

**Babeş-Bolyai University**

*Why do we choose UBB?*

**Report on the students' motivation for  
choosing the Babeş-Bolyai University  
- summary report 2025/2026 -**



**Centrul  
Qualitas**

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The study “*Why Do We Choose UBB?*” analyzes the responses of students admitted to the first year of bachelor’s studies to questions regarding their decision to study at Babeş-Bolyai University (UBB). The study has been conducted annually, starting with the admission process for the 2019–2020 academic year. The current edition was carried out between October and November 2025 using an online questionnaire (Annex 2), hosted on the ACADEMICINFO application in the “Students → Study Contracts” section.

**Descriptive characteristics of the sample**

The demographic data of the current sample, with a response rate of 39.72%, alongside the data of the general population of students enrolled in the undergraduate cycle in 2025, are summarized in Table 1. The structure of the sample of respondents corresponds largely with the structure of the student population along the lines of ethnicity, sex, and geographical region.

**Table 1.** Summary of demographic data for undergraduate students enrolled at UBB in 2025

Group	2025			
	Sample		Population	
	4.099		10.319	
Sex structure	F	M	F	M
	59,89 %	40,11 %	62,78 %	37,22 %
Romanian ethnicity	88,14 %		88,49 %	
Hungarian ethnicity	9,56 %		9,09 %	
Ethnic Romanian from the Republic of Moldova	1,61 %		1,37 %	
German ethnicity	0,02 %		0,05 %	
Ukrainian ethnicity	0,22 %		0,28 %	
Roma ethnicity	0,02 %		0,04 %	
Italian ethnicity	0,05 %		0,04 %	
Russian ethnicity	0,05 %		0,02 %	
Other ethnicity	0,32 %		0,63 %	
Area of residence	Urban	Rural	Urban	Rural
	60,53 %	35,25 %	60,75 %	35,69 %
Origin from Transylvania, Crişana, and Maramureş <sup>1</sup>	76,65 %		78,43 %	
Origin from Cluj county	23,49 %		25,37 %	

<sup>1</sup> Meaning the counties: Alba, Arad, Bihor, Bistriţa-Năsăud, Braşov, Cluj, Covasna, Harghita, Hunedoara, Maramureş, Mureş, Sălaj, Satu Mare, Sibiu.

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#### Analysis of the motivation behind choosing UBB among first-year undergraduate students

The most important considerations identified by first-year students as decisive in choosing Babeş-Bolyai University are the *university's reputation* (22.18%) and *the quality of study programs* (17.86%).

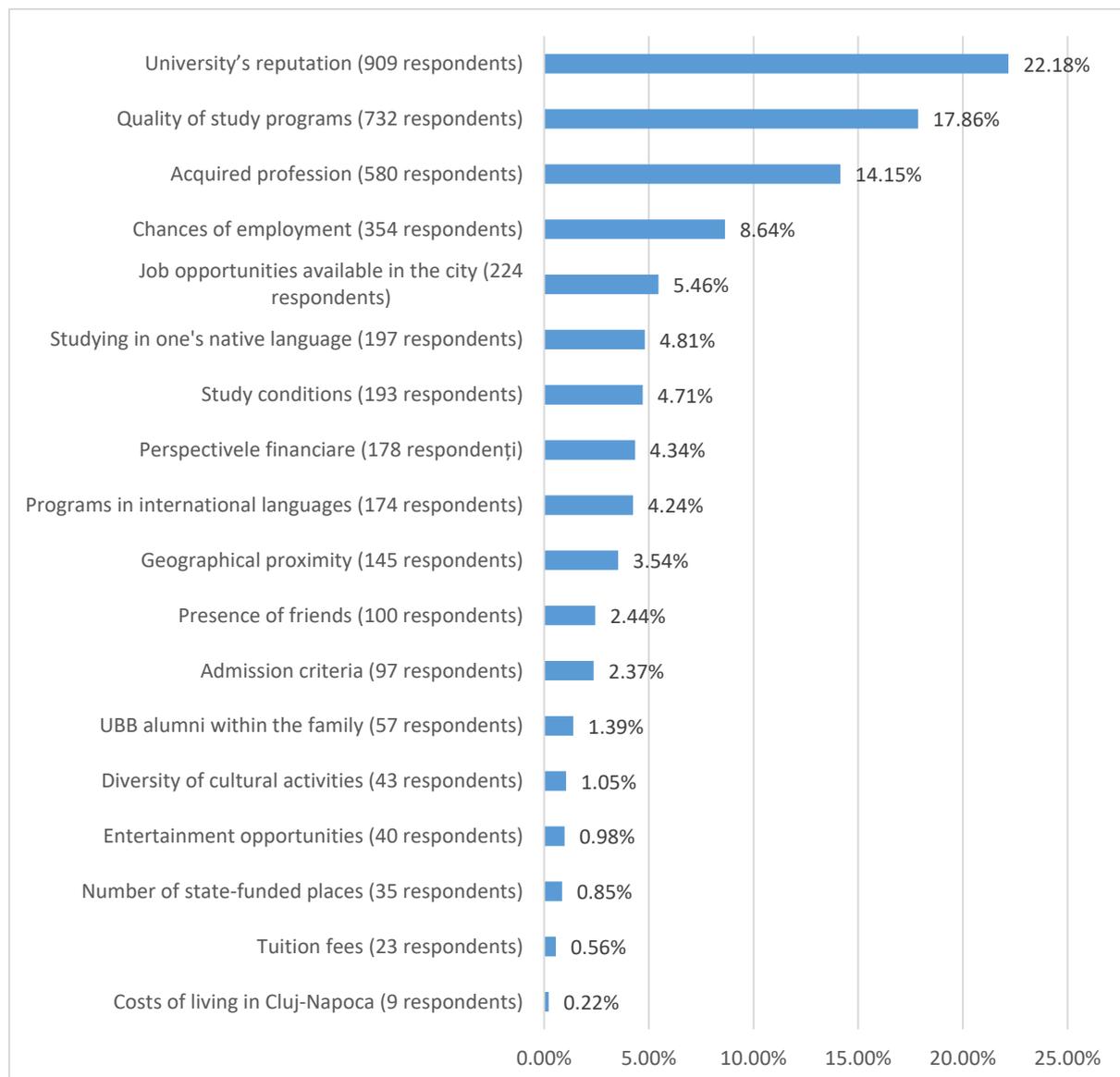


Figure 1. The decisive reason for choosing UBB by first-year students, 2025

When multiple considerations are taken into account (Figure 2), a change in the hierarchy of importance of the considerations can be observed, with the following order: *quality of study programs* (9.01/10), *acquired profession through the chosen program* (8.97/10), *study conditions* (8.75/10), and *the university's reputation* (8.54/10).

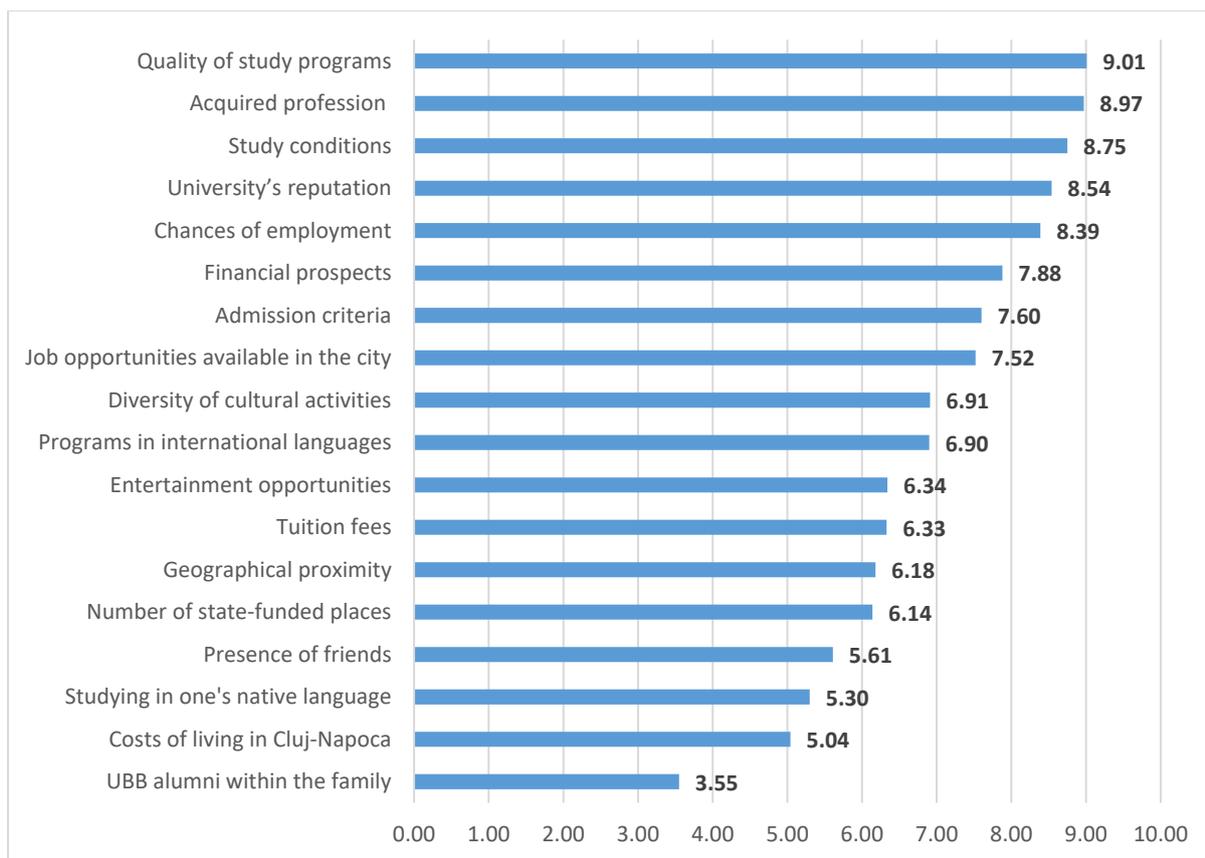


Figure 2. Average scores given to the reasons for choosing UBB by first-year students, 2025

Regarding the sources of information and arguments that led to the decision to take the admission exam at Babeş-Bolyai University, most students (66.89%) stated that they relied on their *personal opinions*.

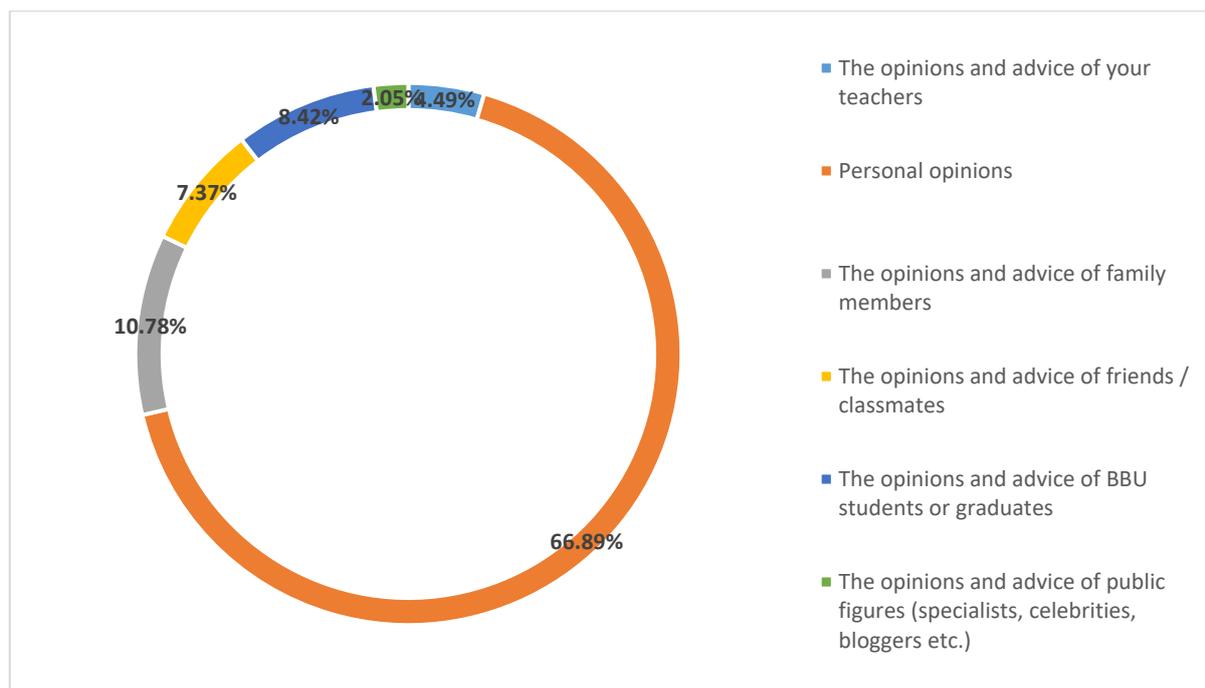


Figure 3. Share of the main sources of influence in choosing UBB by first-year students, 2025

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Regarding the highest level of education completed by the parents of first-year bachelor's students at UBB, the situation is presented in the chart below (Figure 4). The distribution of students according to the type of education in which they are enrolled is shown in Figure 5.

The distribution of students whose parents have higher education by area of residence is presented in Figure 7, while the distribution according to the type of education in which they are enrolled is shown in Figure 8.

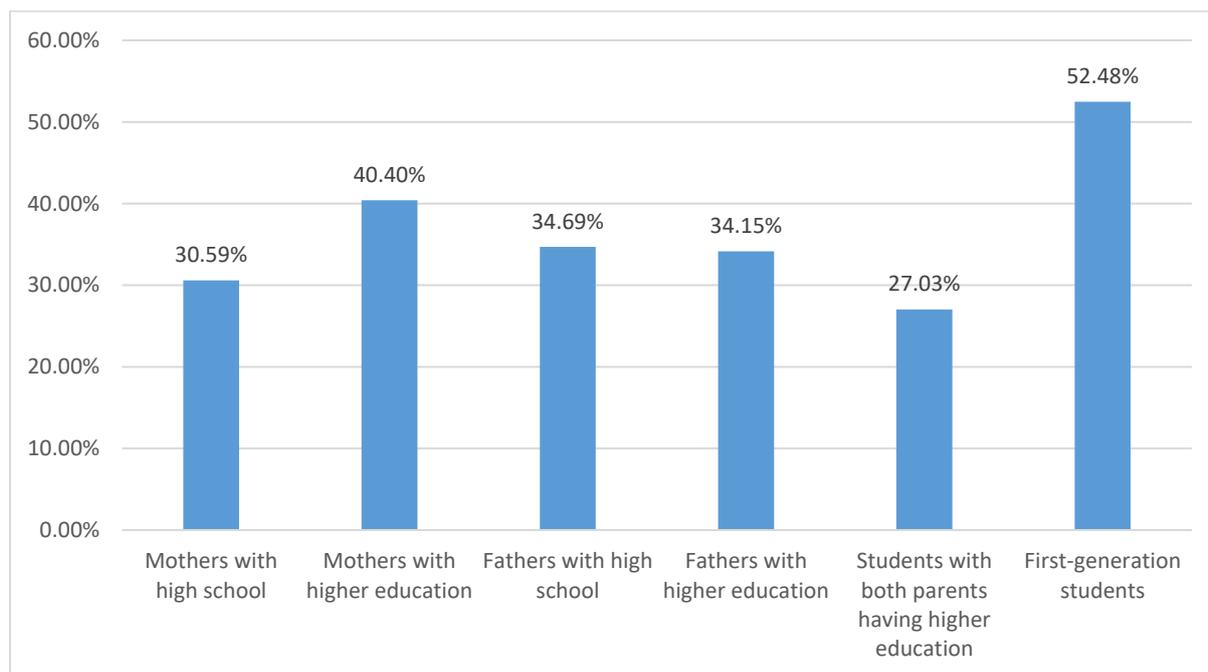


Figure 4. Share of students whose parents have high school or university education out of the total respondents, 2025

*Note: The percentages were calculated based on the total number of respondents.*

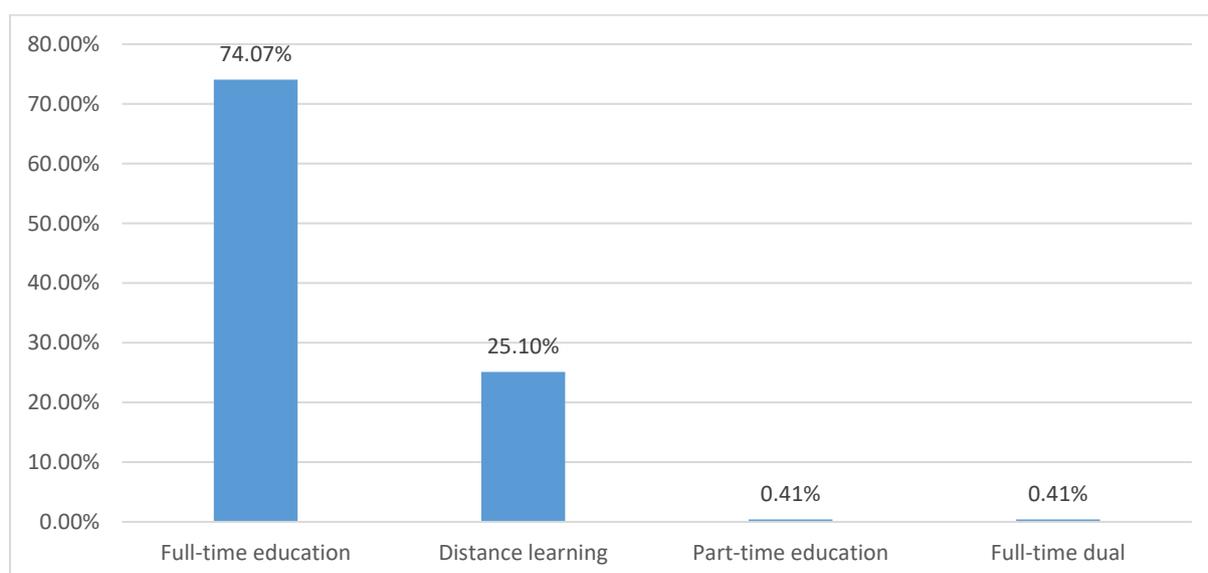


Figure 5. Percentage distribution of UBB students by type of education, 2025

*Note: The percentages were calculated based on the total number of respondents.*

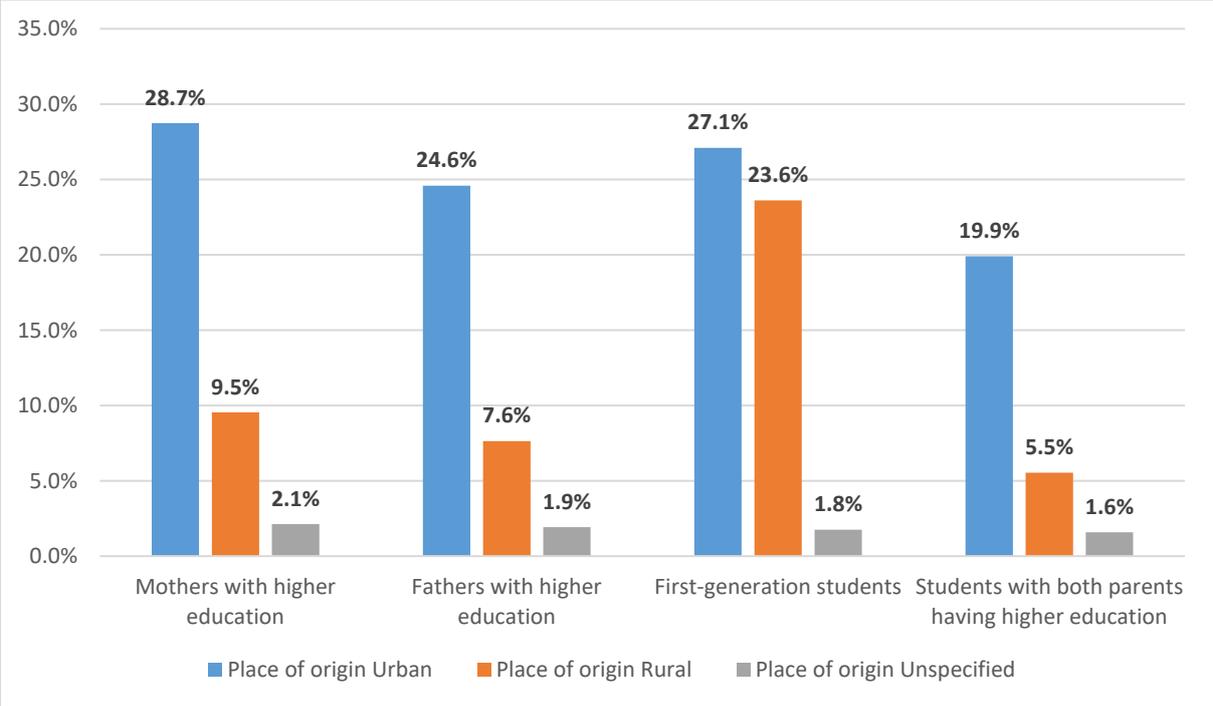


Figure 6. Share of students whose parents have higher education and live in rural/urban areas out of the total respondents, 2025  
 Note: The percentages were calculated based on the total number of respondents.

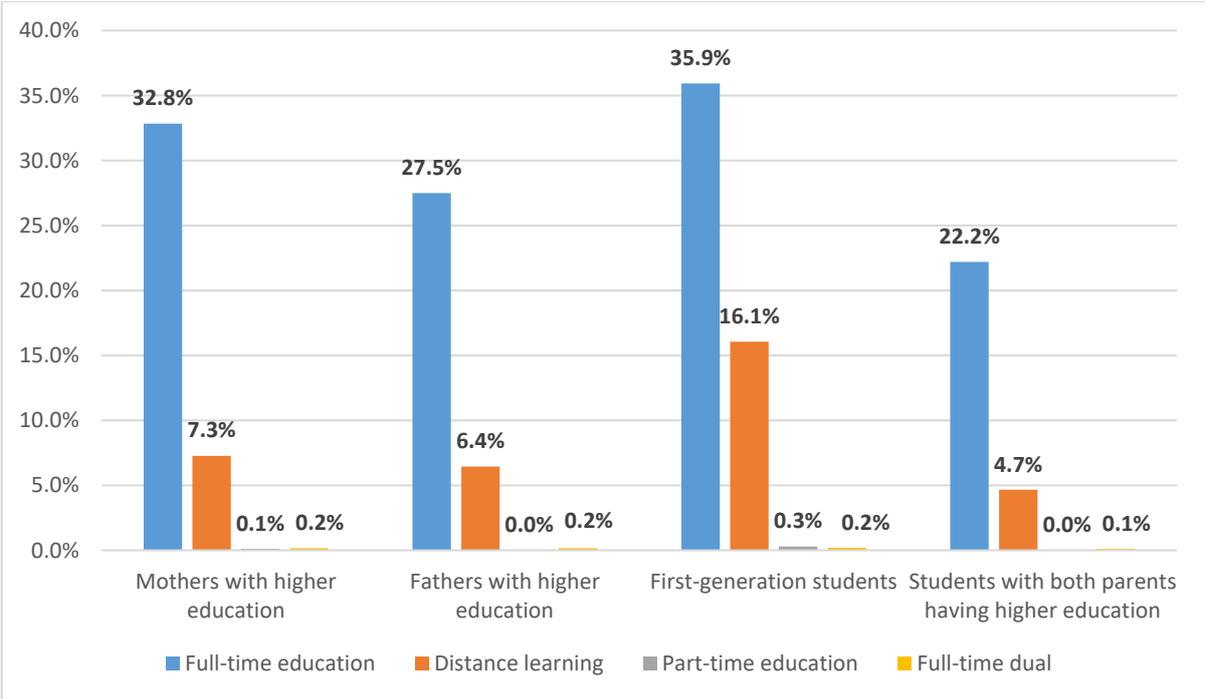


Figure 7. Share of students whose parents have higher education and attend study programs at IF or ID/IFR out of the total respondents, 2025  
 Note: The percentages were calculated based on the total number of respondents.

Regarding the sources of information used by candidates enrolled at UBB in 2025, when asked to select the top three sources they relied on, most students reported that they obtained information from *friends or colleagues*, accounting for 18.76% of them (2,308

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respondents). Another 18.17% of students (2,236 respondents) stated that they used *the UBB website*, while 16.85% (2,073 respondents) reported using *faculty websites* (Figure 7).

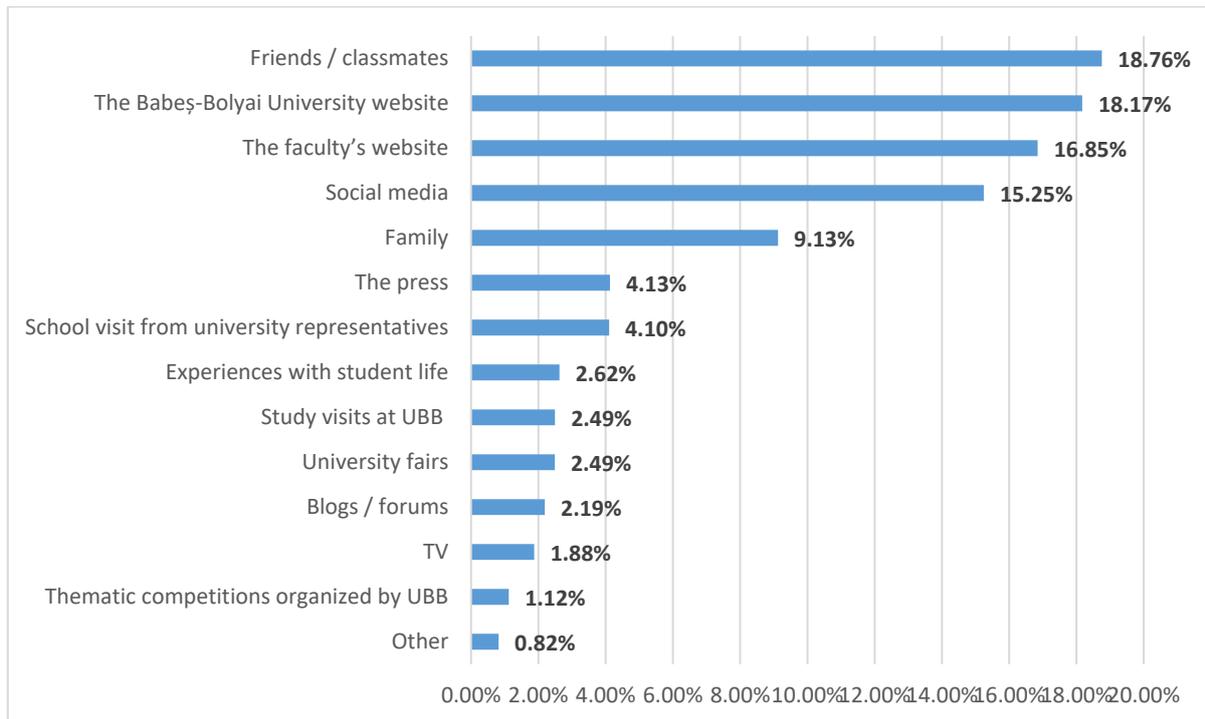


Figure 8. The most important sources of information for deciding to study at UBB, first year, 2025

Regarding the timing of students' decision to study at UBB, the distribution is shown in Figure 8. Most students made the decision *during the last year* (32.81%).

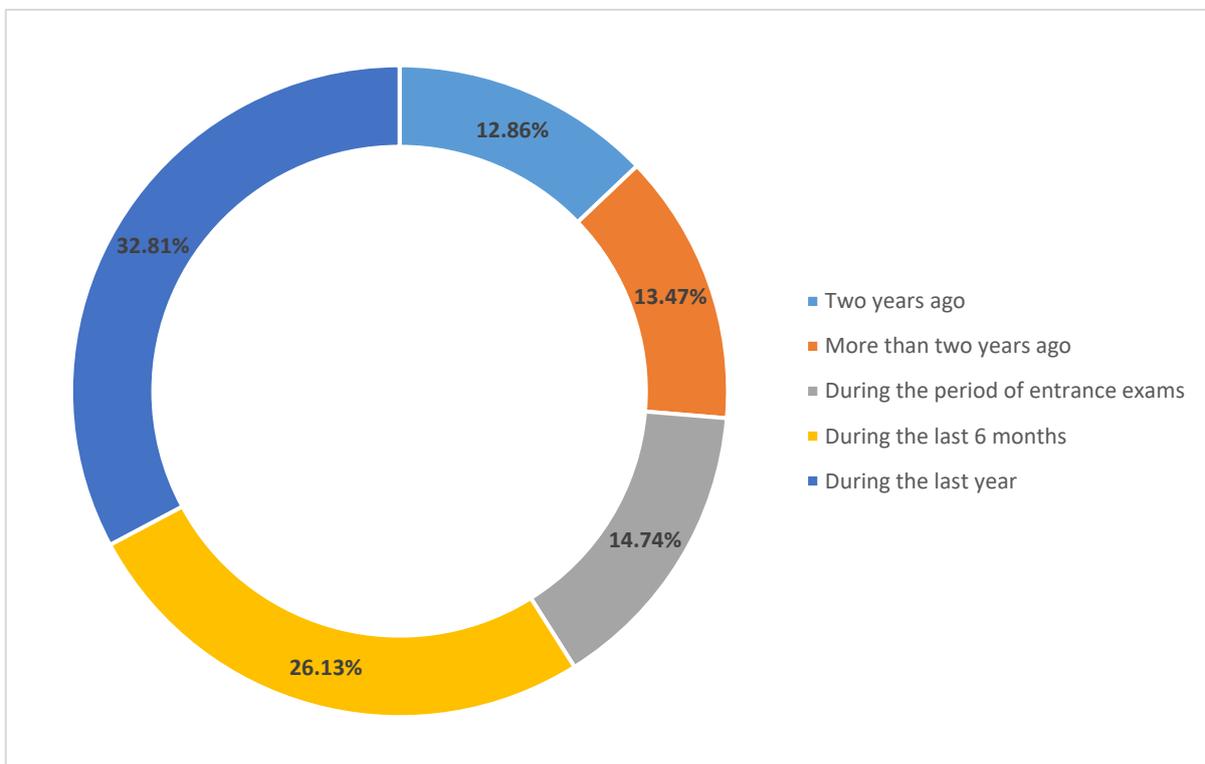


Figure 9. Share of first-year students by the timing of choosing UBB, 2025

A significant proportion (14.74%) of respondents decided on UBB only during the admission period. These structural proportions have shown remarkable stability over the years, with year-to-year variations of 1–2%.

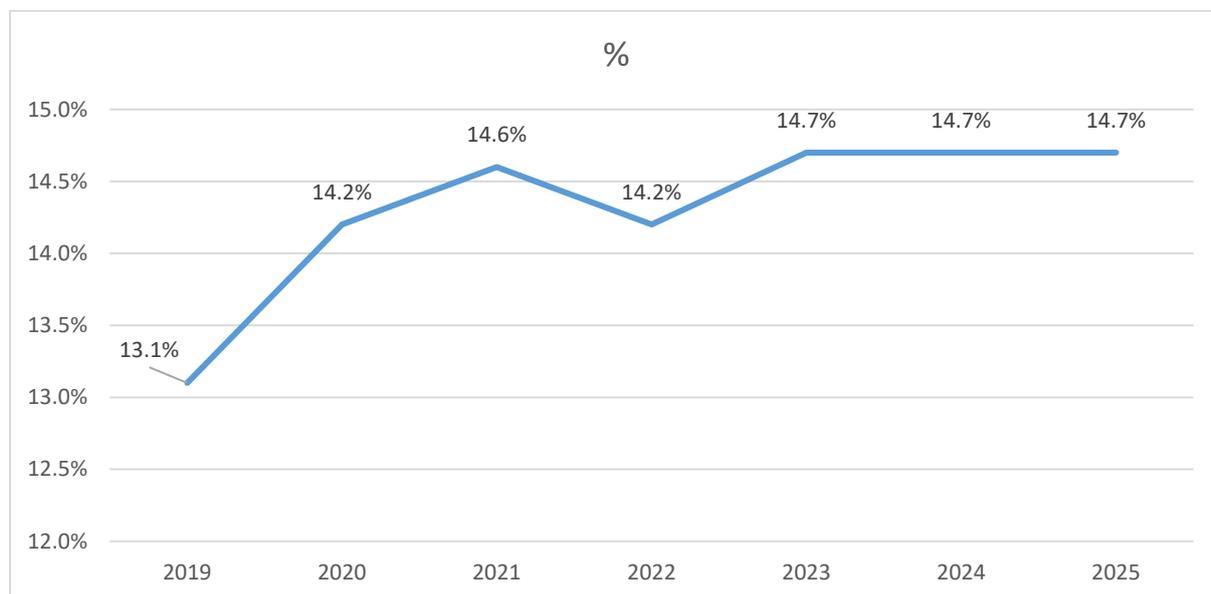


Figure 10. Percentage distribution of the choice to attend UBB during the admission periods for first-year students, 2019–2025

Most respondents applied exclusively to UBB, while approximately one fifth also applied to other universities. Most students applied to a single study program, and one quarter applied to multiple programs (between two and five), with a very small percentage opting for more than five programs (Figure 11). Regardless of the type of education, the trend remains the same: most students applied only to UBB and to a single study program (Figures 12 and 13).

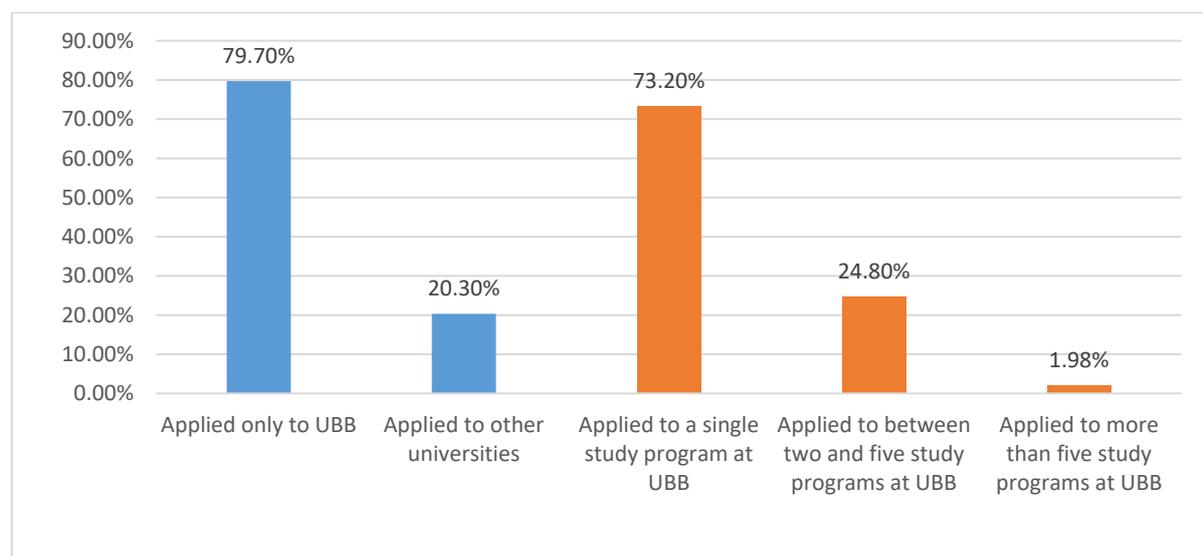


Figure 11. Share of students based on taking the admission exam at UBB and/or other universities and the number of programs they applied to, 2025

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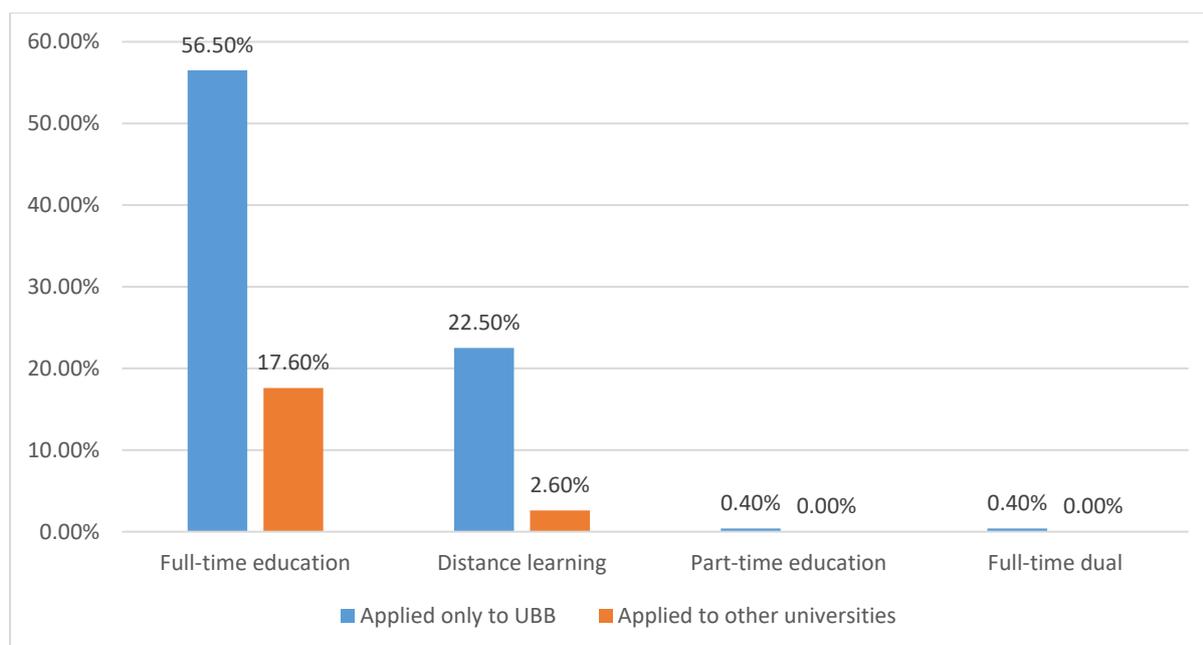


Figure 12. Share of students based on taking the admission exam at UBB and/or other universities, by type of education, 2025

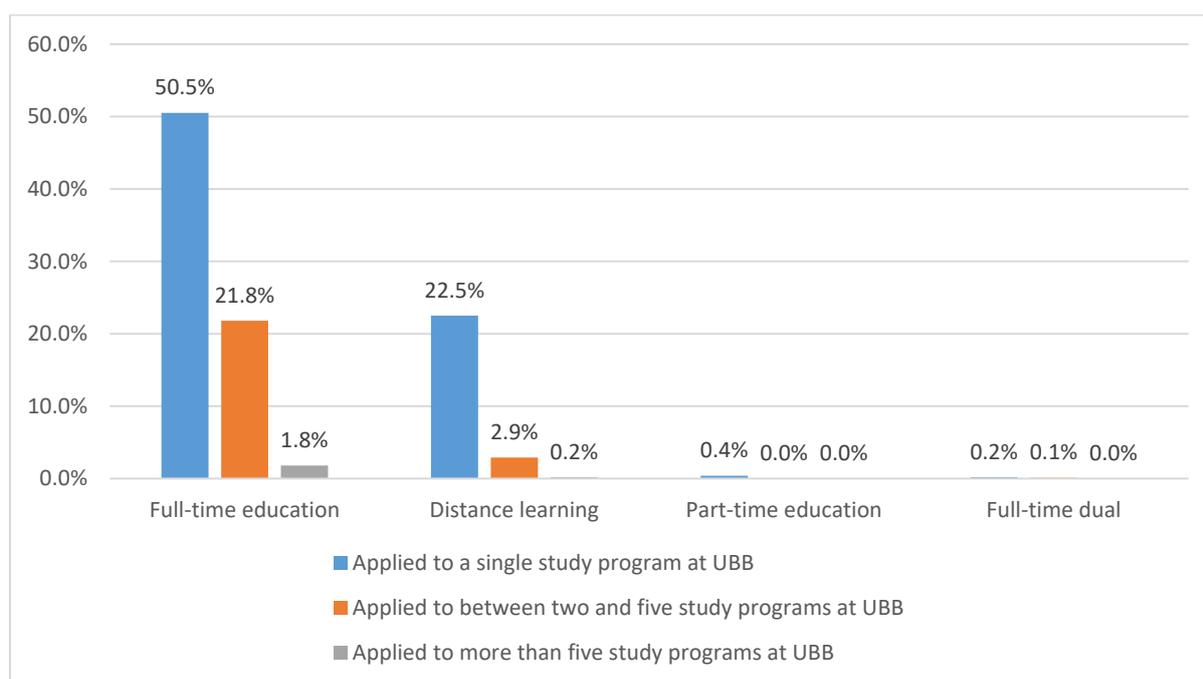


Figure 13. Share of students based on the number of programs they applied to, by type of education, 2025

***Analysis of the motivation behind choosing UBB among first-year undergraduate students enrolled at UBB branches***

In the structure of the sample for the 2025–2026 academic year, 479 respondents (11.69%) were enrolled in UBB’s branches. The analysis of the subsample of students enrolled at branches, based on the weighted averages of responses, reveals a slightly different structure

of considerations underlying the choice of UBB compared to the overall sample (Figure 2). The most important consideration is *the profession obtained through the chosen program* (9.35/10), closely followed by *the study conditions* (9.11/10).

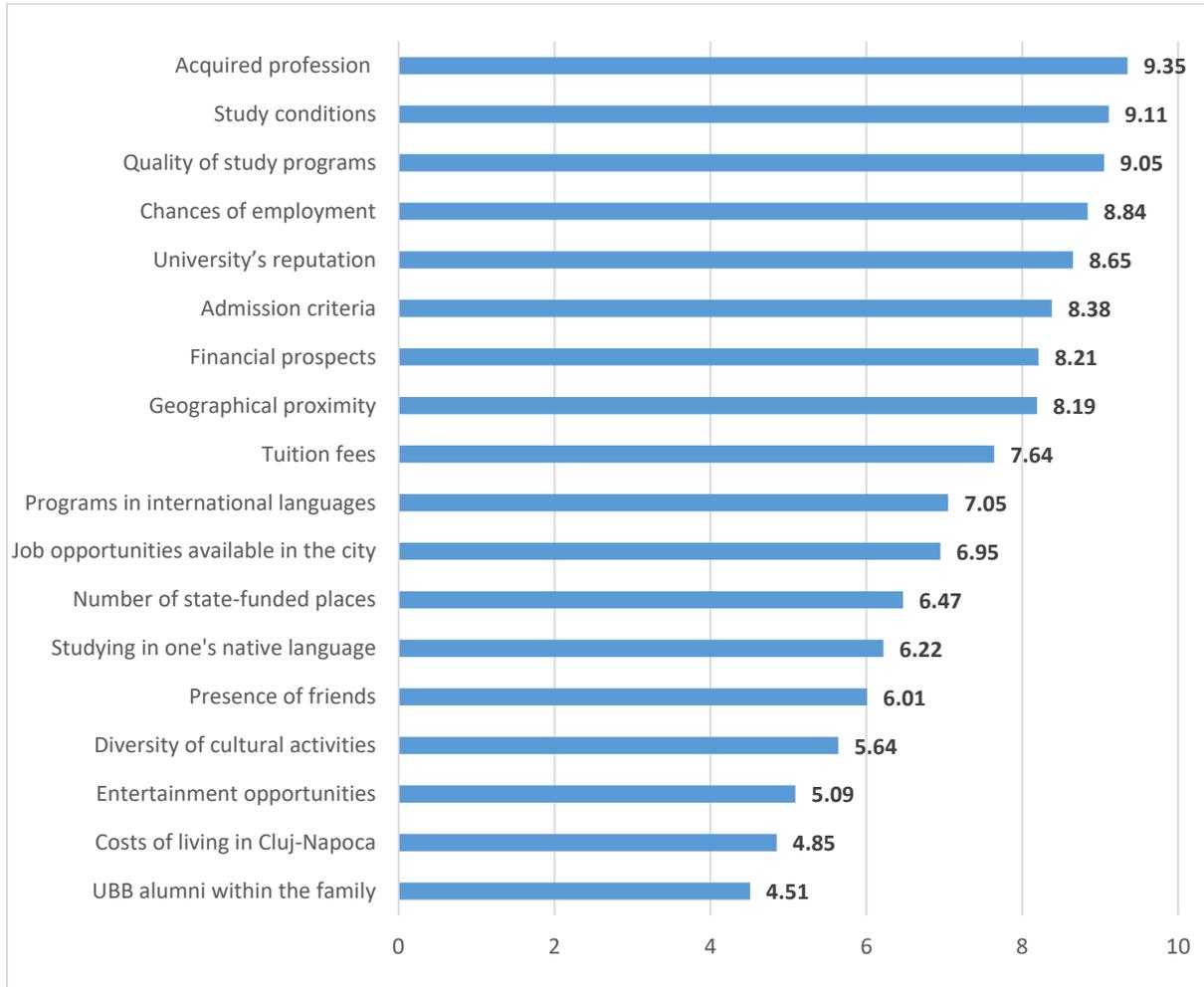


Figure 14. Average scores given to the reasons for choosing UBB by students from UBB branches, 2025

### Conclusions

The study “*Why do we choose UBB?*”, conducted among first-year undergraduate students admitted in the 2025–2026 academic year, shows that the main reasons for choosing UBB are *the quality of study programs, the profession obtained, study conditions, the university's reputation, and chances of employment.*

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#### Annex 1

## Why we choose BBU

Your answers are used exclusively for statistical analyses and are not processed, presented or associated with your name or any other identification data.

1. What influenced you the most in your decision to study at Babeş-Bolyai University? (Please choose only one of the options below.)

1. personal opinions
2. the opinions and advice of family members
3. the opinions and advice of friends / classmates
4. the opinions and advice of your teachers
5. the opinions and advice of BBU students or graduates
6. the opinions and advice of public figures (specialists, celebrities, bloggers etc.)

2. How important were the factors listed below in your decision to choose Babeş-Bolyai University?

(Please indicate the importance of each of the 18 factors listed below by filling in the text box with a value between 1 and 10, where 1 = "not at all" and 10 = "very much".)

	Not at all									Very much
	1	2	3	4	5	6	7	8	9	
1. the university's reputation										
2. availability of study programs in international languages										
3. the quality of study programs										
4. study conditions and resources offered										
5. possibility of studying in your native language (German, Hungarian, ...)										
6. the entrance criteria of the study program you chose										
7. the work opportunities offered by Cluj-Napoca										
8. the financial prospects of the study program you chose on the labor market										
9. higher chances of employment after graduation with a BBU degree										
10. the acquired profession										
11. tuition fees compared to other universities										
12. the cost of living in Cluj-Napoca										
13. number of state-funded places in the study program you chose										
14. proximity or distance to your place of residence										
15. entertainment opportunities in Cluj-Napoca (sport and leisure facilities, cinemas, restaurants, clubs etc.)										
16. diversity of cultural activities in Cluj-Napoca (libraries, theatre, opera, philharmonics, museums, international festivals)										
17. presence of friends / classmates at the same university										
18. one of your family members graduated from BBU										
19. other (please specify) _____										

3. Which was the most important factor in your decision to study at Babeş-Bolyai University? (Please choose the two most important factors from the ones listed at the previous question and enter their numbers in the spaces provided below.)

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

4. When did you decide to study at Babeş-Bolyai University? (Please choose only one of the options below.)

1. during period of entrance exams
2. during the last 6 months
3. during the last year
4. 2 years ago
5. more than two years ago

5. Most of the information you have about Babeş-Bolyai University comes from: (Please select the 3 most important information sources.)

1. the press
2. TV
3. the Babeş-Bolyai University website
4. the faculty's website
5. social media
6. blogs / forums
7. school visit from university representatives (for example: the BBU Caravan)
8. family
9. friends / classmates
10. university fairs
11. study visits at BBU (for example: BBU Open Day, *Green Week* activities etc.)
12. experiences with student life (BBU summer schools, The Long Weekend of Highschoolers etc.)
13. thematic competitions organized by BBU
14. other (please specify): .....

6. Did you apply to any other Romanian universities this year?

YES  NO

7. This year you applied to:

1. one study program at BBU
2. 2 to 5 study programs at BBU
3. more than 5 study programs at BBU

8. Your year of birth is: .....

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9. What is your parents' level of education?

	Mother	Father
1. Maximum 10 <sup>th</sup> grade	<input type="checkbox"/>	<input type="checkbox"/>
2. High school	<input type="checkbox"/>	<input type="checkbox"/>
3. Post-secondary education	<input type="checkbox"/>	<input type="checkbox"/>
4. Higher education (college/university)	<input type="checkbox"/>	<input type="checkbox"/>
	I don't know <input type="checkbox"/>	I don't know <input type="checkbox"/>

10. Are you working right now?

1.  YES, ... hours/day

2.  NO

11. Your gender is:

1. Female

2. Male

3. Prefer not to answer

**Thank you for your time!**

**Annex 2. Simple (Univariate) Distributions of Socio-Demographic Characteristics**

<b>Distribution of Respondents by Age Category</b>	Frequency	Percentage
18-24	3264	79.6%
25-29	263	6.4%
30-34	152	3.7%
35+	419	10.2%
Total	4098	100.0%

<b>Distribution of Respondents by Mother’s Level of Education</b>	Frequency	Percentage
Up to 10 years of schooling	514	12.5%
High school	1254	30.6%
Post-secondary (non-tertiary) education	568	13.9%
Higher education	1656	40.4%
Did not answer the question	107	2.6%
Total respondents	4099	100%

<b>Distribution of Respondents by Father’s Level of Education</b>	Frequency	Percentage
Up to 10 years of schooling	568	13.9%
High school	1422	34.7%
Post-secondary (non-tertiary) education	497	12.1%
Higher education	1400	34.2%
Did not answer the question	212	5.2%
Total respondents	4099	100.0%

<b>Distribution of Respondents by Employment Category</b>	Frequency	Percentage
Full-time employment	913	22.3%
Part-time employment	202	4.9%
Unemployed	2984	72.8%
Total respondents	4099	100.0%

<b>Distribution of Respondents by Sex</b>	Frequency	Percentage
Female	2492	60.8%
Male	1607	39.2%
Total respondents	4099	100.0%

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<b>Distribution of Respondents by Place of Origin</b>	Frequency	Percentage
Urban	2481	60.5%
Rural	1445	35.3%
Unspecified	173	4.2%
Total respondents	4099	100.0%

<b>Distribution of Respondents by Type of Education</b>	Frequency	Percentage
Full-time education	3036	74.1%
Distance learning	1029	25.1%
Part-time education	17	0.4%
Full-time dual education	17	0.4%
Total respondents	4099	100.0%

<b>Distribution of Respondents by Category of Type of Education</b>	Frequency	Percentage
Full-time education, Full-time dual education	3053	74.5%
Distance learning, Part-time education	1046	25.5%
Total respondents	4099	100.0%

<b>Distribution of Respondents by Age Category and Type of Education Category</b>			<b>Category of Type of Education</b>		Total respondents
			IF and Dual	ID-IFR	
<b>Age Category</b>	18-24	Frequency	2827	437	3264
		Percentage	92.6%	41.8%	79.6%
	25-29	Frequency	78	185	263
		Percentage	2.6%	17.7%	6.4%
	30-34	Frequency	43	109	152
		Percentage	1.4%	10.4%	3.7%
	35+	Frequency	104	315	419
		Percentage	3.4%	30.1%	10.2%
Total respondents		Frequency	3052	1046	4098
		Percentage	100.0%	100.0%	100.0%