

IDP Student Buyer Behaviour Research & English Language Destination Comparison

2017 results

Student Placement

IDP Education | A global leader in student placement

Place students into leading institutions in the main English speaking study destinations

- 400,000 international students placed since 1986
- Of these students, one in three has entered a top-400 institution*

The largest such organisation in the world

- More than 90 offices in 32 countries

The most highly-trained and professional counsellors in the industry

- 550 student advisors globally

Annual student and client satisfaction surveys

*Times Higher Education (THE) World University Rankings, 2016-2017



Student Placement

IDP – Where We Are

IDP Office Locations

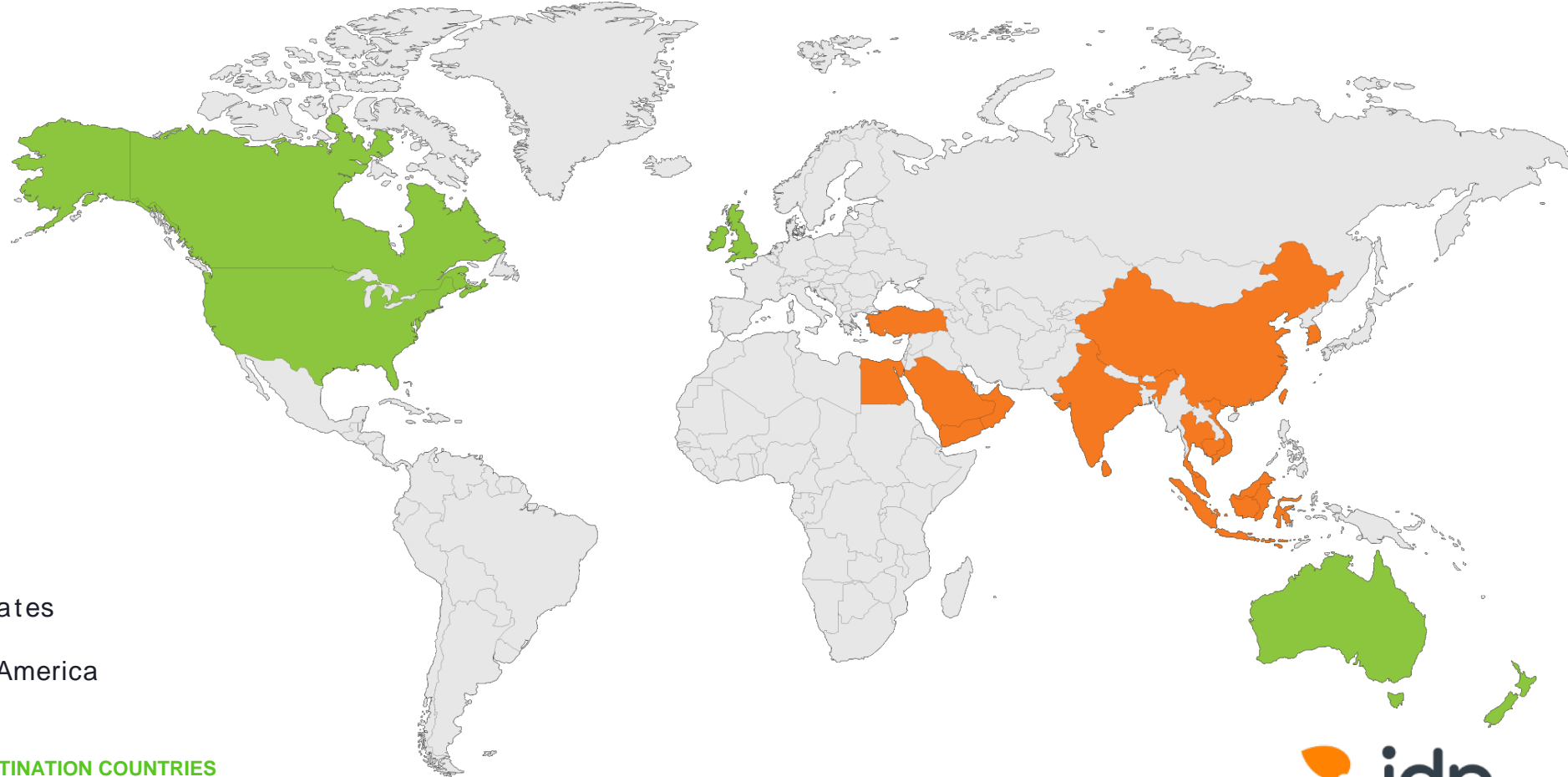
- Australia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Cambodia
- Canada
- China
- Egypt
- Germany
- Hong Kong
- Jordan
- India
- Indonesia
- Iran
- Korea (South)
- Kuwait
- Lebanon
- Malaysia
- Mauritius
- New Caledonia
- New Zealand
- Oman
- Philippines
- Saudi Arabia
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States of America
- Vietnam

SOURCE REGIONS

Australasia
South East Asia
North Asia
South Asia
Middle East

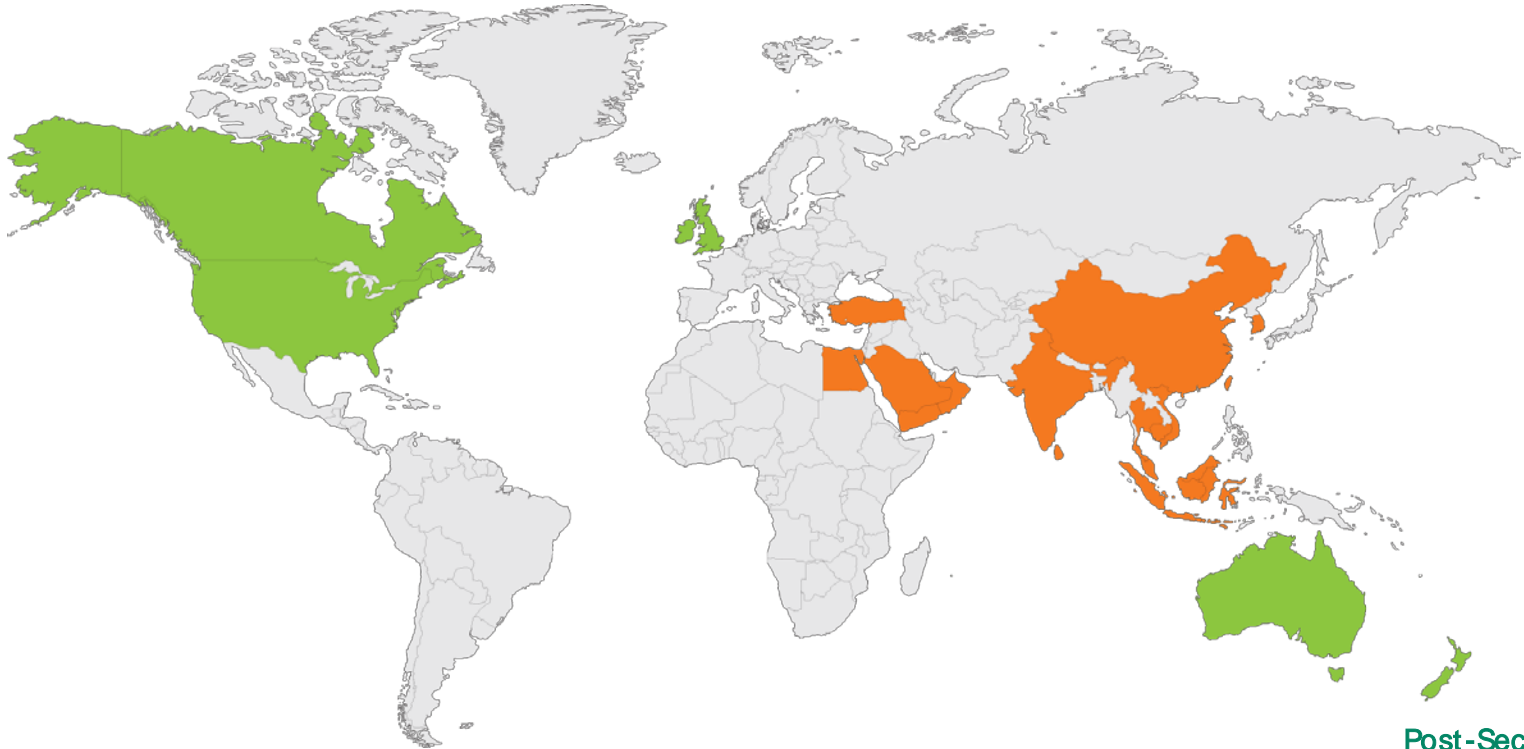
DESTINATION COUNTRIES

Australia
Canada
New Zealand
United Kingdom
United States of America





IELTS results are accepted by over 10,000 organisations worldwide



The original test to examine – reading, writing, listening and speaking.

IELTS globally:

- Number of IELTS tests has increased significantly from year-to-year with more than 3.0 million tests taken in 2016/17

IDP IELTS:

- With the British Council, tested at over 1,100 locations in more than 140 countries
- Along with the IDP Canada test centre, IDP test centres in Canada include:

Post-Secondary Institutions

- Algonquin College
- Canada College
- Centennial College
- Conestoga College
- Saskatchewan Polytechnic
- University of Calgary
- University of Toronto, Mississauga

Others

- Columbia International College
- East Coast School of Languages
- Global Village English Language Schools
- Heartland International English School
- Precise Solutions





English Language Teaching

Leading South East Asian language schools

IDP runs leading English language schools in Vietnam, Cambodia, and Thailand.

Over 20,000 students / year study English with IDP



Events

One of the largest international education events companies

IDP runs over 150 educational events / year around the world, bringing students and institutions together

IDP co-hosts the Australian International Education Conference (AIEC), the largest conference for international education professionals in the southern hemisphere

IDP organizes the international CamTESOL conference, held annually in Cambodia. It is the largest conference for English language teachers in South East Asia.



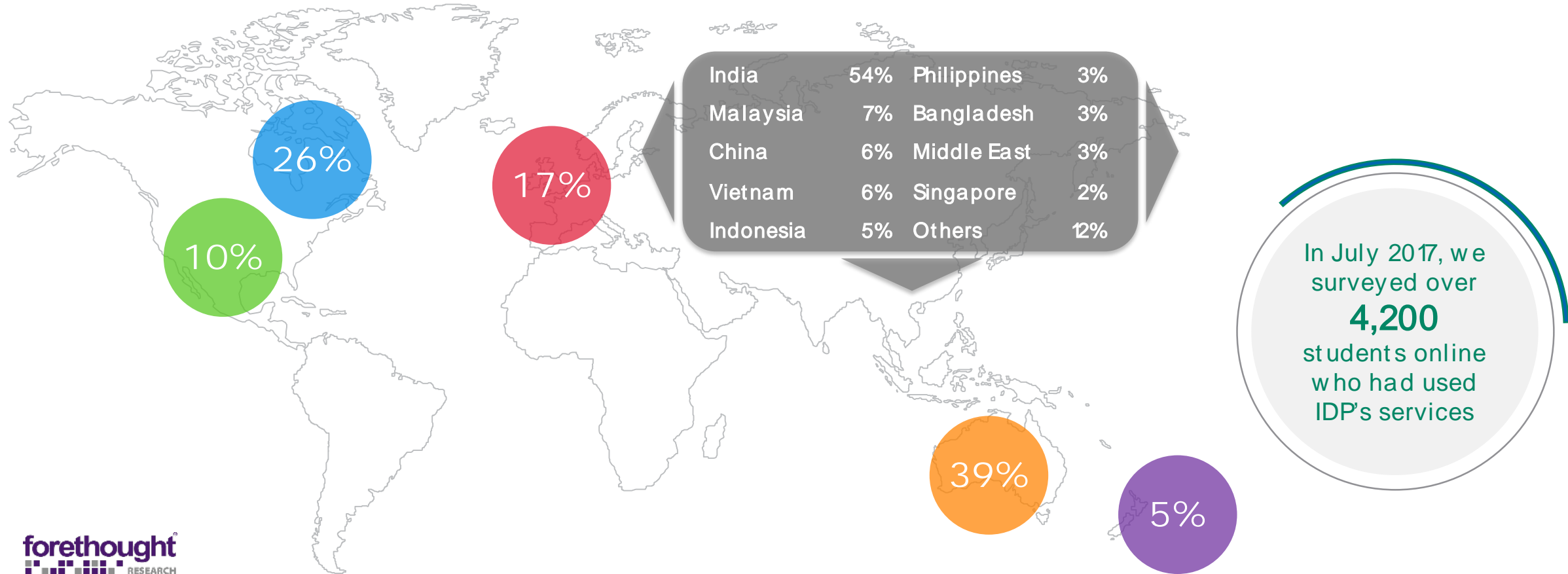


Contents

- Student profile
- Changing perceptions and expectations
- Motivations for an international education
- Image preferences: familiar or different?



Profile of IDP student respondents



Profile of IDP student respondents

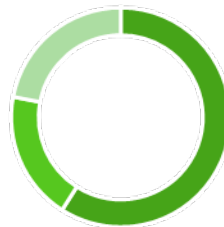
Study intent

- Prospective
- Studying abroad



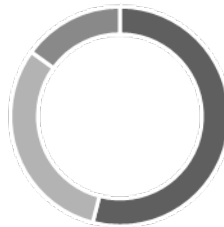
Family situation

- First in family to study abroad
- Siblings studying abroad
- Other



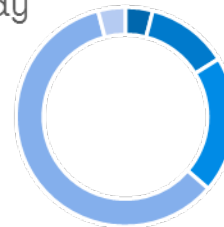
Home city size

- Large city
- Medium city
- Small town / rural



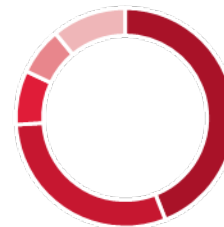
Study sector

- Eng. Lang. / Pathway
- Vocational / Dipl.
- Undergraduate
- PG Coursework
- PG Research



Field of study

- STEM
- Commerce & Mgt
- Social Sciences
- Health
- Other



Education funds

- Parents
- Self
- Other relatives
- Scholarship



Note: Multi-response question

Scholarship Type

- University
- Govt home country
- Govt study country



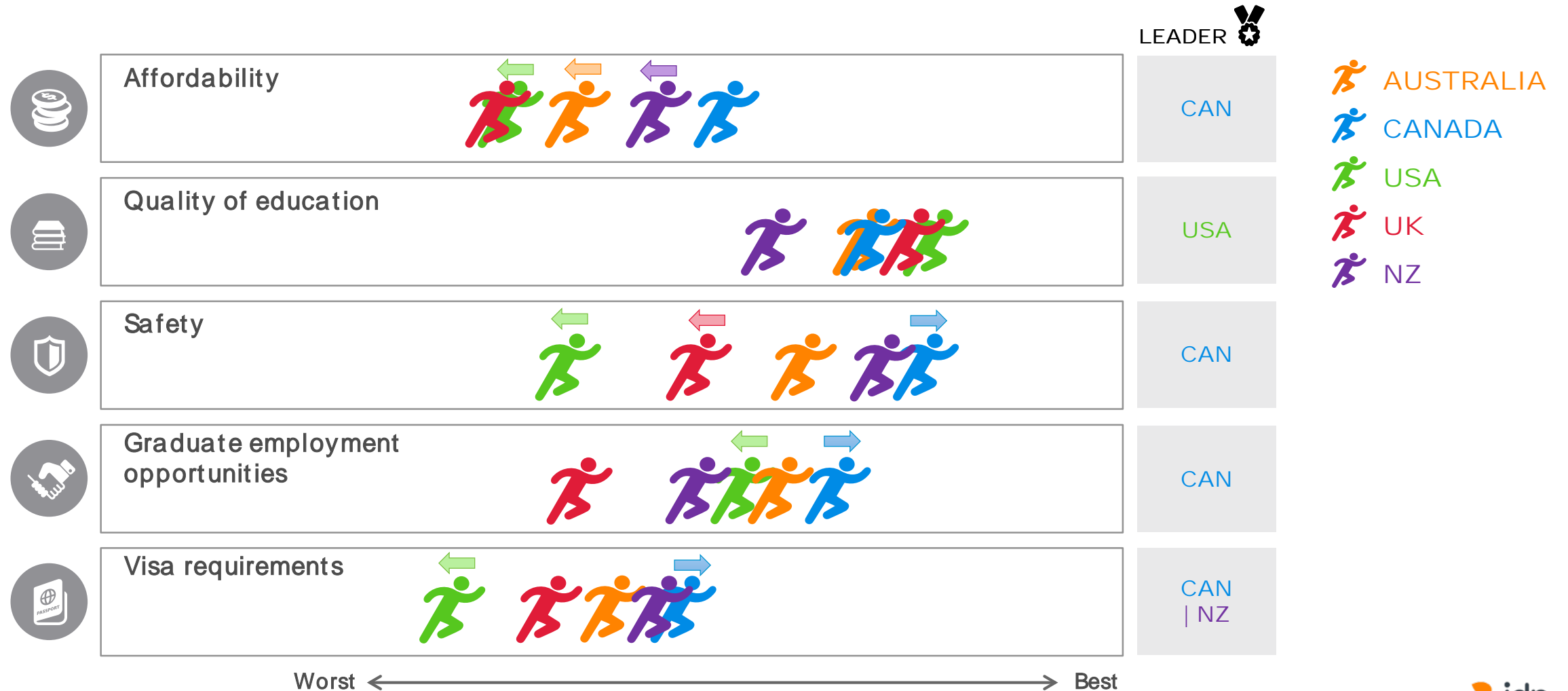
Note: Responses do not add to 100%; only main responses shown



Changing student perceptions and expectations

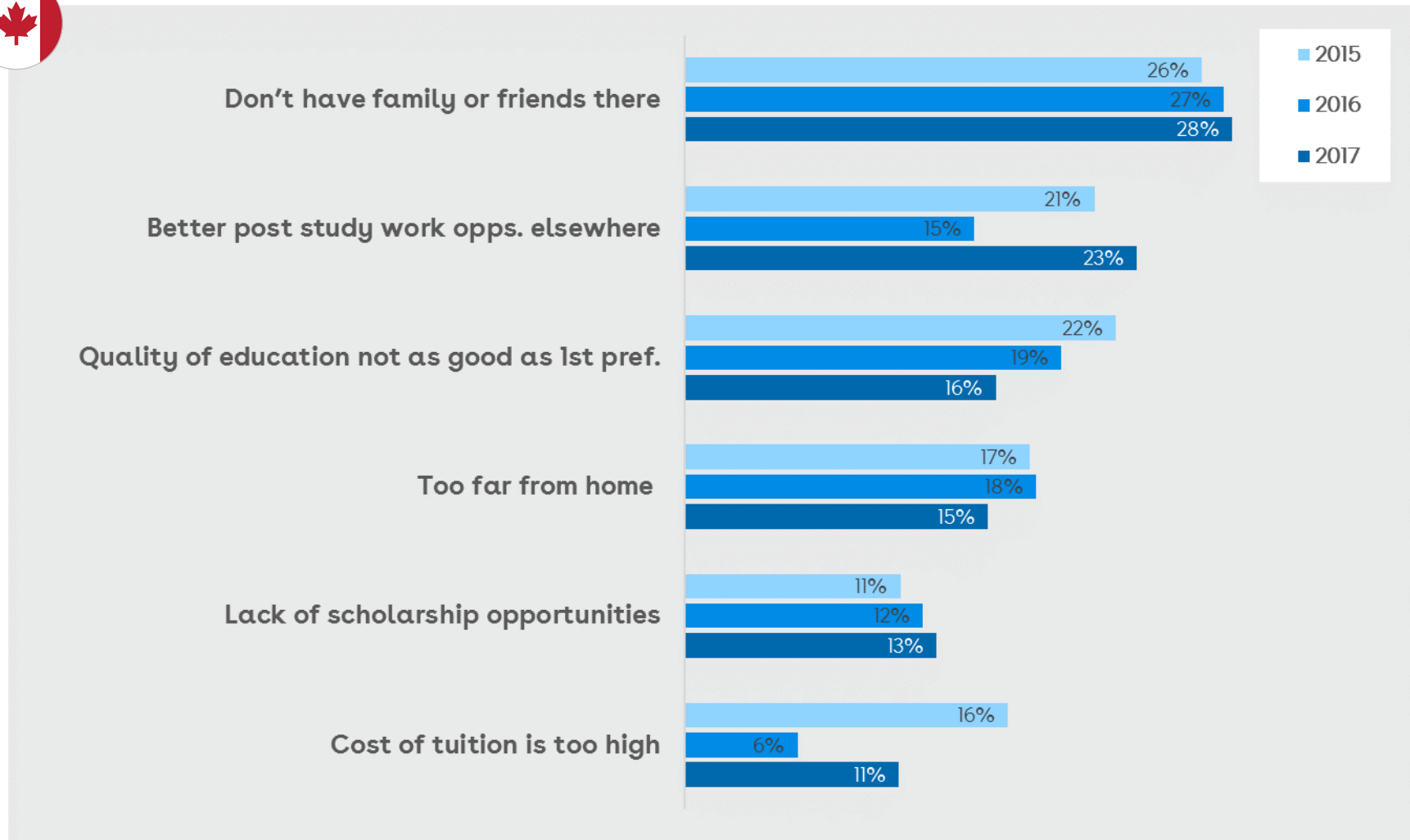
IDP student perceptions 2017: Overall

 student perceptions of each destination on the following attributes:

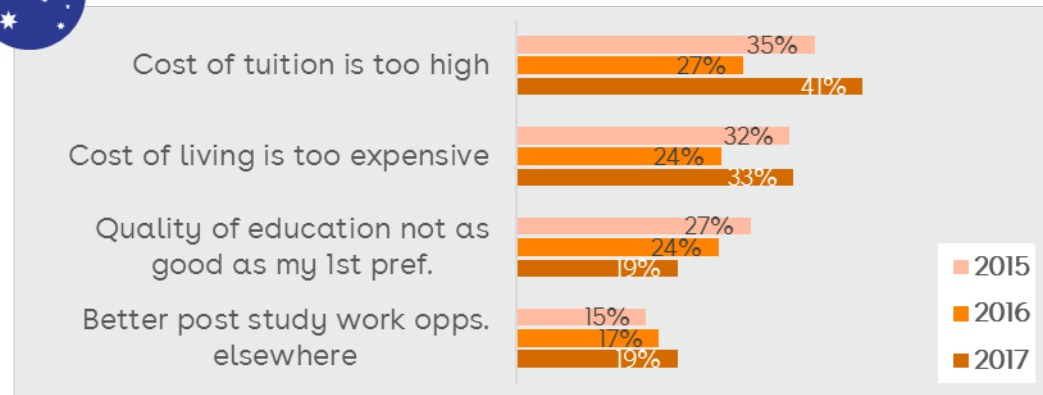
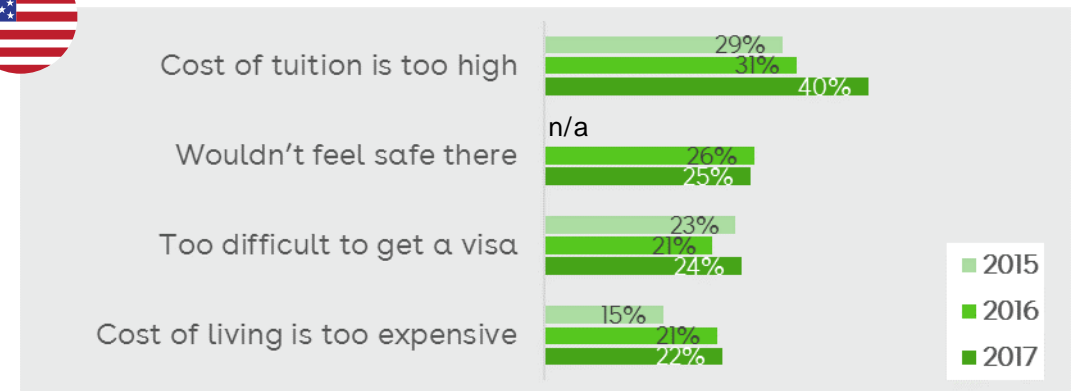
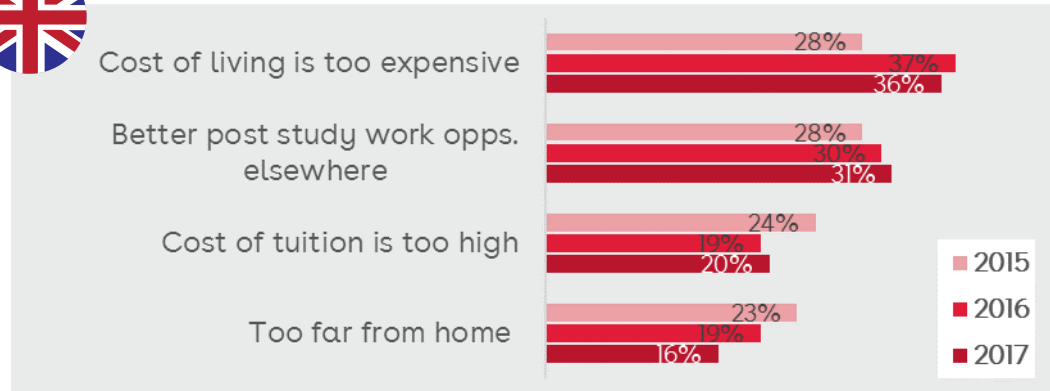


Main reasons why Canada was not 1st preference

Lack of family and friendship support networks is consistently main reason for not making Canada first preference.

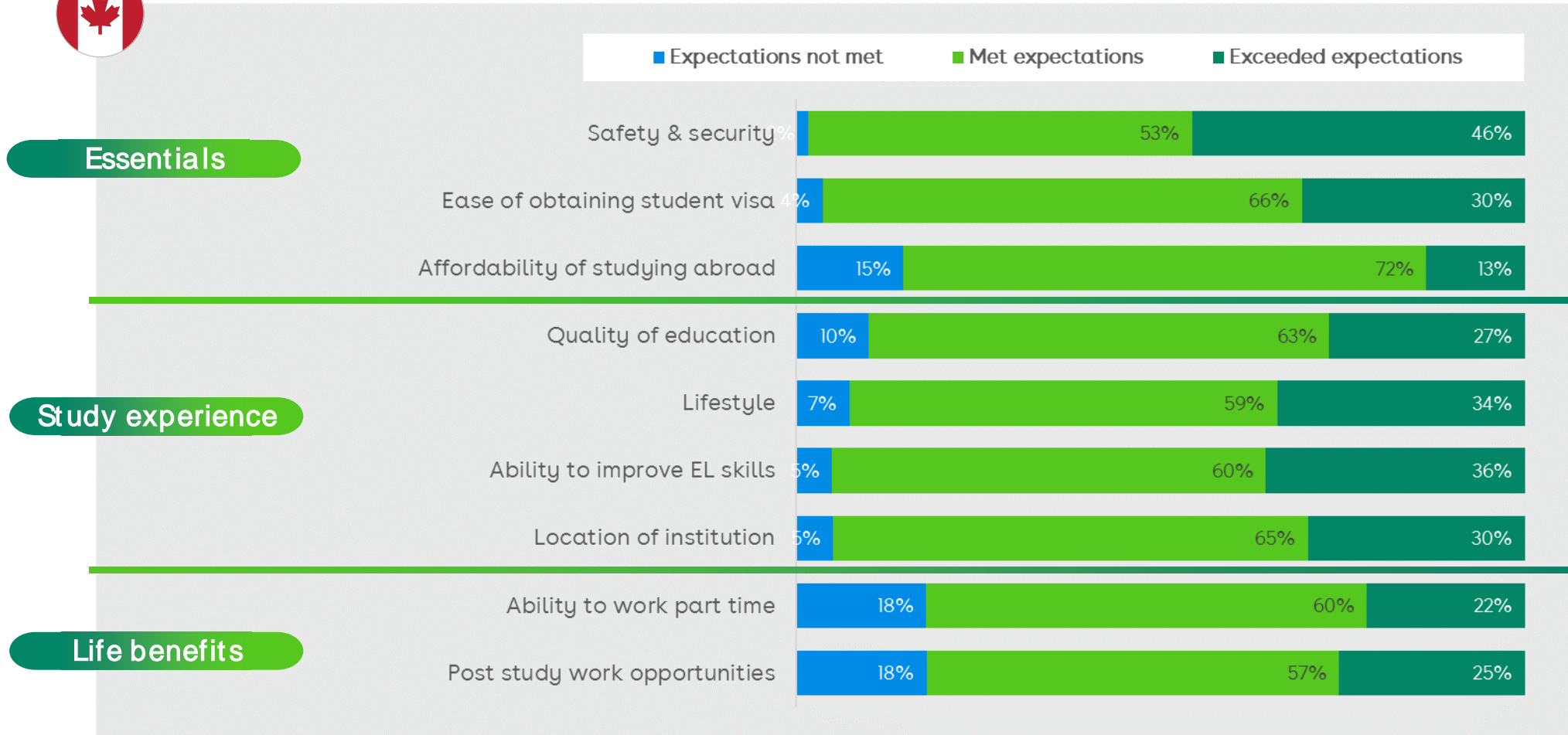


Main reasons why other study destinations not 1st preference



Expectations of studying in Canada in 2017

Students expectations were met or exceeded in majority of instances.

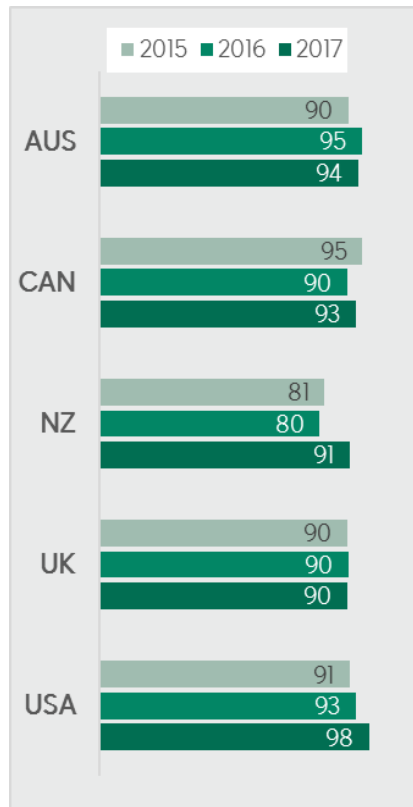


Expectations for current students for top English-speaking destination

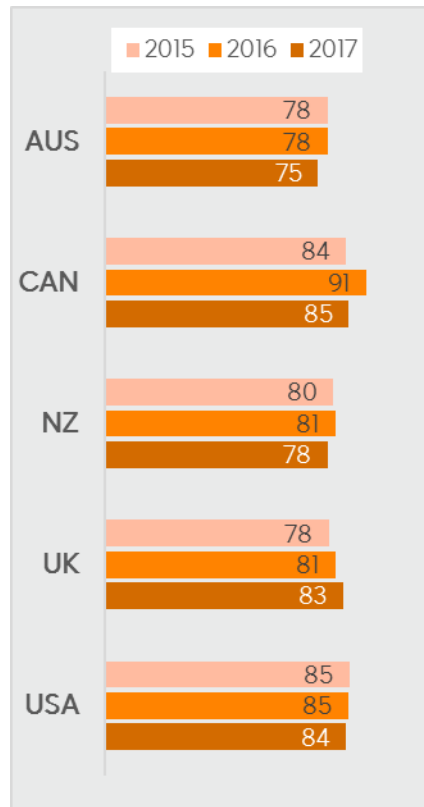
Despite changing perceptions, expectations were still being met

% Expectations met or exceeded

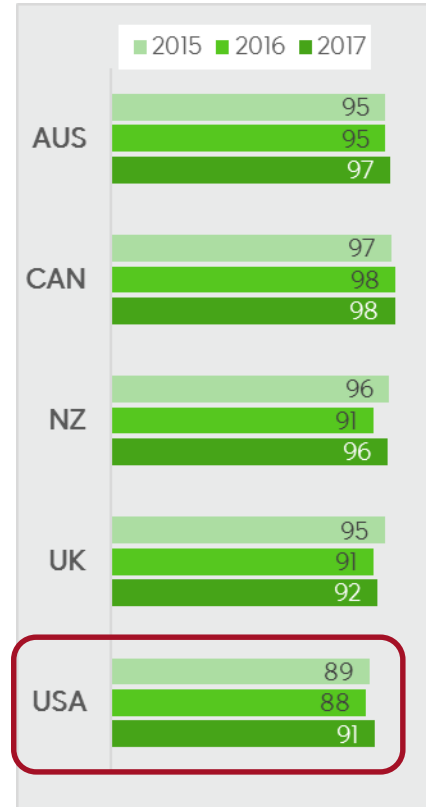
Quality of Education



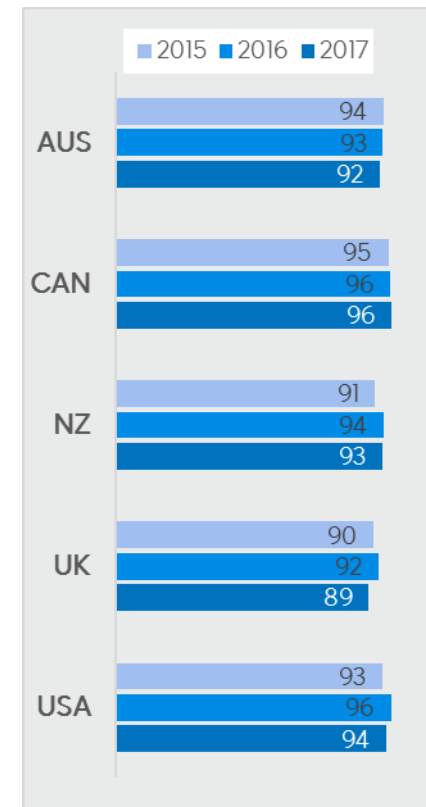
Affordability



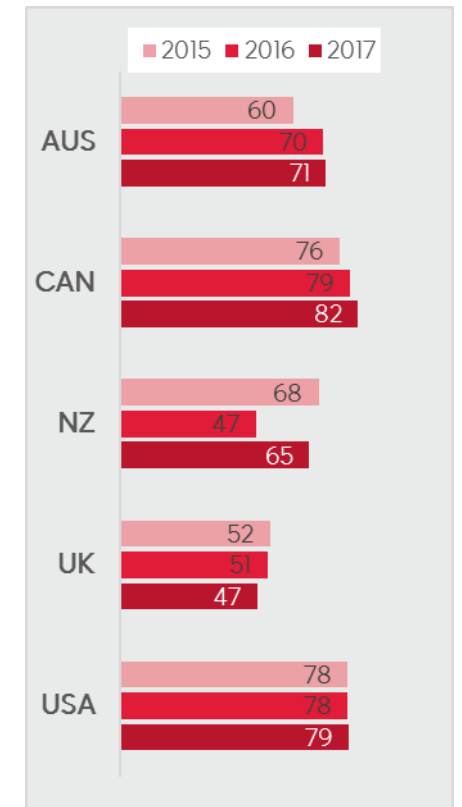
Safety & security



Ease of obtaining student visa

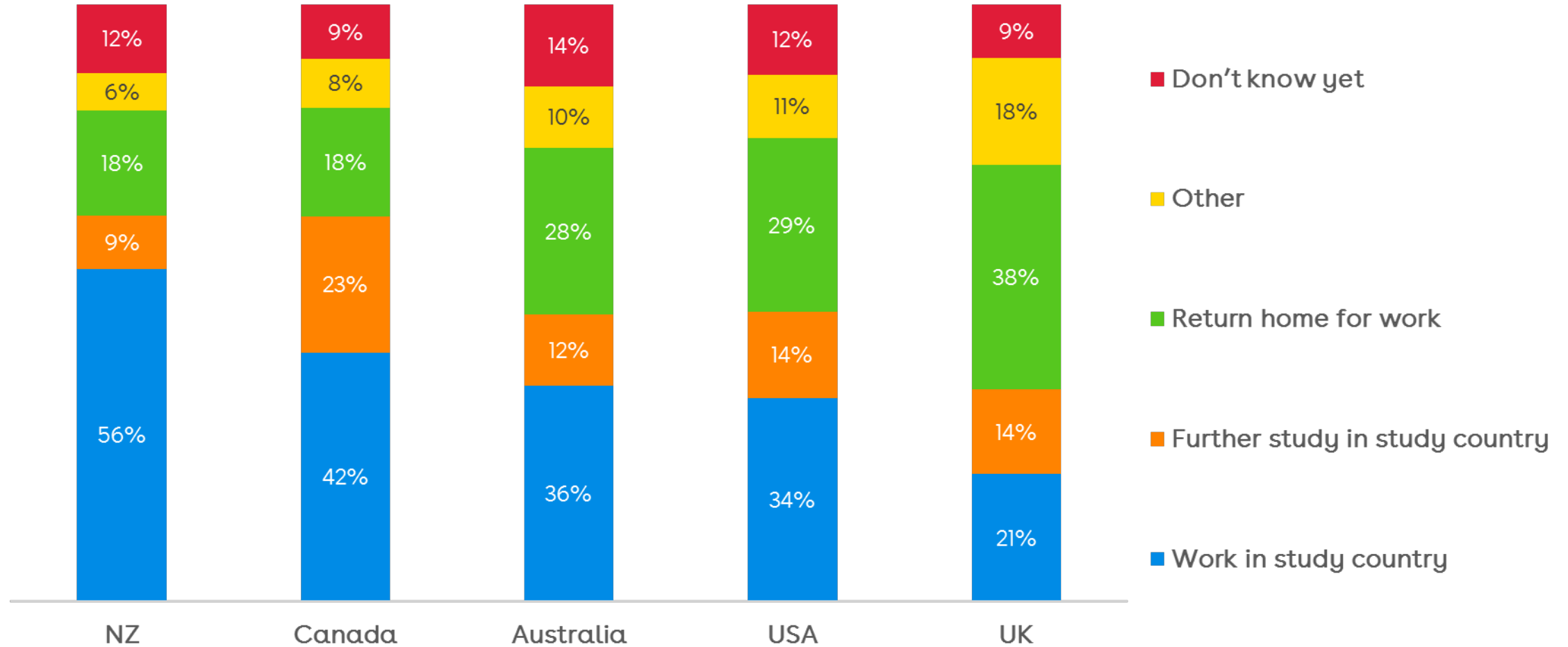


Post study work opportunities



Post study intentions

Post-study work desirable for students in NZ and Canada due to study migration pathway.

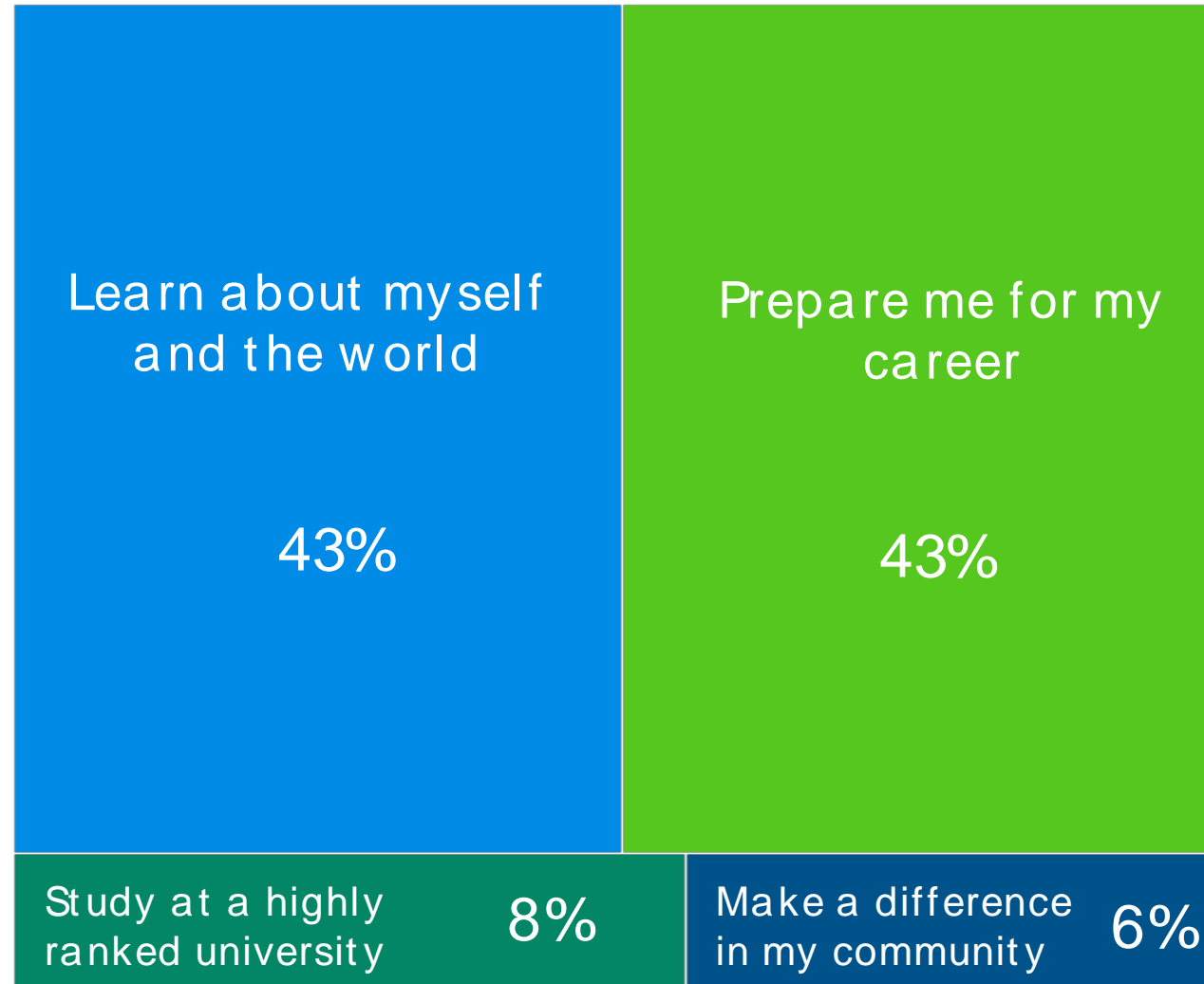




Motivations for an international education

Aspirational reasons for choosing international study

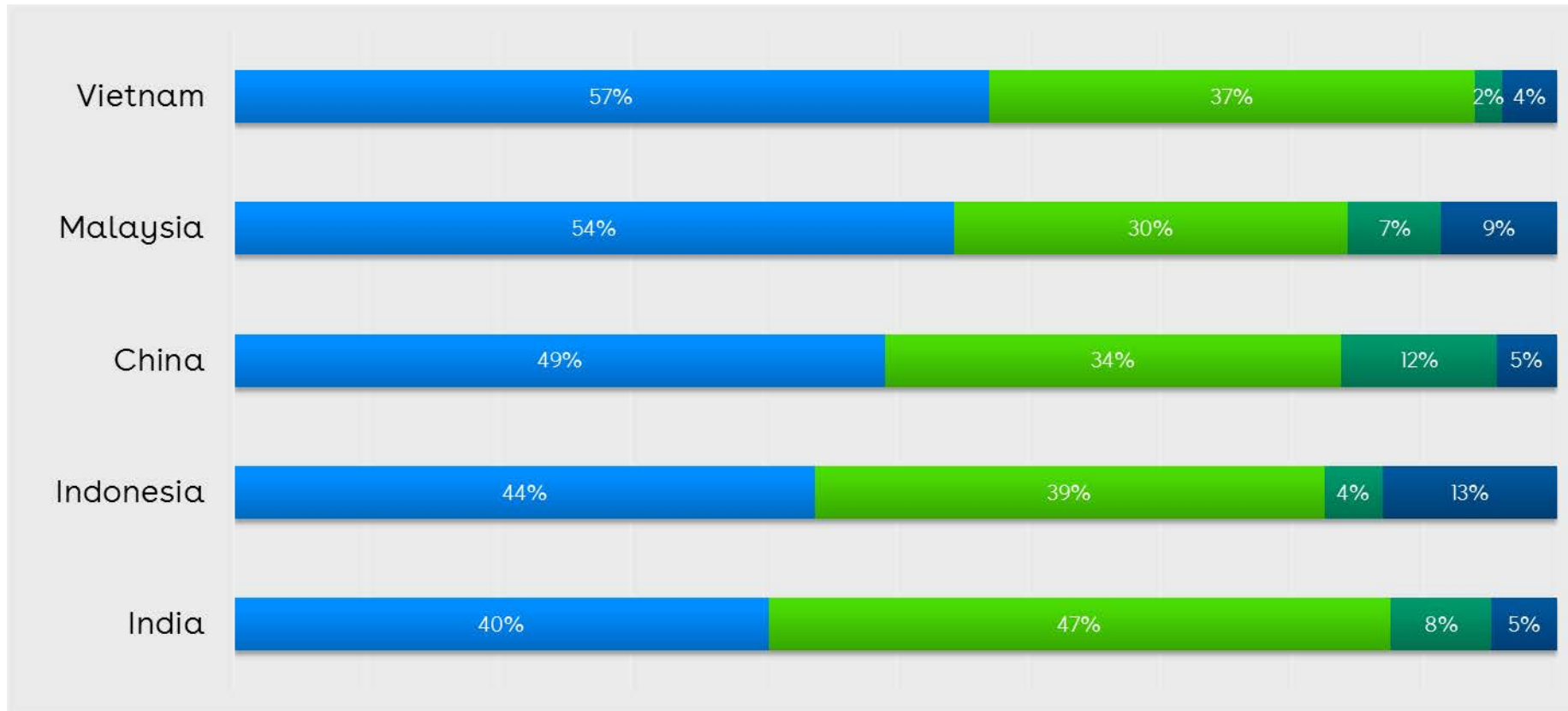
Personal development just as important as preparing for a career when deciding to study internationally



Aspirational reasons for choosing international study - continued

Aspirations vary depending on a student's country of origin

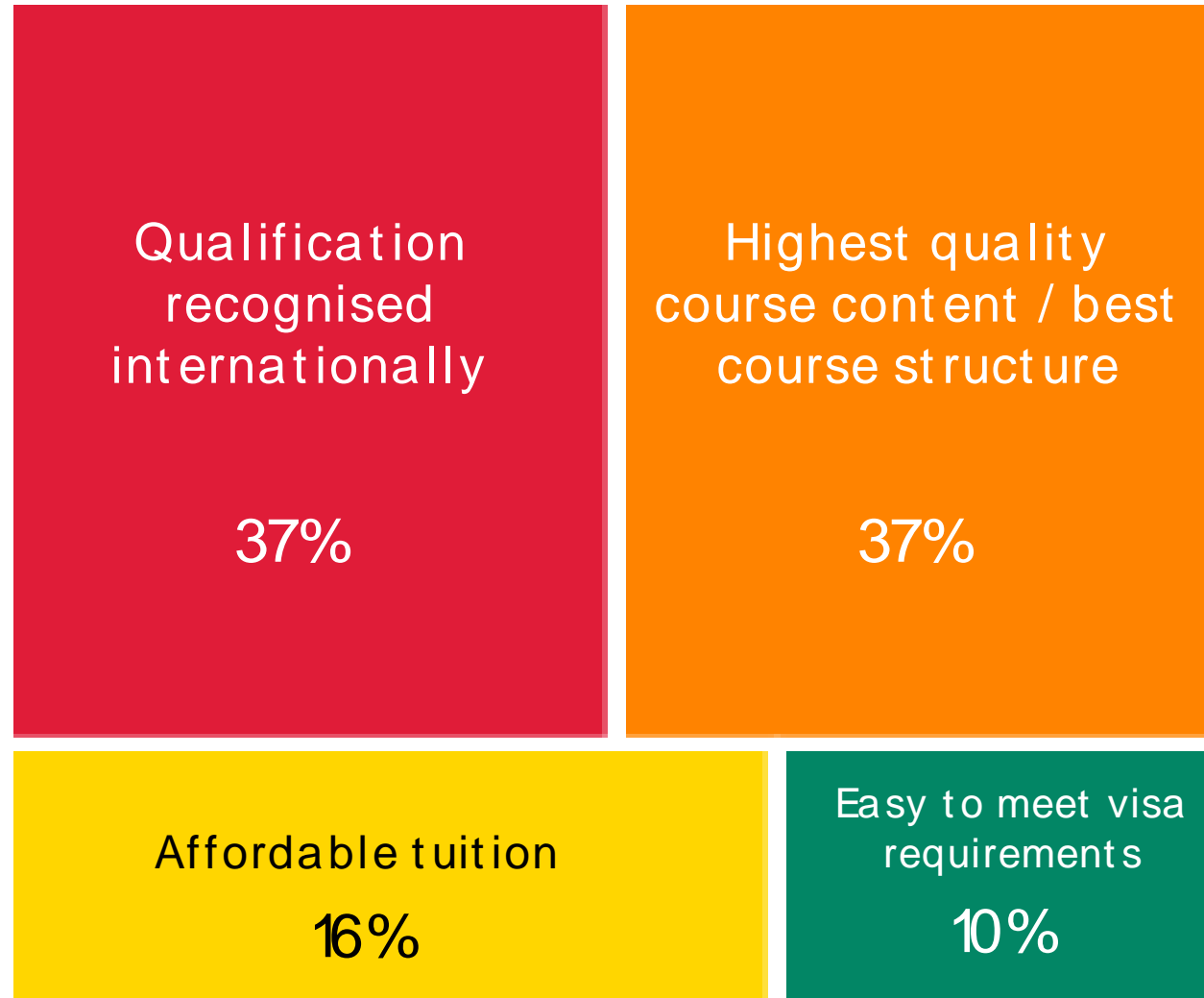
- Learn about myself and the world
- Study at a highly ranked university
- Prepare me for my career
- Make a difference in my community





Practical reasons for choosing international study

High quality content and qualification recognition equally important practical drivers for international education



Practical reasons for choosing international study - continued

Differences again noticeable depending on students' country of origin

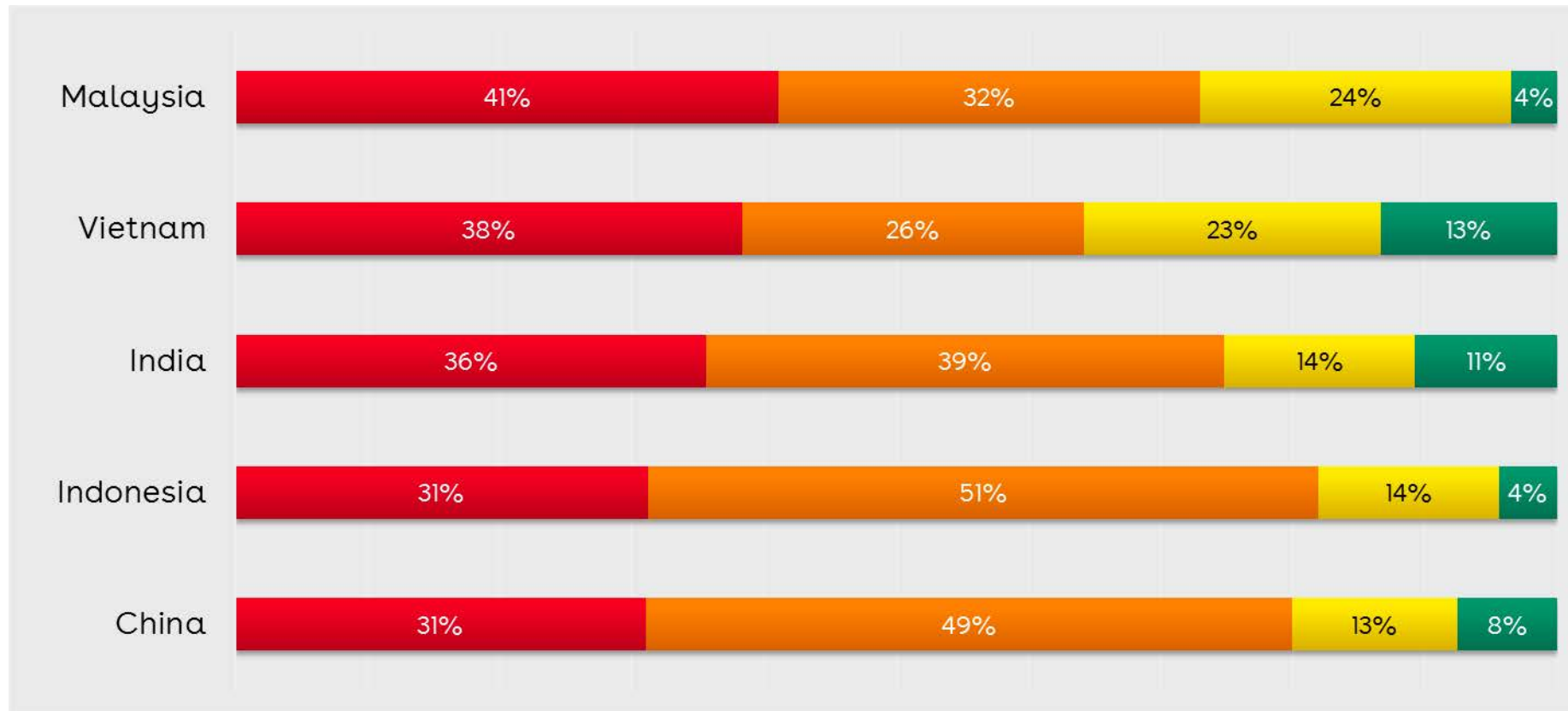




Image preferences

Which image do students prefer in advertising given a choice?

When given choice, surveyed students prefer large diverse groups



Large group

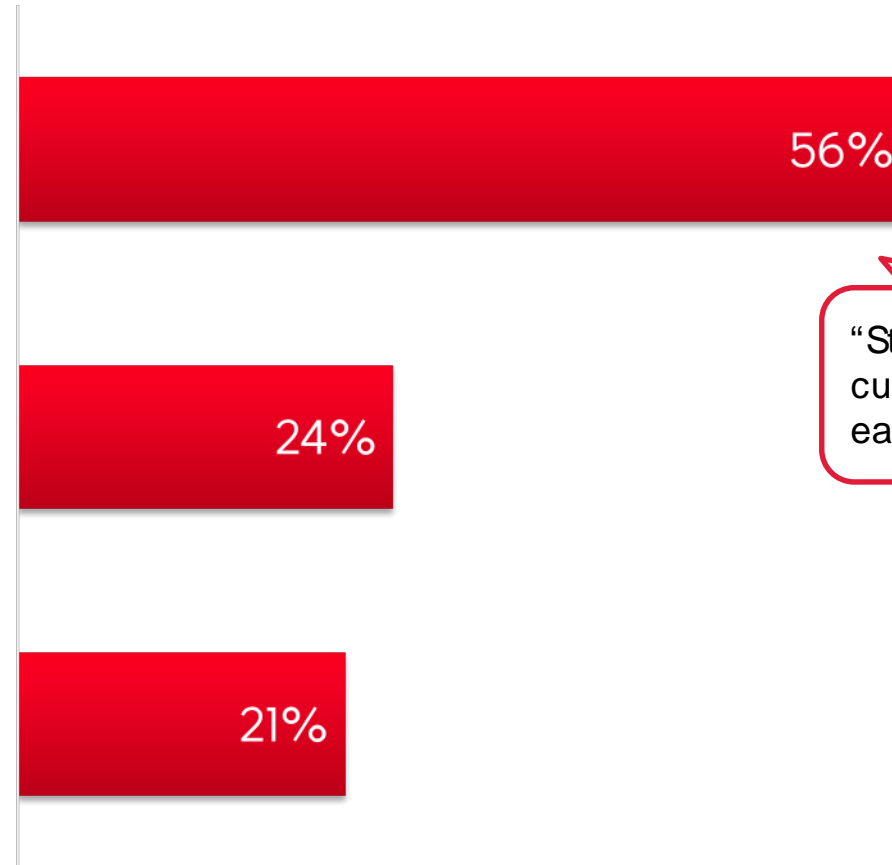


Small group A



Small group B

■ Most appealing



“Students from different cultures are enjoying each other's company”

What do students respond to in real world advertising?

Prospective students displayed different behaviours to social media advertising

Large Group - Mixed



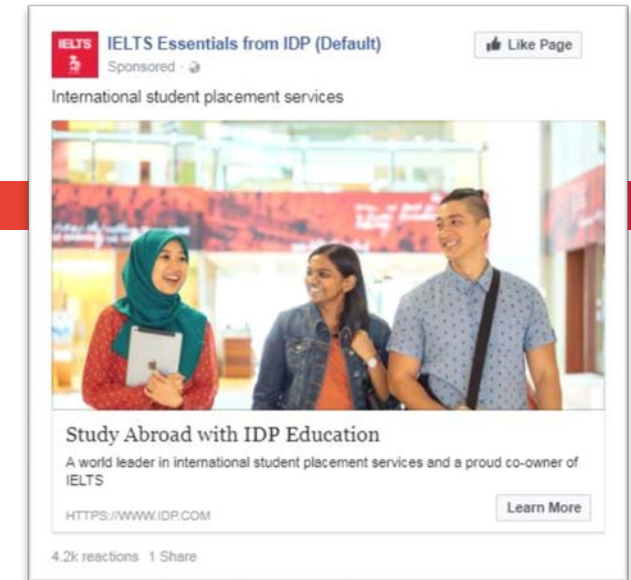
0.37%

Small Group A - Mixed



0.43%

Small Group B - Mixed



0.31%

Actions as a %
of impressions

In summary

- Growing appeal of Canada as a study destination for prospective students.
- Canada also performing well in terms of students' actual experiences.
- Motivations for international study are as aspirational as they are practical.
 - But different source countries have their own broad trends.
- Personalised engagement is essential.
- So is market testing assumptions.



Thank you



Check out the infographic

<https://www.idp.com/global/>