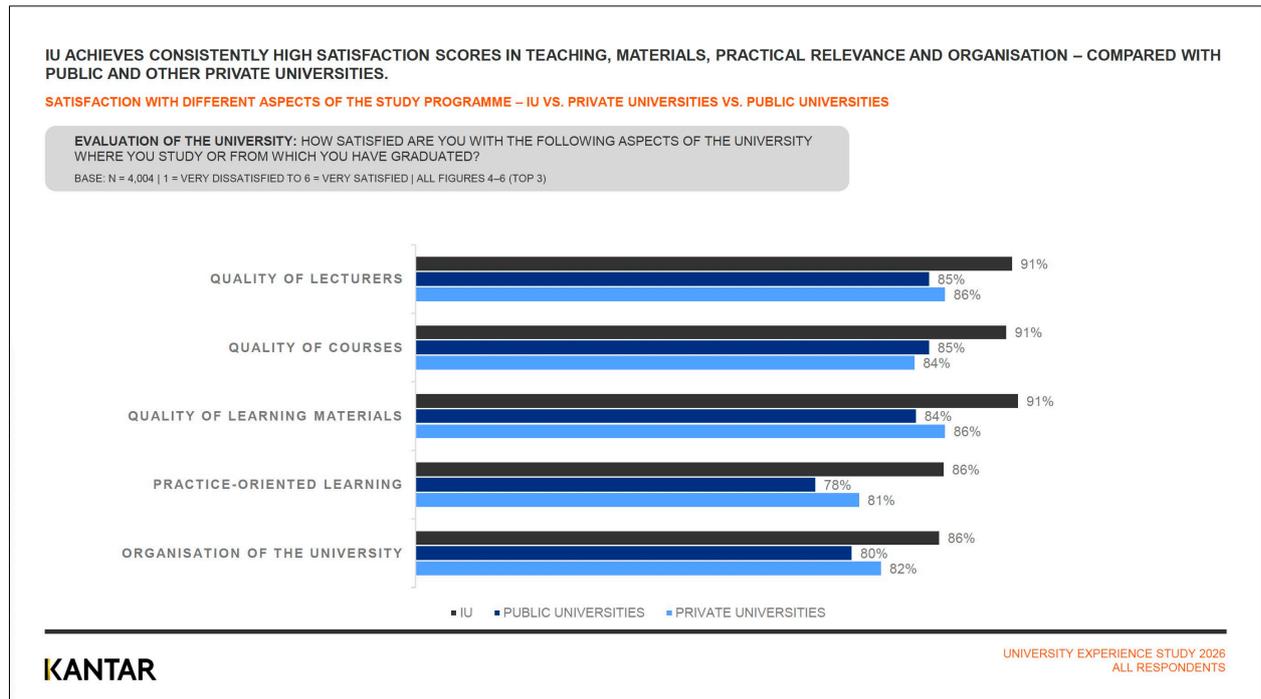


A REPRESENTATIVE STUDY SHOWS THAT PRIVATE UNIVERSITIES SCORE HIGHLY FOR THEIR PRACTICAL RELEVANCE

- Graduates and students at private universities are satisfied with the strong labour market relevance and quality of teaching.
- Regardless of the type of university, respondents agree that studying pays off (public and private universities excl. IU: 84 per cent each, IU: 91 per cent).
- “Especially in a tight labour market, high-quality education and practical future skills determine who gets a job,” says Dr Sven Schütt, CEO of IU International University of Applied Sciences

Erfurt, 18 March 2026. Acquiring the skills that are really in demand on the job market as early as possible is becoming even more crucial, especially against the backdrop of a tight labour market ([BMAS](#) January 2026). A strong practical focus in your studies can be a major lever for a successful career start. The representative study ‘University Experience Study 2026’ found that 81 per cent of graduates and students at private universities (excl. IU) appreciate the close integration of teaching and practical experience – at IU International University of Applied Sciences, the figure is almost 9 out of 10 (86 per cent). Among students and graduates of state universities, the figure is slightly more than three-quarters (78 per cent). Kantar Profiles surveyed over 4,000 students and graduates on behalf of IU International University of Applied Sciences.

“Private universities are a useful addition to the state university system and make a valuable contribution, particularly in terms of integrating study and work,” says Dr Sven Schütt, CEO of IU, Germany's largest university.



High satisfaction with quality and career support

Financed by public funds, state universities form the foundation of the German educational landscape. Around 2.4 million students are enrolled at state universities, and around 384,000 at private universities (as of the 2024/25 winter semester, [Federal Statistical Office/CHE](#)). Overall, the quality of teaching at Germany's universities enjoys a high level of satisfaction at both state and private universities: courses are rated positively by the majority of students and graduates surveyed (state universities: 85 per cent, private universities (excl. IU): 84 per cent)) and they are also satisfied with the lecturers and professors (public universities: 85 per cent, private universities (excl. IU): 86 per cent) – a strong sign for the higher education landscape in Germany as a whole. With satisfaction ratings of 91 per cent, IU is above the average for private and public universities. Most students and alumni are also satisfied with the organisation of their university overall. At 86 per cent, IU has the highest satisfaction rating in the comparison – ahead of state universities (80 per cent) and private universities (excl. IU) (82 per cent). “We attach great importance to the smooth running of our studies,” emphasises Schütt.

Private universities in particular have another strength in their proximity to the labour market and in the individual support they offer students. This is also the case at IU: 82 per cent of students and alumni perceive the support they receive or have received in starting their careers positively (benchmark: 77 per cent), and among alumni, the figure is almost nine out of ten respondents (IU: 87 per cent vs. benchmark: 77 per cent).

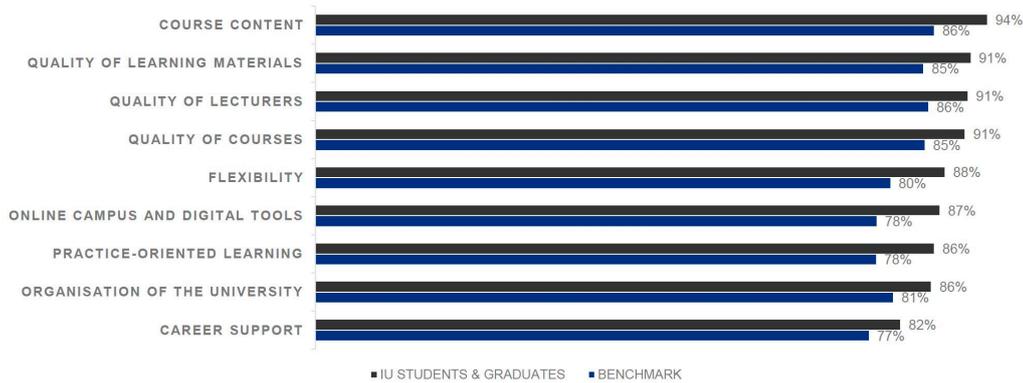
“No matter which educational path students choose, practical relevance and labour market-oriented training are popular – not only with companies, but also with students and graduates,” says Schütt. “At IU, we not only strengthen the potential of each and every individual by focusing on practical, high-quality teaching, but also Germany's economy by imparting digital skills for tomorrow's labour market.”

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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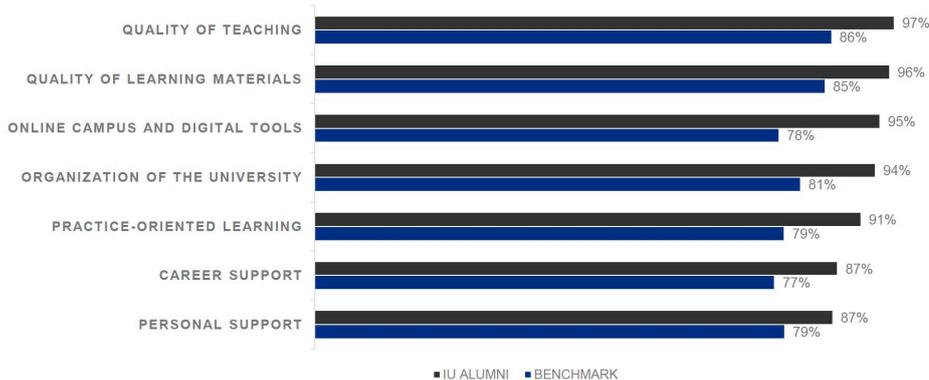
UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

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

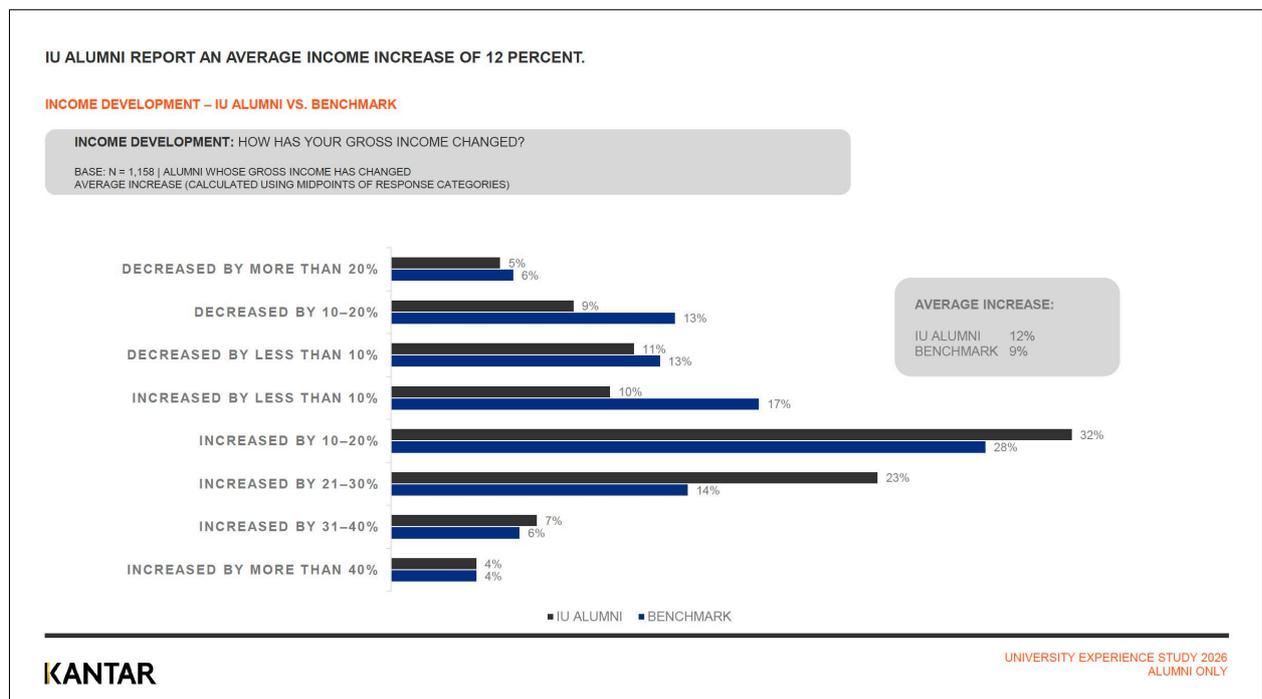
Graduates from IU enter the workforce earlier and receive more frequent pay rises

The attractiveness of people with a degree to the job market is particularly evident in how quickly they find a job or see changes in their salary. At IU, graduates find a job within an average of 2.63 months after graduation, which is about one month faster than graduates from other universities in the survey (benchmark: 3.69).

The added value of a degree is also often reflected in the pay packet: at IU, the average salary increase among graduates is 12 per cent since completing their studies – among the other universities, the

average is 9 per cent. The vast majority of respondents agree: their studies have paid off. 84 per cent of all students and graduates from private and state universities say that their investment has been worthwhile. At IU, the figure is 89 per cent.

“Even in the face of a challenging labour market situation, we at IU firmly believe that good, labour market-oriented and high-quality education and training is essential – for starting a job and furthering your career,” says Schütt.

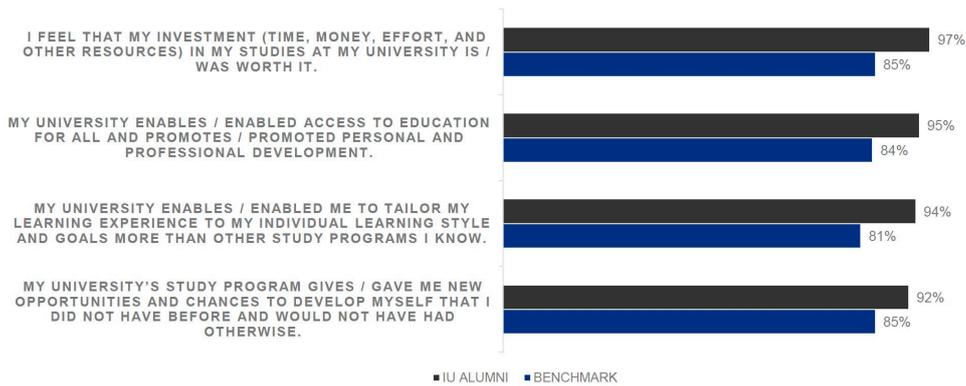


IU ALUMNI PERCEIVE THEIR STUDIES AS PARTICULARLY WORTHWHILE, SUPPORTIVE, AND INDIVIDUALLY ADAPTABLE – SIGNIFICANTLY MORE SO THAN GRADUATES FROM OTHER UNIVERSITIES.

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)



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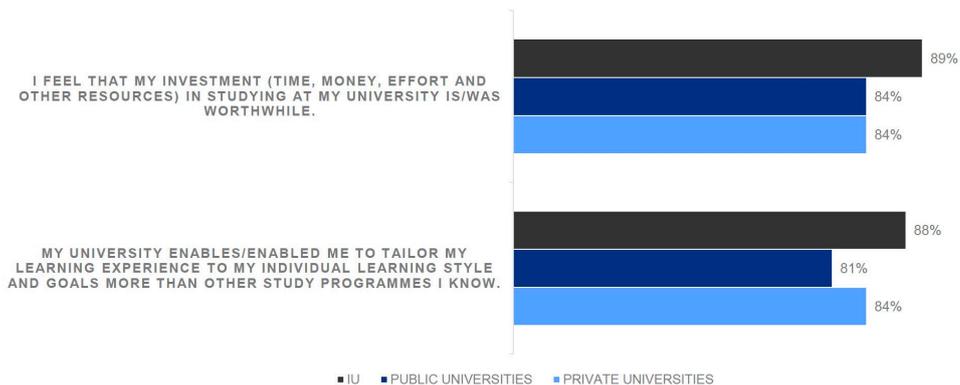
UNIVERSITY EXPERIENCE STUDY 2026
ALUMNI ONLY

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)



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UNIVERSITY EXPERIENCE STUDY 2026
ALL RESPONDENTS

ABOUT THE SURVEY

The survey was conducted by Kantar Profiles between 27 August and 20 October 2025. A total of 4,004 students and graduates from public and private universities were surveyed, including 1,597 alumni, representative in terms of age and gender. The target group was alumni from the last five years, students and university dropouts. The survey was commissioned by IU International University from Kantar Profiles. The data was collected independently by Kantar Profiles in accordance with internal quality standards.

Methodology:

To ensure the best possible comparability between universities, three different comparisons were chosen: a) Comparison of 'public university vs. private university (excl. IU) vs. IU' and b) 'IU vs. benchmark' and c) Public vs. private universities: In a), IU is compared with public and private universities. Individuals who study or have studied at IU are considered separately and are not assigned to private universities. In IU vs. benchmark (b), state and private universities are combined into one cohort and compared with IU students and alumni. In c), all state and private universities (including IU) are combined into one group.

ABOUT IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

With nearly 130,000 students, IU International University of Applied Sciences (IU) is the largest university in Germany. The private, state-recognised educational institution with its headquarters in Erfurt began operations in 2000 and is now represented in 37 German cities. Students from over 160 nations design their studies according to their needs: whether practice-integrated dual studies, flexible distance learning or individual "myStudium", which combines online self-study and campus life. IU wants to give people worldwide access to personalised education for a fulfilled and self-determined life. In more than 200 bachelor's, master's and MBA programmes, IU teaches students key skills relevant to the future. A digitally supported learning environment and the use of AI solutions help students to achieve optimal learning results and experiences. IU is one of the first universities in the world to have developed and deployed its own AI-supported learning buddy, Syntea. IU cooperates with over 15,000 companies and supports them in the academic training of professionals. Partners include Motel One, Vodafone, AWO and Deutsche Bahn. Further information at: iu.org

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