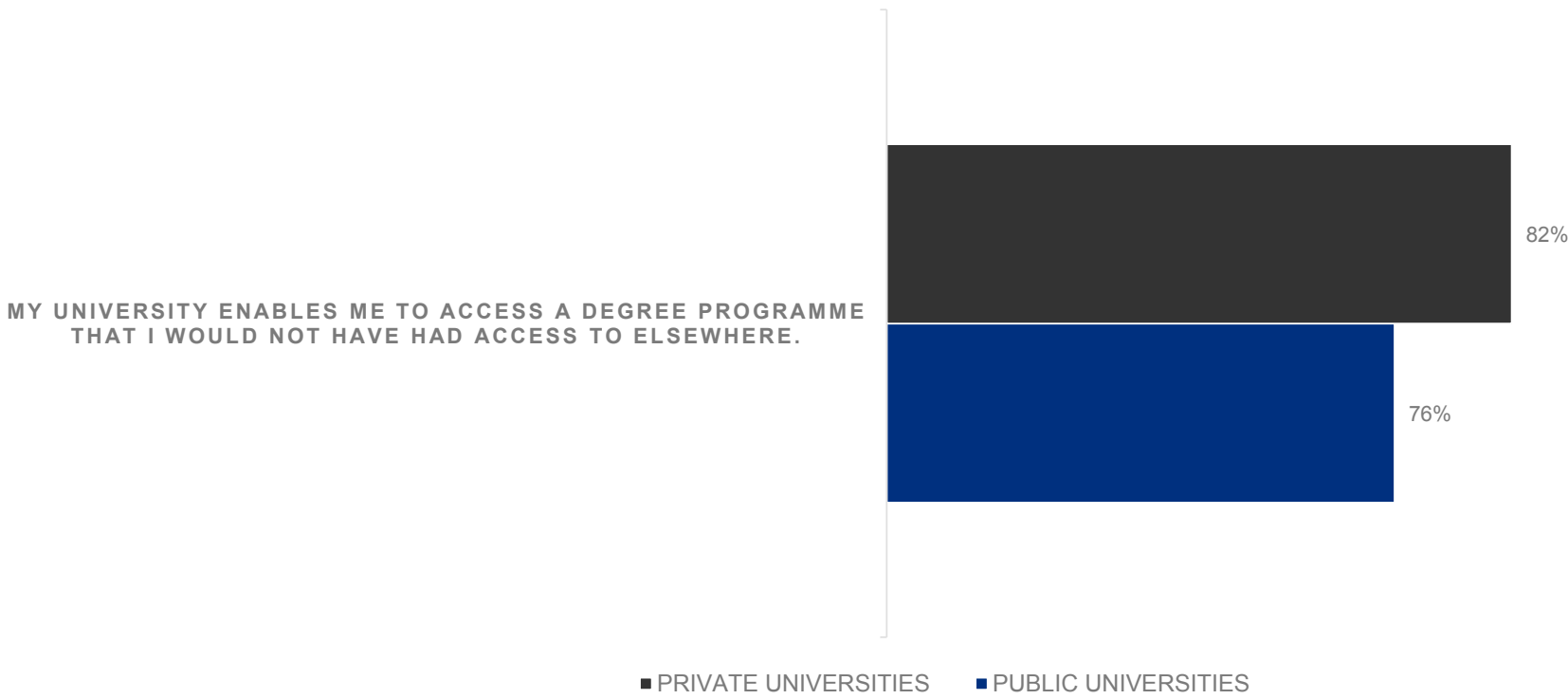
OF PRIVATE UNIVERSITY
RESPONDENTS SAY: “MY UNIVER-
SITY ENABLES ME TO HAVE ACCESS
TO STUDIES THAT I WOULD NOT
HAVE HAD ELSEWHERE.”

PRIVATE UNIVERSITIES MORE OFTEN ENABLE STUDENTS AND GRADUATES TO ACCESS A DEGREE PROGRAMME THEY WOULD NOT HAVE HAD ELSEWHERE – MORE SO THAN PUBLIC UNIVERSITIES.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT THE (LAST) UNIVERSITY YOU ATTENDED?

BASE: N = 4,004 | 1 = DO NOT AGREE AT ALL TO 6 = FULLY AGREE | ALL FIGURES 4-6 (TOP 3)



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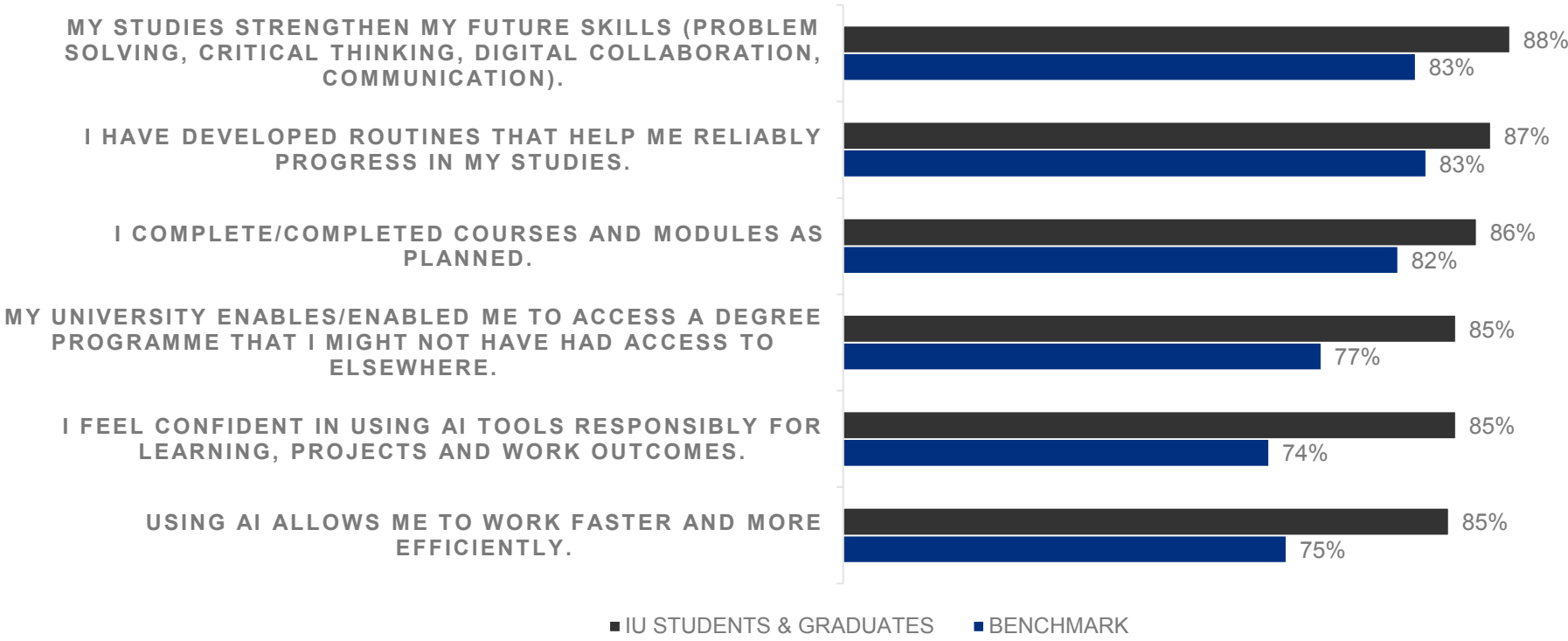
UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

IU STUDENTS AND GRADUATES CONFIRM A CLEAR GAIN IN COMPETENCIES THROUGH THEIR STUDIES – ESPECIALLY IN THE AREAS OF FUTURE SKILLS, WORKING EFFICIENTLY AND SELF-ORGANISATION.

AGREEMENT WITH DIFFERENT STATEMENTS – IU STUDENTS VS. BENCHMARK

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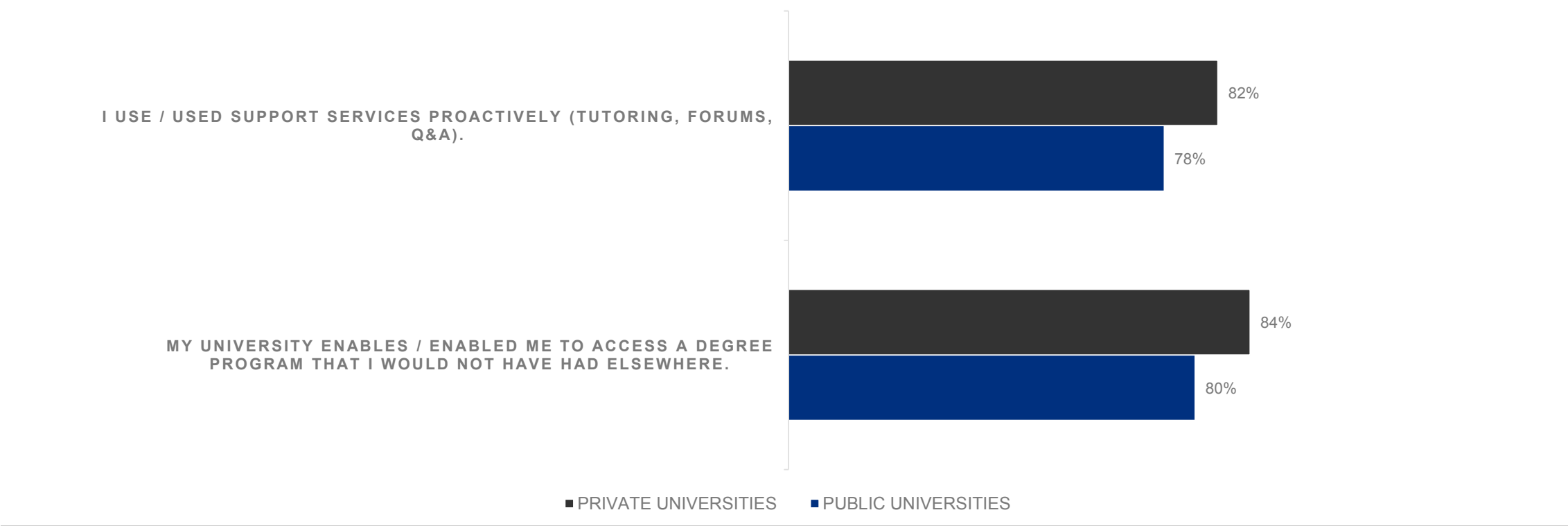
UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

PRIVATE UNIVERSITIES MORE OFTEN PROVIDE STUDENTS WITH DISABILITIES ACCESS TO A DEGREE PROGRAM THEY WOULD NOT HAVE HAD ELSEWHERE – MORE SO THAN PUBLIC UNIVERSITIES.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – DISABILITY: YES – PRIVATE VS. PUBLIC

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (LAST) UNIVERSITY?

BASE: N = 1,150; 1 = STRONGLY DISAGREE TO 6 = STRONGLY AGREE; ALL VALUES FROM 4 TO 6 (TOP3)



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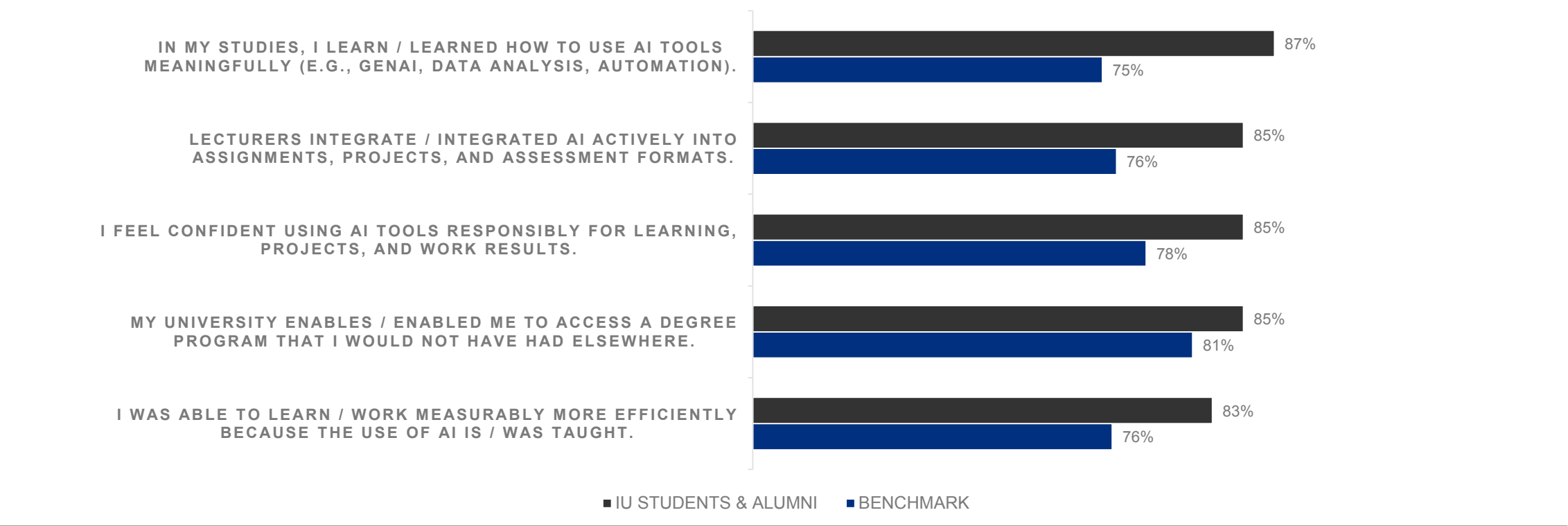
UNIVERSITY EXPERIENCE STUDY 2026
ONLY STUDENTS & ALUMNI WITH DISABILITIES

IU STUDENTS AND ALUMNI WITH DISABILITIES BENEFIT PARTICULARLY FROM THE TARGETED USE OF AI TOOLS, ACTIVELY ENGAGED LECTURERS, AND AN INDIVIDUALIZED APPROACH TO STUDY.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – DISABILITY: YES – IU STUDENTS & ALUMNI VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (LAST) UNIVERSITY?

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UNIVERSITY EXPERIENCE STUDY 2026
ONLY STUDENTS & ALUMNI WITH DISABILITIES

STUDY “UNIVERSITY EXPERIENCE 2026”

EDUCATION DESPITE BARRIERS: STUDYING WITH DISABILITIES.

Private universities also play a relevant role in access to studies for people living with disabilities. **84 per cent of these respondents at private universities agree that their university enabled access they would not have received elsewhere.**

At public universities, 80 per cent of people with disabilities agree. Among those at IU International University of Applied Sciences (IU), the figure is 85 per cent (benchmark: 81 per cent).

84%

OF PRIVATE UNIVERSITY RESPONDENTS WITH DISABILITIES SAY: “MY UNIVERSITY ENABLES ME TO HAVE ACCESS TO STUDIES THAT I WOULD NOT HAVE HAD ELSEWHERE.”

STUDY “UNIVERSITY EXPERIENCE 2026”

ACCESS TO STUDIES AS
A FIRST-GENERATION
UNIVERSITY ENTRANT.

For people from non-academic family backgrounds, **the expanded access to education** through private universities also **opens up opportunities**:

Almost eight out of ten respondents from non-academic family backgrounds at private universities state that their university **enabled them to access studies**. At public universities, this applies to fewer than three-quarters of such respondents.

At IU, this value is 85 per cent – 11 percentage points above that of public and other private universities (benchmark: 74 per cent).

Support services such as tutorials are or were proactively used by 76 per cent of IU respondents from non-academic family backgrounds. The benchmark is 67 per cent.

85 %

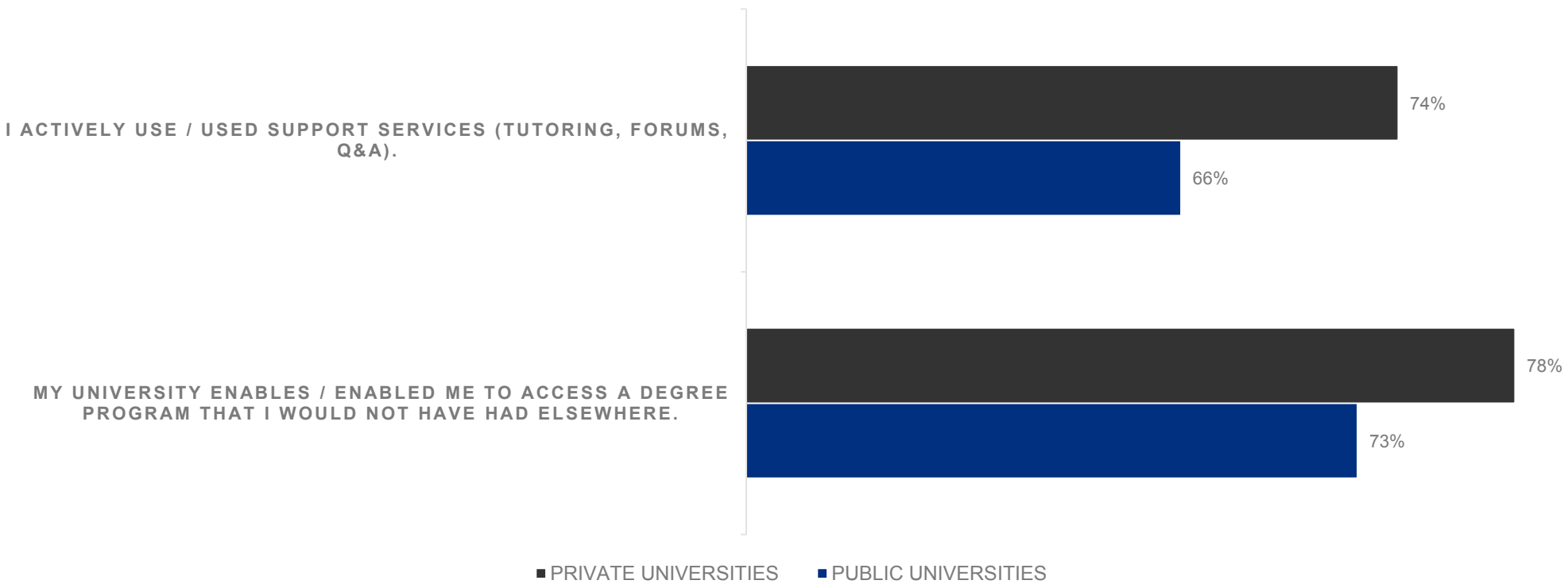
OF IU RESPONDENTS FROM NON-ACADEMIC
FAMILY BACKGROUNDS SAY: “MY UNIVERSI-
TY ENABLES ME TO HAVE ACCESS TO STUDIES
THAT I WOULD NOT HAVE HAD ELSEWHERE.”

STUDENTS AND ALUMNI FROM NON-ACADEMIC FAMILY BACKGROUNDS MORE OFTEN SEE PRIVATE UNIVERSITIES AS A CHANCE TO COMPLETE A DEGREE THAT OTHERWISE WOULD NOT HAVE BEEN POSSIBLE.

AGREEMENT WITH VARIOUS STATEMENTS ABOUT THE STUDY EXPERIENCE – NON-ACADEMIC FAMILY BACKGROUND: PRIVATE VS. PUBLIC UNIVERSITIES

UNIVERSITY EVALUATION: TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (MOST RECENT) UNIVERSITY?

BASE: N = 1,687; 1 = DO NOT AGREE AT ALL TO 6 = FULLY AGREE; ALL VALUES FROM 4 TO 6 (TOP3)



KANTAR

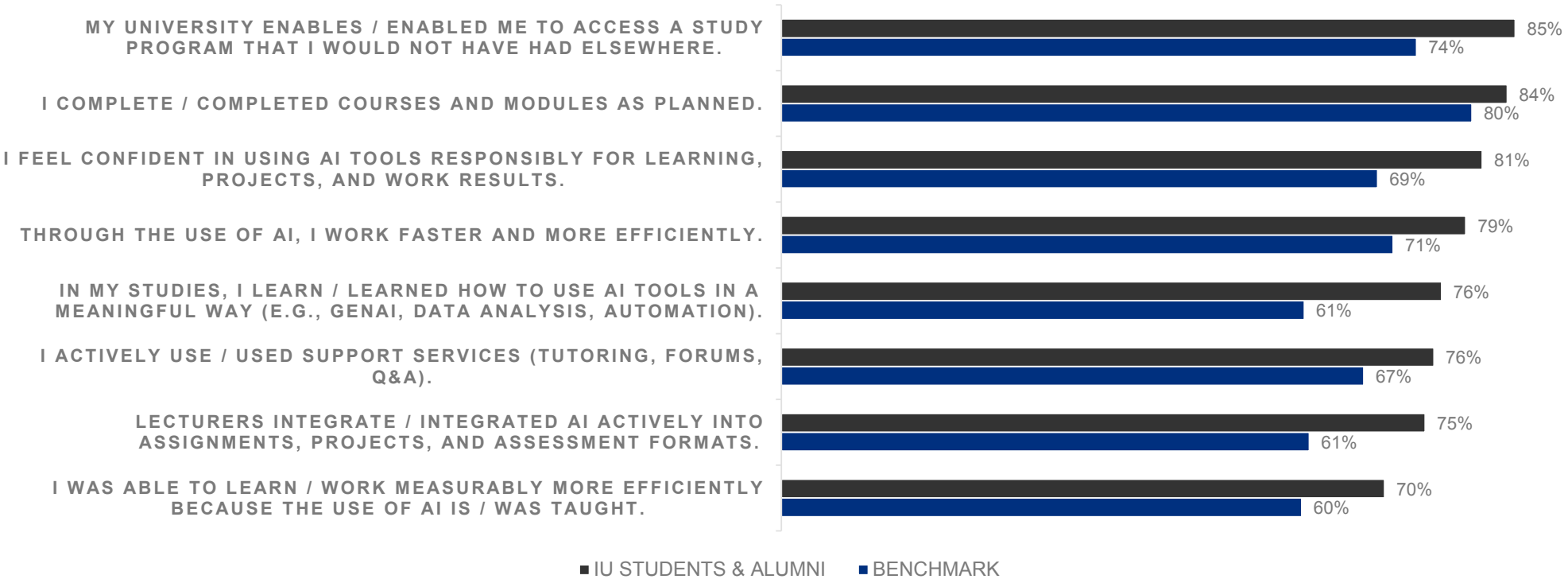
UNIVERSITY EXPERIENCE STUDY 2026
ONLY STUDENTS & ALUMNI FROM
NON-ACADEMIC FAMILY BACKGROUNDS

STUDENTS AND ALUMNI FROM NON-ACADEMIC FAMILY BACKGROUNDS REPORT STRONG STUDY PROGRESS, STRONG SUPPORT, AND STRONG AI COMPETENCIES.

AGREEMENT WITH VARIOUS STATEMENTS ABOUT THE STUDY EXPERIENCE – STUDENTS & ALUMNI FROM NON-ACADEMIC FAMILY BACKGROUNDS VS. BENCHMARK

UNIVERSITY EVALUATION: TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (MOST RECENT) UNIVERSITY?

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UNIVERSITY EXPERIENCE STUDY 2026
ONLY STUDENTS & ALUMNI FROM
NON-ACADEMIC FAMILY BACKGROUNDS

STUDY “UNIVERSITY EXPERIENCE 2026”

FLEXIBILITY FOR STUDY SUCCESS.

To accommodate individual life circumstances, study programs offering independence of time and place are needed. The survey shows: **students and graduates from private universities are particularly satisfied with their university’s flexibility** (85 per cent). At public universities, this value is 79 per cent.

IU International University of Applied Sciences (IU) achieves the top score of 88 per cent – 8 percentage points above the benchmark (80 per cent).

88 %

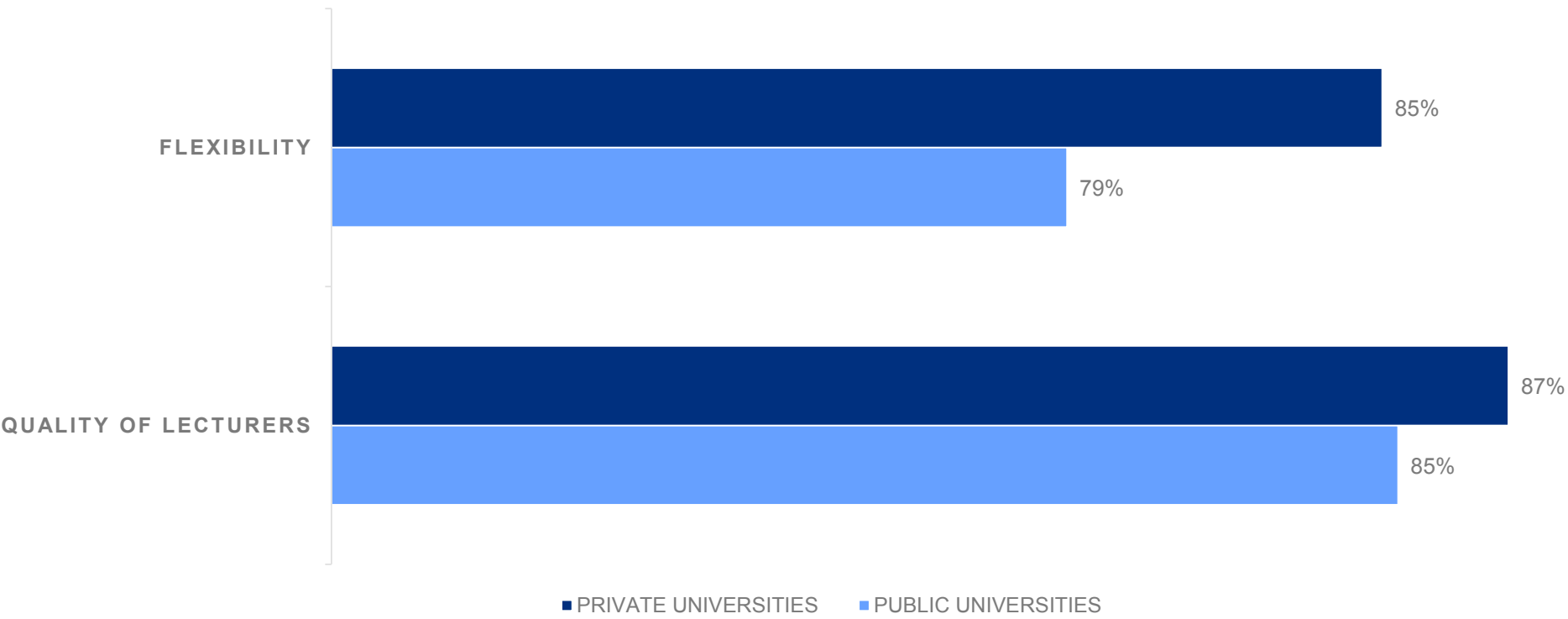
OF IU STUDENTS AND GRADUATES ARE SATISFIED WITH THE FLEXIBILITY OF THEIR STUDIES.

STUDENTS AND GRADUATES FROM PRIVATE UNIVERSITIES ARE MORE SATISFIED WITH FLEXIBILITY THAN STUDENTS AND GRADUATES FROM PUBLIC UNIVERSITIES.

SATISFACTION WITH DIFFERENT ASPECTS OF THE STUDY PROGRAMME – PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

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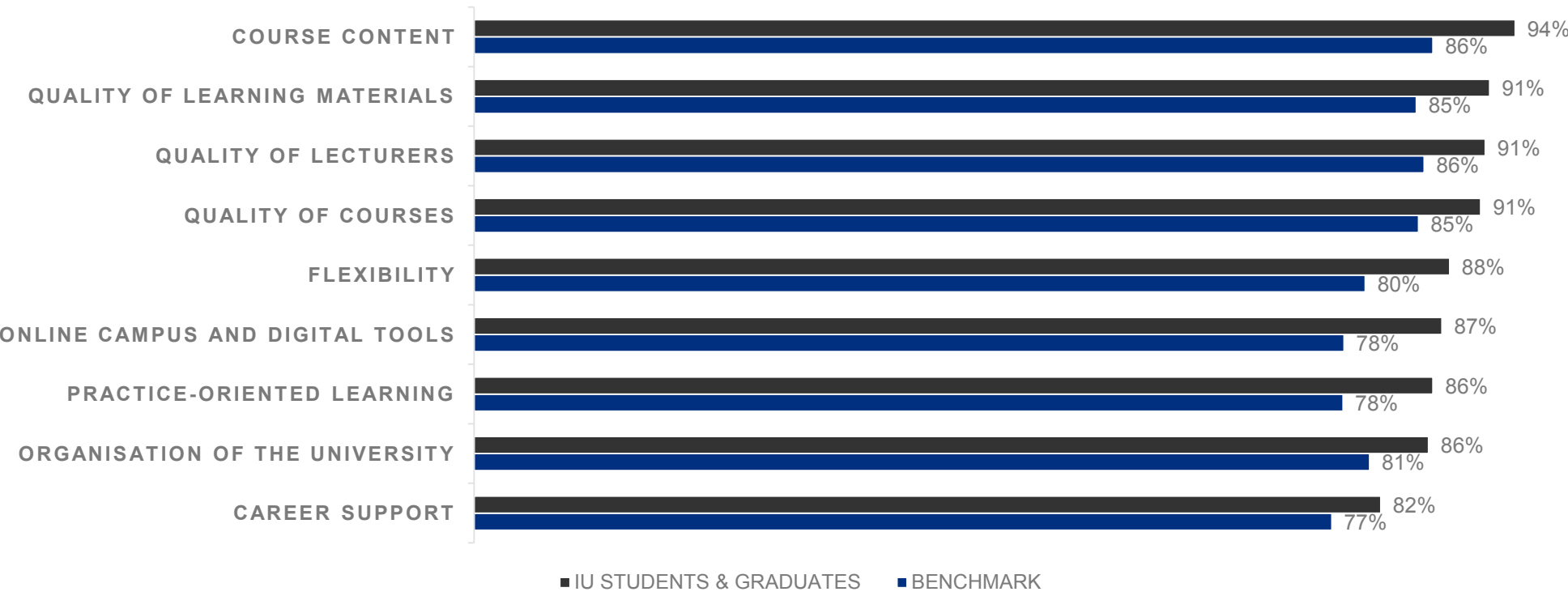
UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

IU ACHIEVES ABOVE-AVERAGE SATISFACTION SCORES – PARTICULARLY FOR COURSE CONTENT (94%) AS WELL AS THE QUALITY OF COURSES, LECTURERS AND LEARNING MATERIALS (91% EACH).

SATISFACTION COMPARED WITH DIFFERENT ASPECTS OF THE STUDY PROGRAMME – IU VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE UNIVERSITY WHERE YOU STUDY, HAVE GRADUATED FROM OR WILL GRADUATE FROM?

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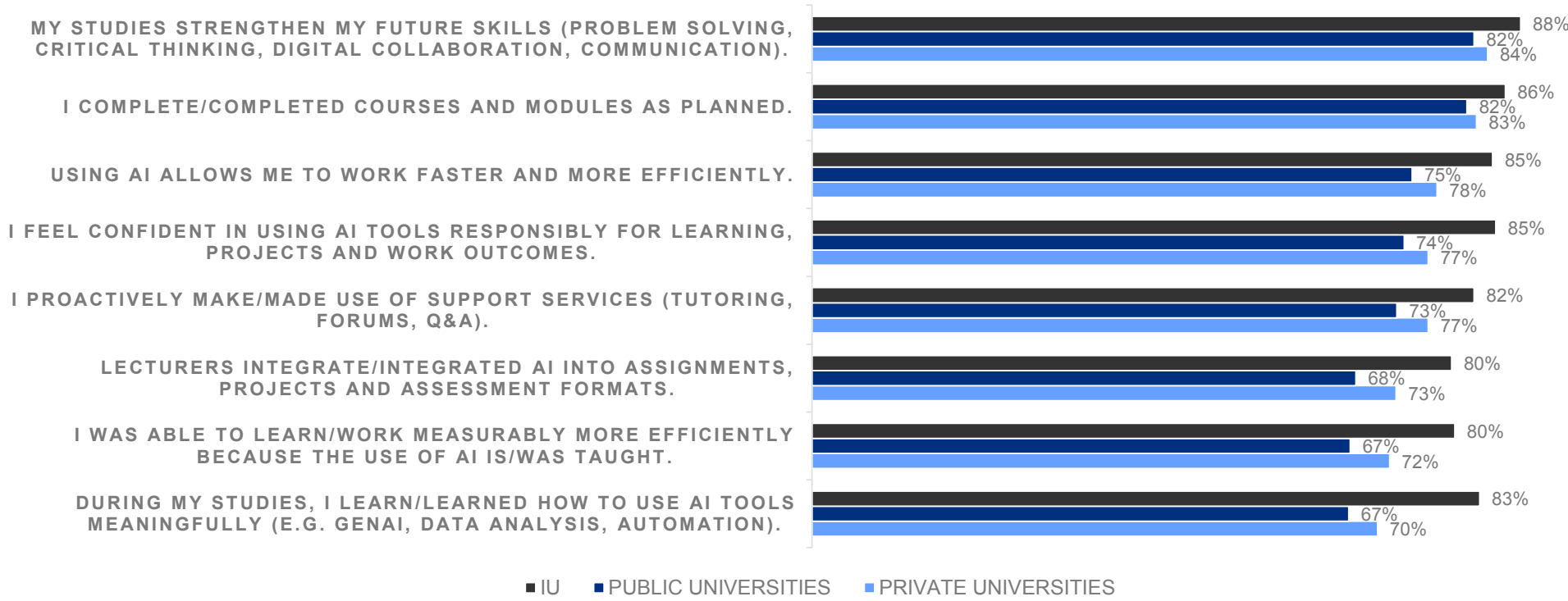
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UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

IU OUTPERFORMS PUBLIC AND OTHER PRIVATE UNIVERSITIES – ESPECIALLY IN FUTURE SKILLS AND THE USE OF AI.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – IU VS. PRIVATE UNIVERSITIES VS. PUBLIC UNIVERSITIES

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STUDY “UNIVERSITY EXPERIENCE 2026”

USE OF SUPPORT SERVICES IN DAILY STUDY LIFE.

Support from the university in daily study life can help students succeed in their studies.

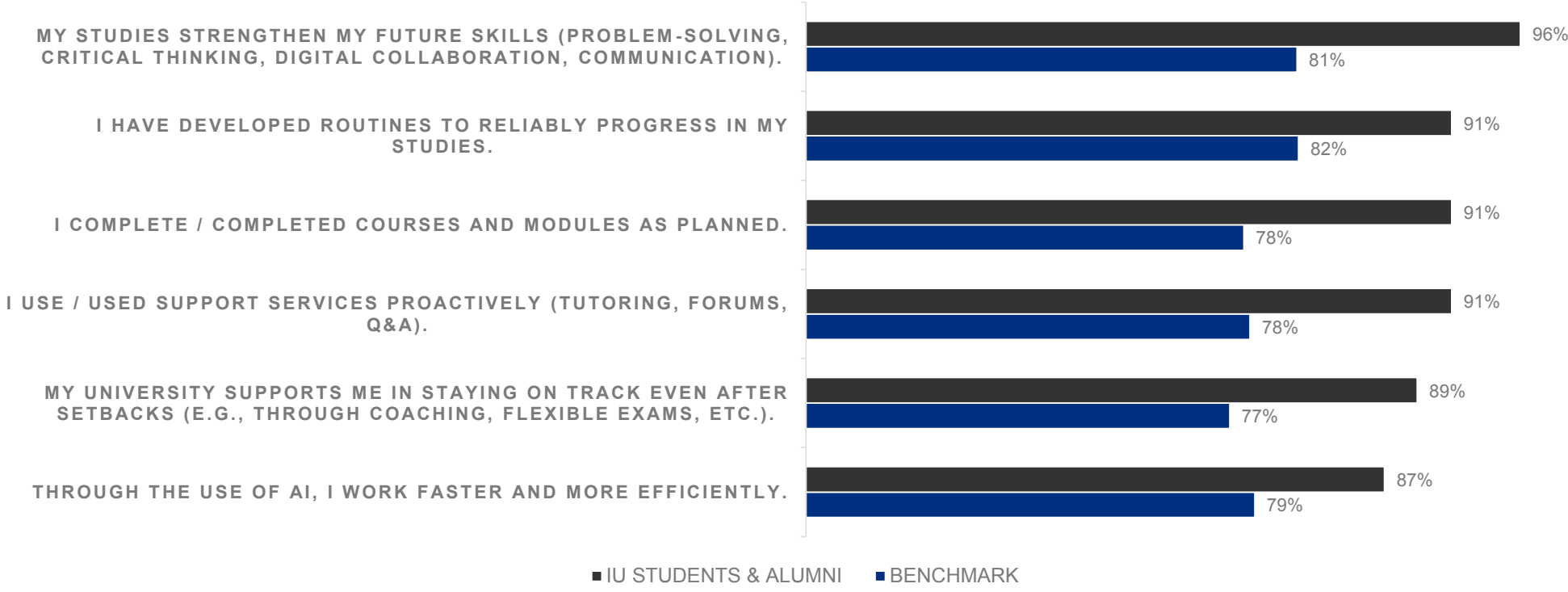
At IU International University of Applied Sciences (IU), 82 per cent of students and alumni use or used support services proactively – more than at public universities (73 per cent) and other private universities (77 per cent).

Targeted support services are in demand among students with disabilities: at IU, 91 per cent of these respondents proactively access services such as tutorials, forums, or Q&As – 13 percentage points more than the benchmark of other universities (78 per cent).

STUDENTS AND ALUMNI WITH DISABILITIES EXPERIENCE THEIR STUDIES AT IU AS STRUCTURED, SUPPORTIVE, AND CONDUCIVE TO DEVELOPING FUTURE SKILLS AND WORKING EFFICIENTLY.

AGREEMENT WITH DIFFERENT STATEMENTS ABOUT THE STUDY EXPERIENCE – DISABILITY: YES – IU STUDENTS & ALUMNI VS. BENCHMARK

EVALUATION OF THE UNIVERSITY: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR (LAST) UNIVERSITY?
BASE: N = 1,150; 1 = STRONGLY DISAGREE TO 6 = STRONGLY AGREE; ALL VALUES FROM 4 TO 6 (TOP3)



91 %

OF IU STUDENTS AND GRADUATES WITH DISABILITIES USE/USED SUPPORT SERVICES.

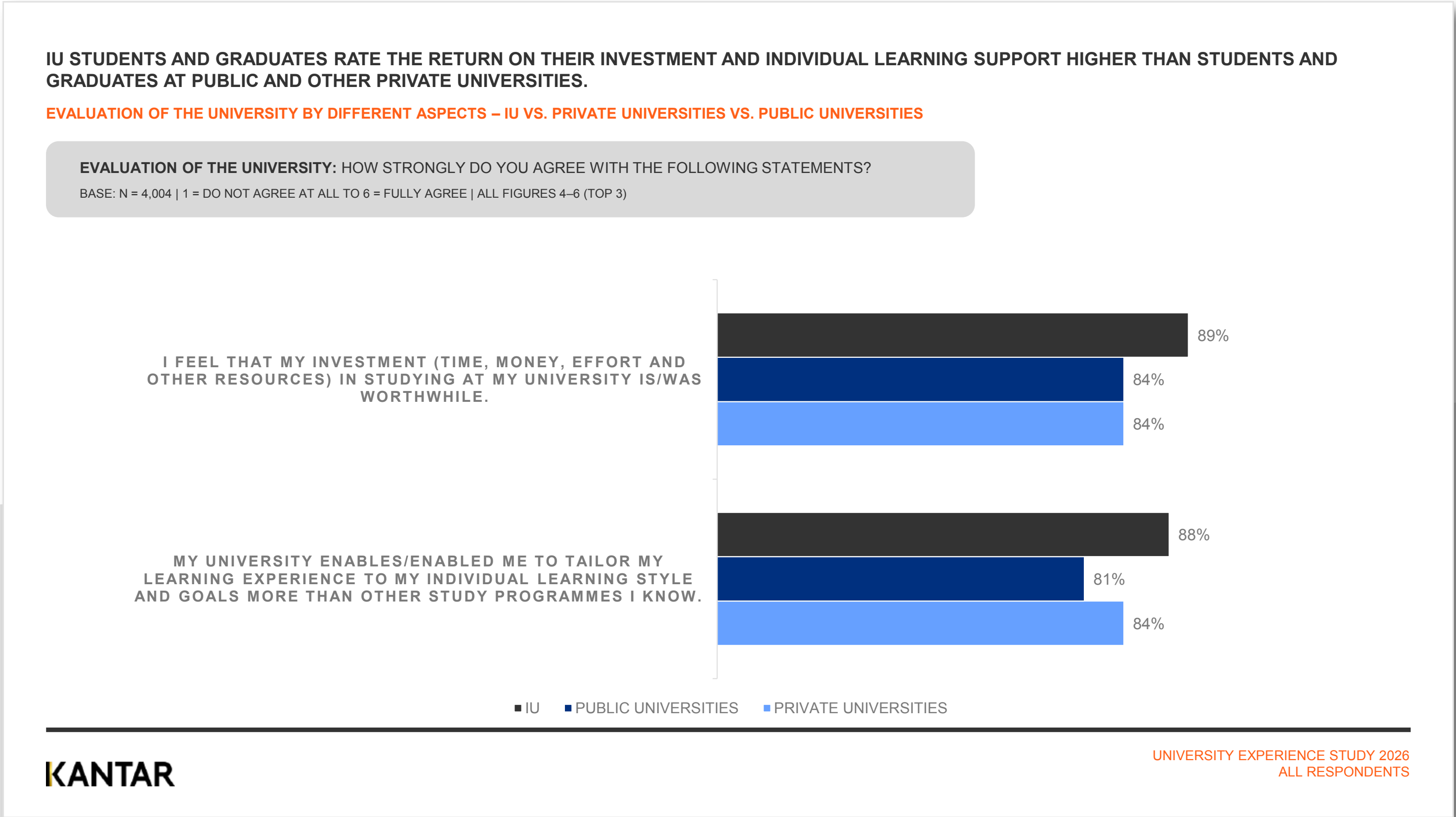
STUDY “UNIVERSITY EXPERIENCE 2026”

CUSTOMIZING THE
LEARNING EXPERIENCE.

Individually tailored learning can also help students to succeed. 88 per cent of IU students and graduates confirm that their learning experiences are or were **were individually adaptable to their own learning style and goals** – unlike other study programs they know. Respondents from other private universities agree in 84 per cent of cases, respondents from public universities in 81 per cent.

88 %

OF IU RESPONDENTS AGREE THAT THEY ARE/
WERE ENABLED MORE THAN IN OTHER STUDY
PROGRAMS TO TAILOR THEIR LEARNING EXPE-
RIENCE TO THEIR INDIVIDUAL LEARNING STYLE
AND GOALS.



STUDY “UNIVERSITY EXPERIENCE 2026”

ABOUT THE STUDY.

The survey was commissioned by IU International University of Applied Sciences from Kantar Profiles. The data was independently collected by Kantar Profiles **according to internal quality standards**.

4,004 students and graduates from public and private universities were surveyed, including 1,597 alumni, **representative by age and gender**. The target group included alumni from the last five years, current students and dropouts.

Survey period: 27.08.2025 – 20.10.2025

Method: Cawi (Online survey)

Sample size: N = 4,004

Client: IU International University GmbH

Conducted by: Kantar Profiles, London - UK

Methodology:

For optimal comparability between universities, three different comparisons were chosen:

- a) Comparison “public university vs. private university (excl. IU) vs. IU”
- b) Comparison “IU vs. benchmark”
- c) Comparison “public vs. private universities”

In a), IU is compared with public universities and private universities. Persons studying or having studied at IU are considered separately and not assigned to private universities. When looking at IU vs. benchmark (b), public and private universities are combined into one cohort and compared with students and alumni of IU. In c), all public and private universities are grouped together respectively (incl. IU).





ABOUT IU GROUP.

With nearly

130,000

students enrolled, IU Group, the holding company behind IU International University of Applied Sciences, is Germany's largest private university group.

The private, state-recognised educational institution IU International University of Applied Sciences, based in Erfurt, began teaching in 2000 and now has 37 campuses. IU stands for maximum flexibility in study: whether through dual study, distance learning or on campus – students from over 160 nations tailor their educational path to suit their individual circumstances. With more than 200 degree programmes at bachelor's, master's and MBA level, IU imparts practical skills. Innovative learning concepts foster targeted, future-proof skills for an increasingly AI-driven world of work.

A modern, digitally supported learning environment and the use of artificial intelligence enable effective, personalised learning. As a pioneer in this field, IU has developed its own digital learning companion, “Syntea”, which has been in use since 2023. A network of over 15,000 companies – including Motel One, Vodafone, AWO and Deutsche Bahn – makes IU a strong partner in the training of skilled workers and consistently links academic teaching with practical experience.

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