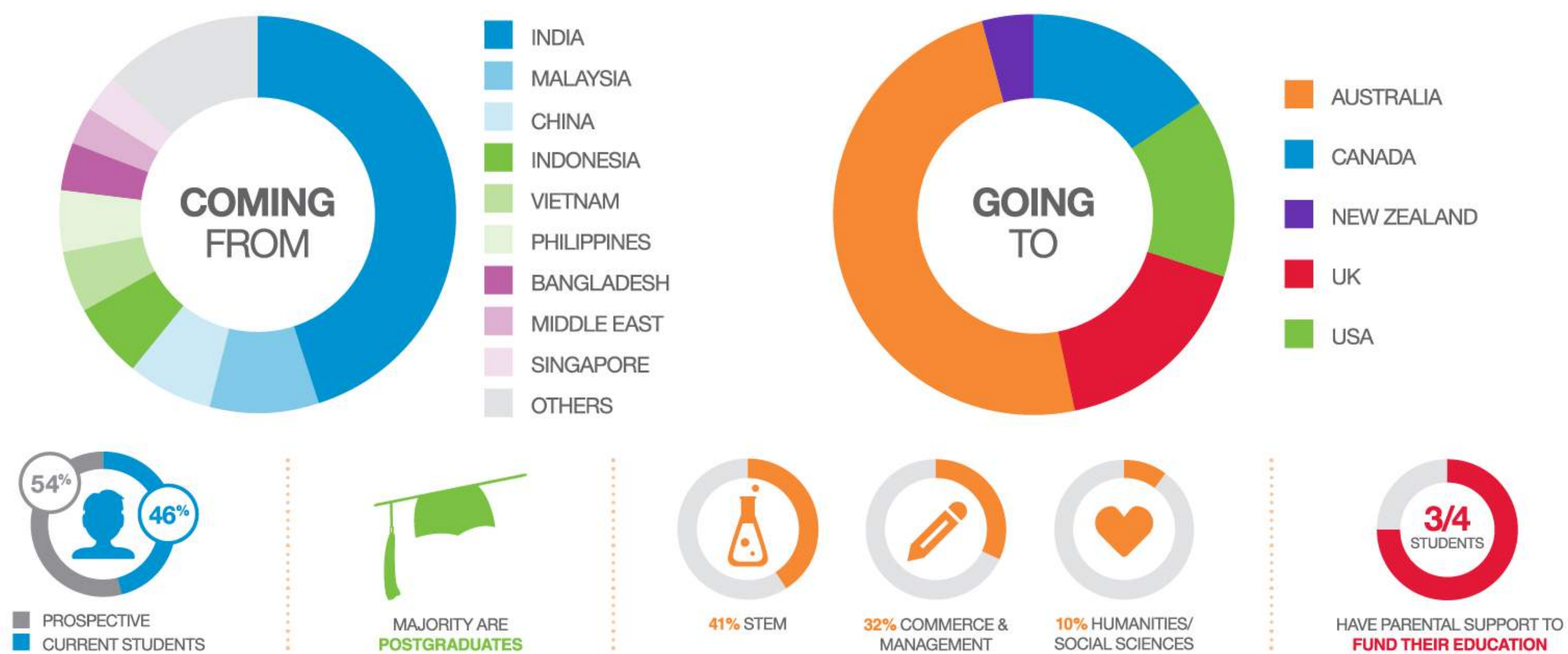


# IDP Education

## International Student Buyer Behaviour Research 2016 Key findings

### Who responded?

In July 2016 we conducted an online survey of over **2,800 students** who had used IDP's services



### Students top 5 interests:

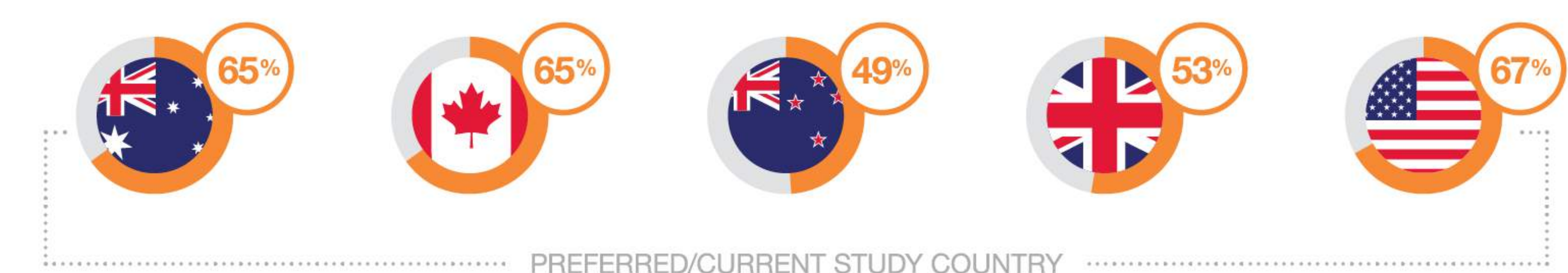


### IDP student perceptions: Overall



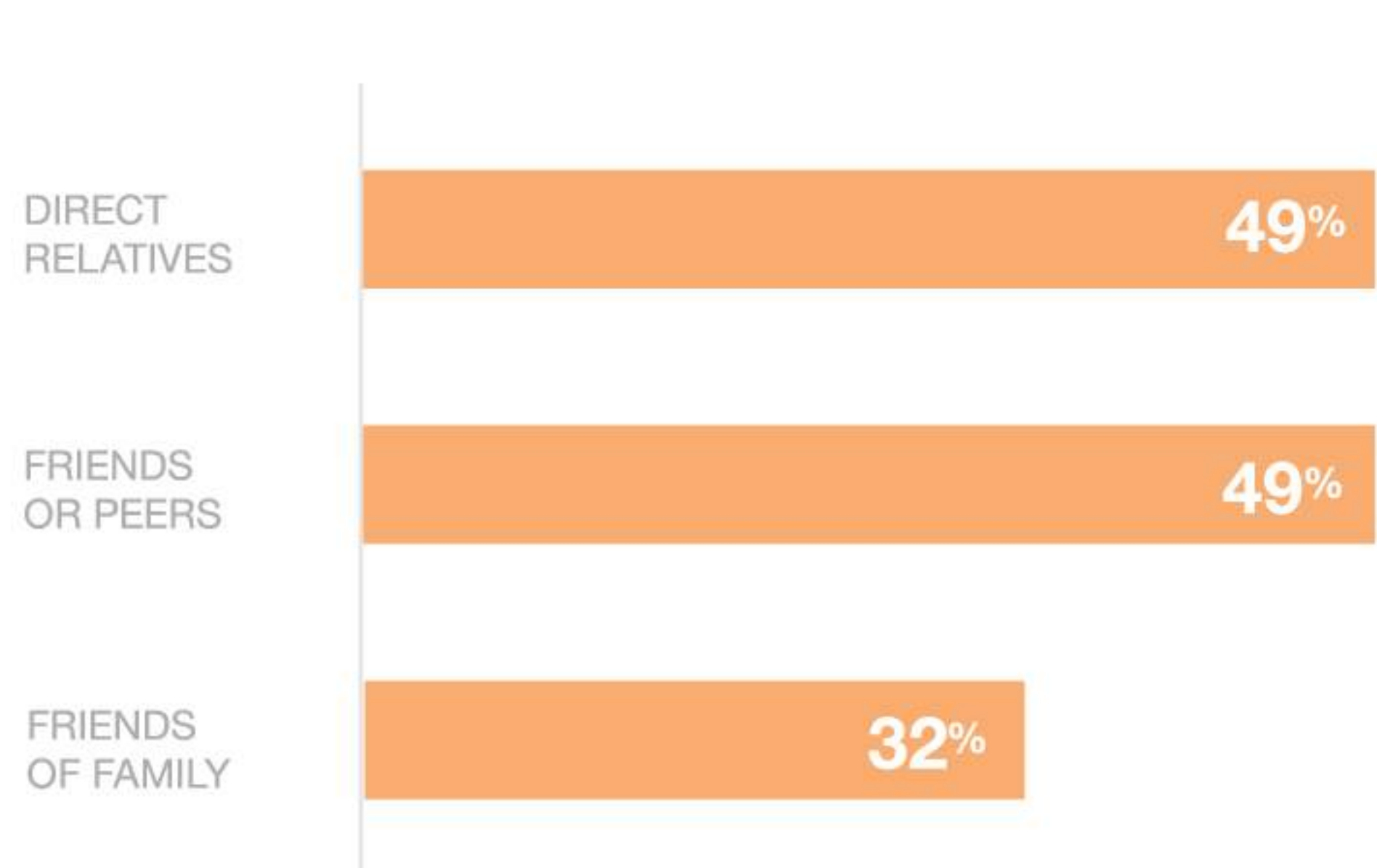
### Influence of family and friends abroad

Who has friends and family already living abroad?

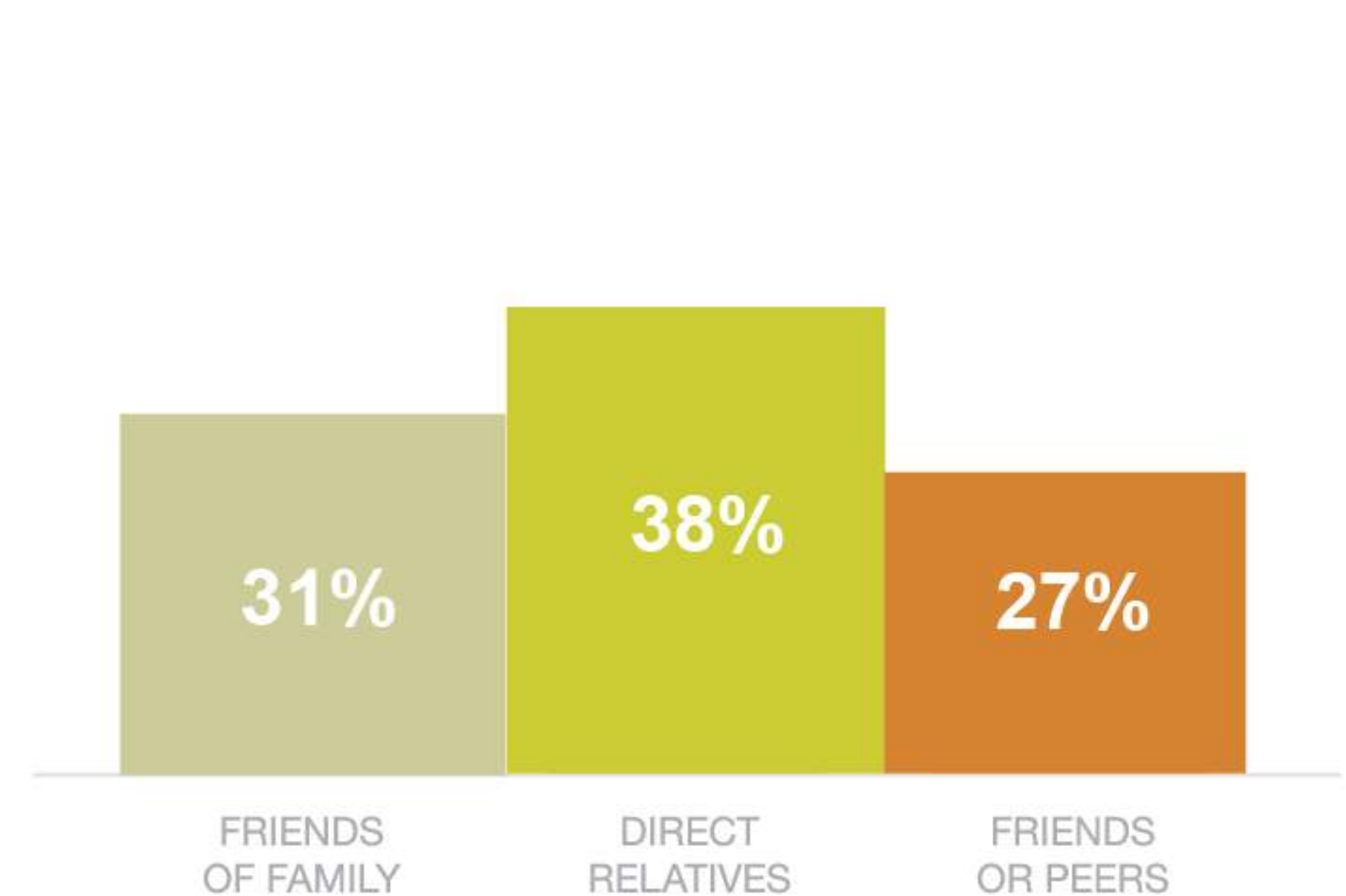


### What was the influence of family and friends on students' choice of country?

What kind of friends or family do students have abroad...



...and who is highly influential on students' choices?



### City perceptions

Top 5 reasons for choosing a study destination city



### City appeal: preferences

