

# IDP International Student Buyer Behaviour Research 2013

## Key Findings



### Who Responded

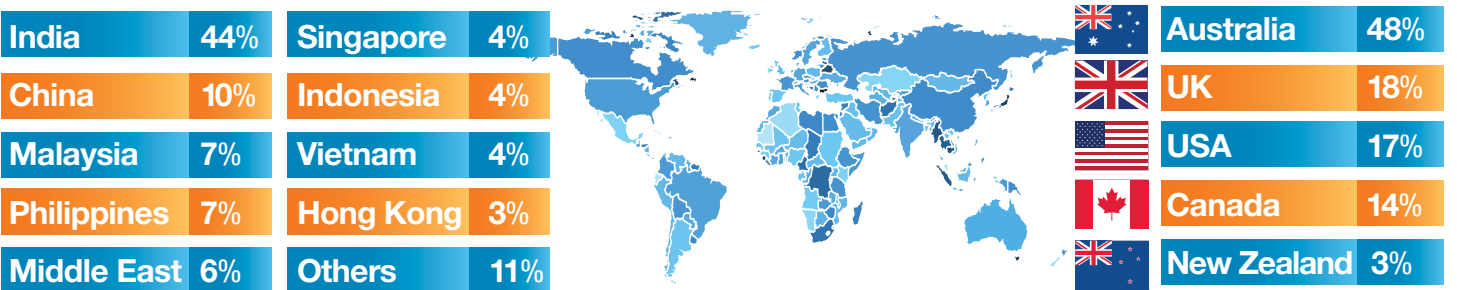
From a range of countries in IDP's footprint



**1,100 students** who used IDP services surveyed online in August 2013



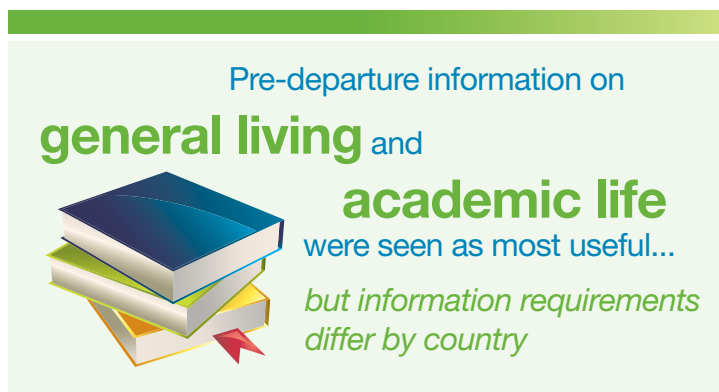
To their preferred or current study destination



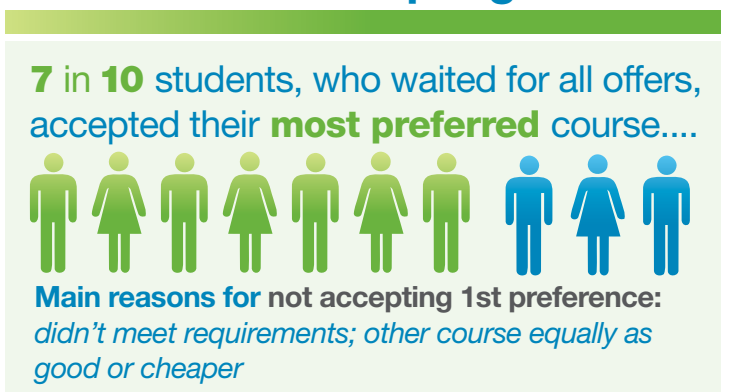
### Student Profile



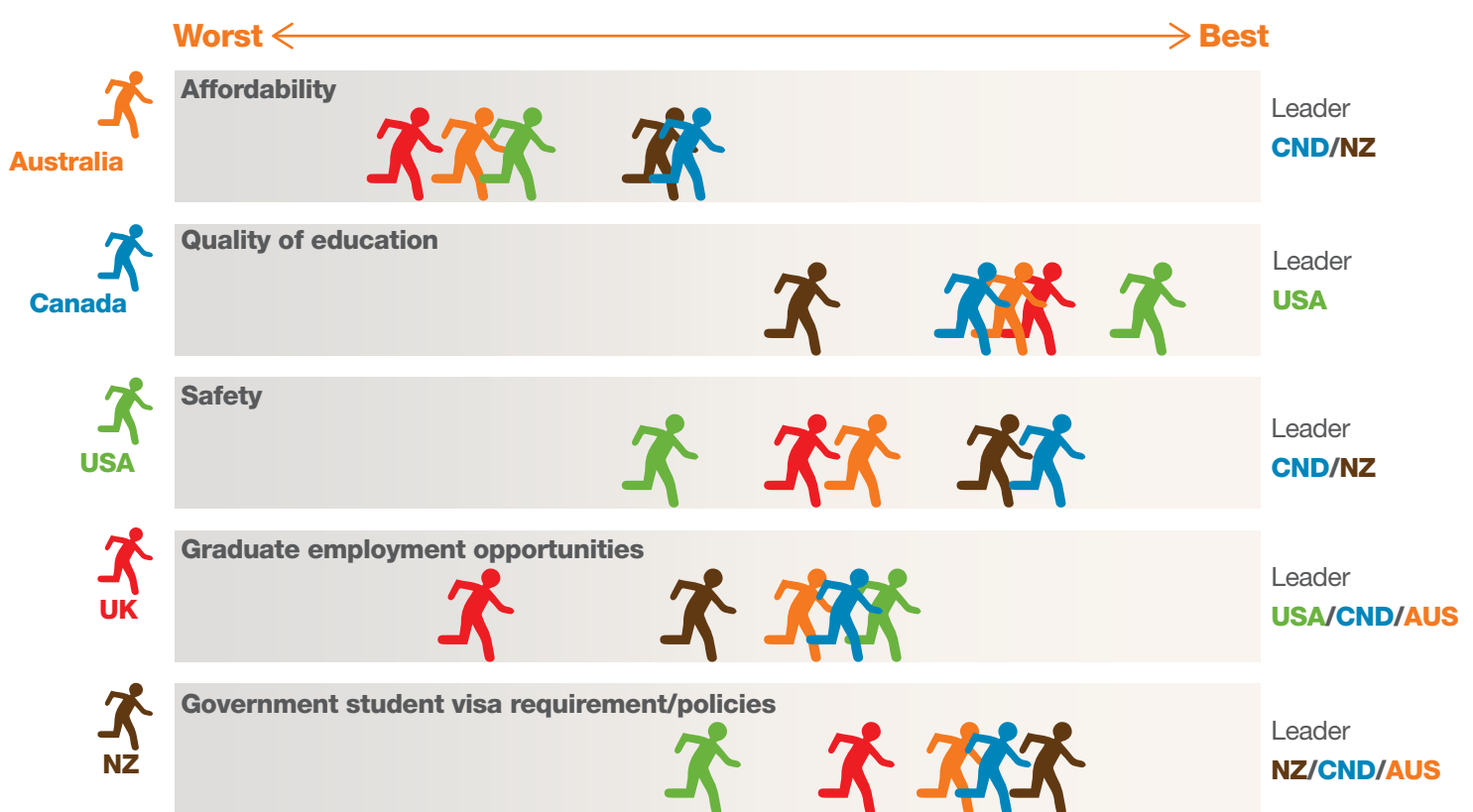
### Useful Information Sources



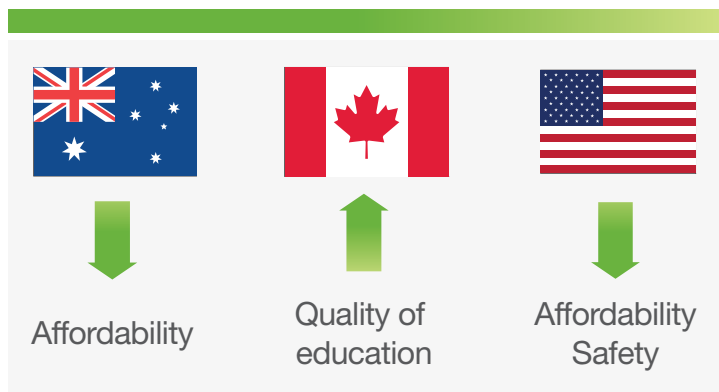
### Accepting a Course



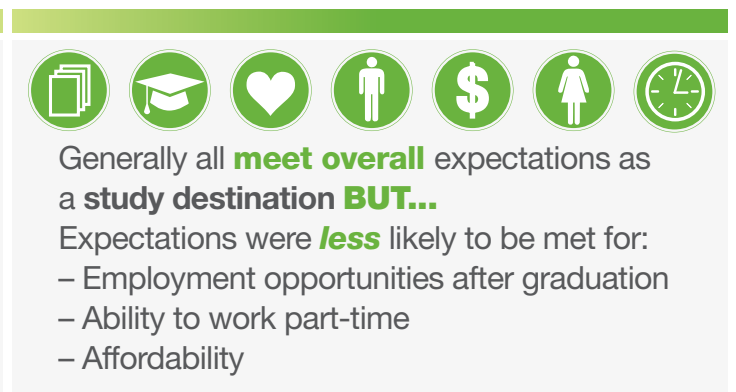
### Student Perceptions of Five English Speaking Destinations



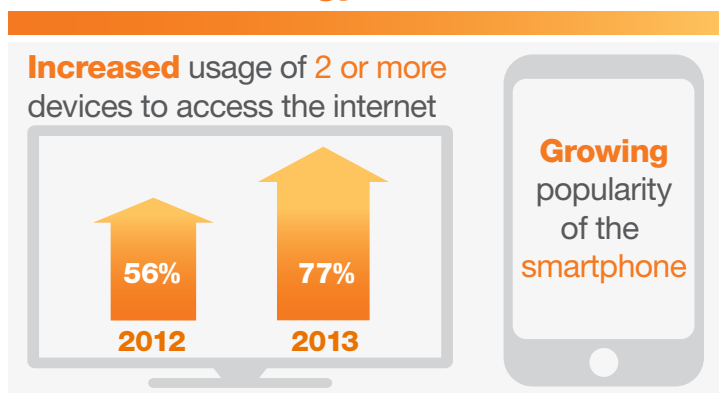
### Changes in Perceptions since 2012



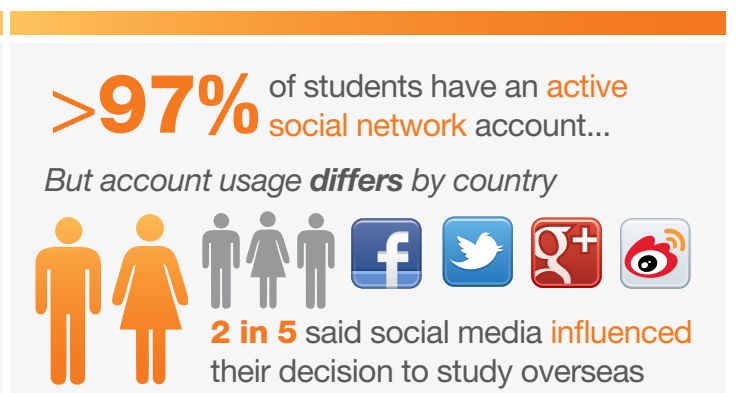
### Experience vs Expectations



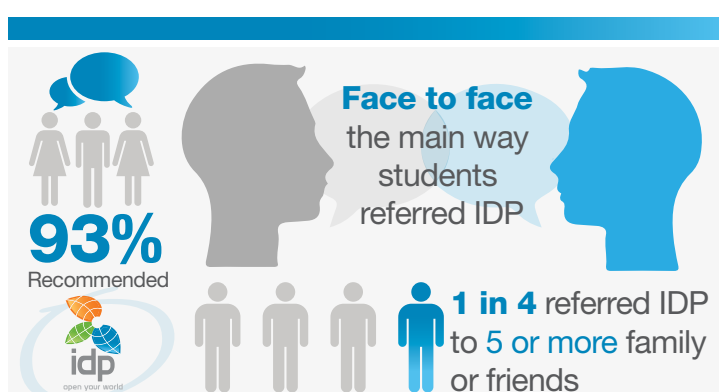
### Online Technology & Access



### Social Networks



### Power of Word of Mouth



### MOOCs – Awareness & Usage

