International Student Buyer Behaviour Research 2014
Key Findings - Student Perceptions

Who responded?

1,000 students

Who used IDP services

Surveyed online in August 2014

IDP student perceptions of five English speaking destinations

Affordability

Quality of education

Safety

Graduate employment opportunities

Government student visa requirement/policies

IDP student perceptions of five English speaking destinations

Prospective & current students

Majority are postgraduates

Broad field of study

Have parental support to fund their education

IDP student perceptions of five English speaking destinations

Changes in perceptions since 2013

Affordability

Graduate employment opportunities

Government student visa policies

Why is international education worth it?

1st
Gain better knowledge/skills than at home

2nd
Get a good job in chosen field

3rd
Can earn more money

4th
Improve English language skills

5th
Get expected academic marks/results

6th
Can live in study destination permanently

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